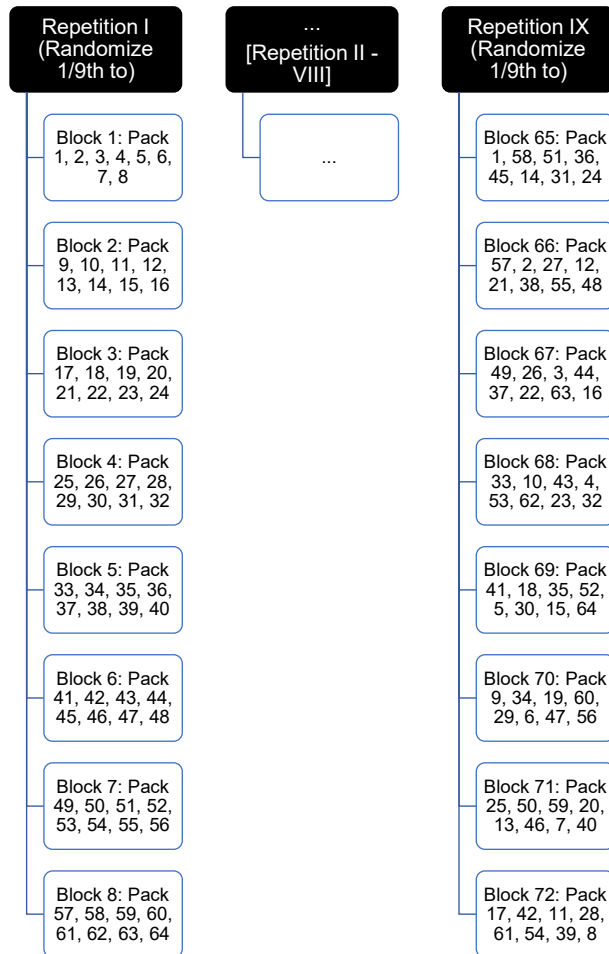


Supplemental File 1: Design of Aims 2 and 3

Experimental (8 x 8 balanced lattice) design in which each participant is randomized to one of nine repetitions (depicted as columns here) and completes a discrete choice experiment while viewing eight stimuli (packs) within each of eight blocks presented in random order. Thus, each participant was asked to complete eight discrete choice tasks.

See Cochran and Cox Plan 10.5 for the full design.¹



1. Cochran WD, Cox GM. *Experimental designs*. 2 ed. New York: John Wiley & Sons; 1992.

Supplemental Table 1. Pairwise comparisons for Study 1

Shape Comparisons	Diff	SE(diff)	Z-value	p-value
1 vs 2	-1.1319	0.114657	-9.87204	<0.001
1 vs 3	-1.1921	0.11705	-10.1846	<0.001
1 vs 4	-1.3392	0.11924	-11.2311	<0.001
2 vs 3	-0.0602	0.093385	-0.64464	0.52
2 vs 4	-0.2073	0.096117	-2.15675	0.03
3 vs 4	-0.1471	0.098959	-1.48648	0.14
Color Saturation Comparison	Diff	SE(diff)	Z-value	p-value
1 vs 2	-0.759	0.095936	-7.9115	<0.001
1 vs 3	-0.7991	0.097351	-8.20841	<0.001
1 vs 4	-0.73	0.103161	-7.07634	<0.001
2 vs 3	0.0291	0.054456	0.534374	0.59
2 vs 4	-0.011	0.054041	-0.20355	0.84
3 vs 4	-0.0401	0.053035	-0.75611	0.45
Logo Size Comparison	Diff	SE(diff)	Z-value	p-value
1 vs 2	0.0542	0.068473	0.791557	0.43
1 vs 3	-0.228	0.06618	-3.44515	<0.001
1 vs 4	-0.1126	0.069164	-1.62801	0.10
2 vs 3	-0.2822	0.06425	0.534374	0.59
2 vs 4	-0.1668	0.06732	-0.20355	0.84
3 vs 4	-0.0401	0.064987	-0.75611	0.45

Supplemental Table 2. Pairwise comparisons for Study 2's Appeal Task

Design Comparison	Diff	SE(diff)	Z-value	p-value
1 vs 2	0.1040	0.09631	1.079851	0.28
1 vs 3	0.3669	0.103809	3.534385	<0.01
1 vs 4	0.9000	0.116715	7.71106	<0.01
2 vs 3	-0.0602	0.054874	-1.09705	0.27
2 vs 4	-0.2073	0.053835	-3.85063	<0.01
3 vs 4	-0.1471	0.053256	-2.76215	0.01
Color Comparison	Diff	SE(diff)	Z-value	p-value
1 vs 2	1.1636	0.113066	10.2913	<0.01
1 vs 3	1.0136	0.108706	9.324246	<0.01
1 vs 4	0.7702	0.104479	7.371824	<0.01
1 vs 5	0.5645	0.109933	5.134968	<0.01
1 vs 6	0.8826	0.108706	8.119159	<0.01
1 vs 7	0.6542	0.109864	5.954637	<0.01
1 vs 8	0.6689	0.08	8.36125	<0.01
2 vs 3	0.7111	0.086964	8.176907	<0.01
2 vs 4	0.4677	0.086964	5.378062	<0.01
2 vs 5	0.2620	0.08	3.275	<0.01
2 vs 6	0.5801	0.08	7.25125	<0.01
2 vs 7	0.3517	0.08	4.39625	<0.01
2 vs 8	0.3664	0.08	4.58	<0.01
3 vs 4	-0.3934	0.104402	-3.76811	<0.01
3 vs 5	-0.5991	0.10986	-5.45332	<0.01
3 vs 6	-0.281	0.108632	-2.58671	0.01
3 vs 7	-0.5094	0.109791	-4.63972	<0.01
3 vs 8	-0.4947	0.0799	-6.19149	<0.01
4 vs 5	-0.4491	0.105367	-4.26226	<0.01
4 vs 6	-0.1310	0.104086	-1.25857	0.21
4 vs 7	-0.3594	0.105295	-3.41327	<0.01
4 vs 8	-0.3447	0.0736	-4.68342	<0.01
5 vs 6	0.1124	0.099663	1.127796	0.26
5 vs 7	-0.1160	0.100925	-1.14936	0.25
5 vs 8	-0.1013	0.0672	-1.50744	0.13
6 vs 7	0.0897	0.106561	0.841771	0.40
6 vs 8	0.1044	0.0754	1.384615	0.17
7 vs 8	-0.2137	0.082752	-2.5824	0.01

Supplemental Table 3. Pairwise comparisons for Study 2's Least Harm Task

Design Comparison	Diff	SE(diff)	Z-value	p-value
1 vs 2	-0.1051	0.113208	-0.92838	0.35
1 vs 3	-1.0699	0.108220	-9.88631	<0.01
1 vs 4	0.1349	0.125067	1.078623	0.28
2 vs 3	-0.0602	0.054874	-1.09705	0.27
2 vs 4	-0.2073	0.053835	-3.85063	<0.01
3 vs 4	-0.1471	0.053256	-2.76215	<0.01
Color Comparison	Diff	SE(diff)	Z-value	p-value
1 vs 2	0.5054	0.103726	4.872451	<0.01
1 vs 3	0.7694	0.100364	7.666131	<0.01
1 vs 4	0.8964	0.095390	9.397213	<0.00
1 vs 5	0.9375	0.099702	9.403039	<0.01
1 vs 6	0.5536	0.092825	5.963938	<0.01
1 vs 7	0.7278	0.093994	7.743057	<0.01
1 vs 8	0.4141	0.100069	4.138146	<0.01
2 vs 3	0.2640	0.06780	3.893805	<0.01
2 vs 4	0.3910	0.076671	5.099695	<0.01
2 vs 5	0.4321	0.076671	5.635750	<0.01
2 vs 6	0.0482	0.06780	0.710914	0.48
2 vs 7	0.2224	0.06780	3.280236	<0.01
2 vs 8	-0.0913	0.06780	-1.346610	0.18
3 vs 4	0.1270	0.099892	1.271373	0.20
3 vs 5	0.1681	0.104017	1.616076	0.11
3 vs 6	-0.2158	0.097445	-2.214580	0.03
3 vs 7	-0.0416	0.098560	-0.422080	0.67
3 vs 8	-0.3553	0.104369	-3.40426	<0.01
4 vs 5	0.0411	0.099227	0.414201	0.68
4 vs 6	-0.3428	0.092315	-3.71339	<0.01
4 vs 7	-0.1686	0.093490	-1.80340	0.07
4 vs 8	-0.4823	0.099596	-4.84256	<0.01
5 vs 6	-0.3839	0.096763	-3.96741	<0.01
5 vs 7	-0.2097	0.097886	-2.14229	0.03
5 vs 8	-0.5234	0.103733	-5.04564	<0.01
6 vs 7	0.1742	0.090871	1.91700	0.06
6 vs 8	-0.1395	0.097142	-1.43605	0.15
7 vs 8	-0.3137	0.072809	-4.30851	<0.01

Supplemental Table 4. Pairwise comparisons for Study 2's Personal Style Task

Design Comparison	Diff	SE(diff)	Z-value	p-value
1 vs 2	-0.0353	0.098502	-0.35837	0.72
1 vs 3	0.3062	0.106142	2.884818	<0.01
1 vs 4	0.8674	0.119112	7.282214	<0.01
2 vs 3	-0.0602	0.054874	-1.09705	0.27
2 vs 4	-0.2073	0.053835	-3.85063	<0.01
3 vs 4	-0.1471	0.053256	-2.76215	0.01
Color Comparison	Diff	SE(diff)	Z-value	p-value
1 vs 2	0.5669	0.117631	4.819293	<0.01
1 vs 3	1.3016	0.112359	11.58427	<0.01
1 vs 4	1.0202	0.108747	9.381416	<0.01
1 vs 5	0.8465	0.10371	8.162166	<0.01
1 vs 6	0.6593	0.10827	6.089378	<0.01
1 vs 7	0.7974	0.11019	7.23656	<0.01
1 vs 8	0.7682	0.110885	6.927882	<0.01
2 vs 3	0.7347	0.0795	9.241509	<0.01
2 vs 4	0.4533	0.086703	5.228193	<0.01
2 vs 5	0.2796	0.086703	3.224802	<0.01
2 vs 6	0.0924	0.0795	1.162264	0.25
2 vs 7	0.2305	0.0795	2.899371	<0.01
2 vs 8	0.2013	0.0795	2.532075	0.01
3 vs 4	-0.2814	0.108674	-2.5894	0.01
3 vs 5	-0.4551	0.103634	-4.39143	<0.01
3 vs 6	-0.6423	0.108197	-5.93639	<0.01
3 vs 7	-0.5042	0.110118	-4.57871	<0.01
3 vs 8	-0.5334	0.110814	-4.81349	<0.01
4 vs 5	-0.1737	0.099706	-1.74213	0.08
4 vs 6	-0.3609	0.104441	-3.45554	<0.01
4 vs 7	-0.2228	0.10643	-2.0934	0.04
4 vs 8	-0.2520	0.107149	-2.35186	0.02
5 vs 6	-0.1872	0.099186	-1.88737	0.06
5 vs 7	-0.0491	0.101278	-0.4848	0.63
5 vs 8	-0.0783	0.102034	-0.76739	0.44
6 vs 7	0.1381	0.105943	1.30353	0.19
6 vs 8	0.1089	0.106666	1.020948	0.31
7 vs 8	-0.0292	0.081237	-0.35944	0.72