

Instructions for Study Participants

Welcome and thank you for participating in this research study. The research is conducted in the United States and in Israel. Its purpose is to learn how people choose between different products.

The study is completely anonymous. All the details that you submit are confidential and will only be used for carrying out statistical analyses. The personal details recorded by the study administrators are used only in order to make certain that no person participates in the study twice. These details cannot be linked to your answers to the various questions over the course of the study.

You are requested to remain completely silent and refrain from speaking with other participants. If you have any question, raise your hand and one of the research assistants will approach you.

In front of you are two packages of candy that were purchased from a large supermarket chain in the United States: caramel candy (A) and peanut candy (B). In each package there are 30 units. Later, you will be asked to choose between different combinations of candy A and candy B. You may examine the sealed packages as you like. Please do not open the packages.

If you cannot taste any of the products due to an allergy, kosher dietary rules, or any other reason, please inform one of the study administrators now.

Shortly, you will be asked to make six choices. In each of the choices, you will be asked to circle the candy combination you prefer amongst a number of possible combinations. The first three choices appear on Part A of the **Study Participation Form**, which has already been handed to you. Please take a close look at these choices now (do not answer them yet!) and make sure that they are clear to you.

If you have any questions regarding the choices, please raise your hand now. If not, continue reading.

After making the three choices on the Study Participation Form, you will be asked to make three additional choices (in Part B of the form, which will be handed to you later). Thus, in total, you will make six choices of candy combinations during the study. Out of the six combinations that you will choose, one will be given to you as a gift. The specific candy combination that you will receive will be chosen randomly by a die that you will toss. For example, if you toss the die and it lands on 1, then you will receive the candy combination you circled in choice task number 1. If it lands on 2, you will receive the candy combination you circled in choice task number 2, and so on.

PLEASE NOTE: Altogether, you will choose six combinations (three in the Study Participation Form in front of you, and three more in Part B of the form, which you will receive later). Each of the six combinations you choose has an equal chance of being the one you will receive as a gift.

In order to make sure you understand the rules of the study, please answer the following question:

Suppose that a certain participant circled the letter (e) in Choice No. 1 (on the **Study Participation Form**); the letter (c) in Choice No. 2; and the letter (b) in Choice No. 3.

Suppose further that the result of the die toss at the end of the study was the number 2.

How many caramel candies (A) and how many peanut candies (B) will the participant receive before he/she leaves the room?

Caramel (A) _____

Peanut (B) _____

Please raise your hand and the research assistant will approach you. If you have any questions, he will be happy to answer them.

Please do NOT begin to make your choices until instructed to do so.

Study Participation Form – Part A

(When you finish Part A, you will be handed Part B of the form)

In each of the tasks below, a number of possible combinations of candy are presented. All you need to do is choose which of these combinations you want to receive at the end of the experiment.

Please note: Combination (a) is the same in all choices. **The remaining combinations differ from choice to choice.**

Choice No. 1.

Which of the following combinations would you like to receive? Please circle one of the following options.

- a) 5 units of caramel candy (A) and 0 units of peanut candy (B)
 - b) 4 units of caramel candy (A) and 2 units of peanut candy (B)
 - c) 3 units of caramel candy (A) and 4 units of peanut candy (B)
 - d) 2 units of caramel candy (A) and 6 units of peanut candy (B)
 - e) 1 unit of caramel candy (A) and 8 units of peanut candy (B)
 - f) 0 units of caramel candy (A) and 10 units of peanut candy (B)
-

Choice No. 2.

Which of the following combinations would you like to receive? Please circle one of the following options.

- a) 5 units of caramel candy (A) and 0 units of peanut candy (B)
 - b) 3 units of caramel candy (A) and 1 unit of peanut candy (B)
 - c) 1 unit of caramel candy (A) and 2 units of peanut candy (B)
-

Choice No. 3.

Which of the following combinations would you like to receive? Please circle one of the following options.

- a) 5 units of caramel candy (A) and 0 units of peanut candy (B)
 - b) 4 units of caramel candy (A) and 1 unit of peanut candy (B)
 - c) 3 units of caramel candy (A) and 2 units of peanut candy (B)
 - d) 2 units of caramel candy (A) and 3 units of peanut candy (B)
 - e) 1 unit of caramel candy (A) and 4 units of peanut candy (B)
 - f) 0 units of caramel candy (A) and 5 units of peanut candy (B)
-

If you are done, please raise your hand and one of the study administrators will approach you with **Part B** and with instructions on how to proceed.

Study Participation Form – Part B

Please taste each of the candies that have been served to you by the study administrator. After tasting both, please continue.

Choice No. 4.

Which of the following combinations would you like to receive? Please circle one of the following options.

- a) 5 units of caramel candy (A) and 0 units of peanut candy (B)
 - b) 4 units of caramel candy (A) and 2 units of peanut candy (B)
 - c) 3 units of caramel candy (A) and 4 units of peanut candy (B)
 - d) 2 units of caramel candy (A) and 6 units of peanut candy (B)
 - e) 1 unit of caramel candy (A) and 8 units of peanut candy (B)
 - f) 0 units of caramel candy (A) and 10 units of peanut candy (B)
-

Choice No. 5.

Which of the following combinations would you like to receive? Please circle one of the following options.

- a) 5 units of caramel candy (A) and 0 units of peanut candy (B)
 - b) 3 units of caramel candy (A) and 1 unit of peanut candy (B)
 - c) 1 unit of caramel candy (A) and 2 units of peanut candy (B)
-

Choice No. 6.

Which of the following combinations would you like to receive? Please circle one of the following options.

- a) 5 units of caramel candy (A) and 0 units of peanut candy (B)
 - b) 4 units of caramel candy (A) and 1 unit of peanut candy (B)
 - c) 3 units of caramel candy (A) and 2 units of peanut candy (B)
 - d) 2 units of caramel candy (A) and 3 units of peanut candy (B)
 - e) 1 unit of caramel candy (A) and 4 units of peanut candy (B)
 - f) 0 units of caramel candy (A) and 5 units of peanut candy (B)
-

This completes the choice part of the study. We will appreciate it if you answer the following questions.

1. Were you familiar with any of the products prior to your participation in this study?

- A. No
- B. Yes, the caramel candy (A) was familiar to me
- C. Yes, the peanut candy (B) was familiar to me
- D. Yes, both of them were familiar to me

2. Please rate the quality of each of the products on a scale of 1 to 7.
(1 means “terrible” and 7 means “excellent”)

Caramel Candy (A)

Terrible							Excellent
1	2	3	4	5	6	7	

Peanut Candy (B)

Terrible							Excellent
1	2	3	4	5	6	7	

3. If the product were offered for purchase in Israel, what would be the maximum price (in NIS) that you would be willing to pay for a package of 30 units like the one in front of you? You may write any price from zero to one hundred NIS.

Caramel Candy (A): Maximum Price _____NIS

Peanut Candy (B): Maximum Price _____NIS

4. What were the factors that influenced your choices before you tasted the products? Please indicate the importance of each of the following factors on a scale of 0 to 10, where 0 means not important at all and 10 means very important.

	Importance 0 = not important at all, 10 = very important
A. Expected quality of the product	
B. Expected price of the product	
C. Expected taste of the product	
D. Nutritional ingredients	
E. Attractive packaging	
F. Desire to receive maximum units of candy	
G. Desire for variation in types of candy	
H. Other (describe):	
I. Other (describe):	

Finally, we will appreciate it if you fill out the details below. Recall that all your answers are confidential and used for statistical analysis only. Your answers cannot be linked to your personal information.

5. Are you a student and if so for which degree?

- A. Preparatory program
- B. First degree, year _____
- C. Second degree, year _____
- D. Third degree, year _____
- E. Not a student: years of schooling: _____

6. What is your major/area of study? (If you are studying in a single-major track, please fill in the line for the first major only)

First major/area of study: _____

Second major/area of Study: _____

7. Sex

- A. Male
- B. Female

8. Year of Birth: _____

Last Question:

9. The country's population is often divided into 5 groups (quintiles) according to level of income. In your best estimation, when you were in high school, to which quintile did your family belong?

- The top quintile (wealthiest)
- Second quintile
- Third quintile (median income)
- Fourth quintile
- Bottom quintile (poorest)

We thank you very much for your participation in this study.

If you have comments, thoughts, or critiques, we would appreciate it if you could describe them here:
