**PEACE-Reviews Data Information Sheet**

Data files-

1. “PEACE-Reviews\_main”: main file without edits from Qualtrics
2. “PEACE-Reviews\_working”: edited working file to do data analysis

**Working data file**

* *N* = 700
* Each participant contributed two data points- one for positive and one for negative experience

Column A, Column AT: con1-product, con2-product

* The expensive product/service that was recalled by the participant

Column B, Column AU: con1-money, con2-money

* The cost of the expensive product/service recalled by the participant

Column C, Column AV: con1-dominant\_emo, con2-dominant\_emo

* The most dominant/representative emotion felt when using the expensive product/service

Column D, Column AW: con1-dominant\_emo\_pos, con2-dominant\_emo\_pos

* This is a free text component when participants selected the option of “Other positive emotion”, and write other emotions that are not provided.

Column E, Column AX: con1-dominant\_emo\_neg, con2-dominant\_emo\_neg

* This is a free text component when participants selected the option of “Other negative emotion”, and write other emotions that are not provided.

Main prompts for text

Column F, Column AY: con1-text\_emo1, con2-text\_emo1

* “What about the product/service that made you feel the emotion that you have stated?”

Column G, Column AZ: con1-text\_emo2, con2-text\_emo2

* “Why were you feeling that emotion when you were using or experiencing the product/service?”

Column H, Column BA: con1-text\_importance, con2-text\_importance

* “Was the product/service important to you? Please also state the reason(s) of why was the product/service important/unimportant to you, and write your responses in the following format- 'Yes because...', 'No because...', or 'Neutral because...'.”

Column I, Column BB: con1-text\_goalsCon, con2-text\_goalsCon

* “Was the product/service consistent with what you wanted? Please also state the reason(s) of why was the product/service consistent with what you wanted, and write your responses in the following format- 'Yes because...', 'No because...', or 'Neutral because...'.”

Column J, Column BC: con1-text\_pleasant, con2-text\_pleasant

* “Was it a pleasant experience when you were using the product/service? Please also state the reason(s) of why was it a pleasant experience when you were using the product/service, and write your responses in the following format- 'Yes because...', 'No because...', or 'Neutral because...'.”

Column K, Column BD: con1-text\_expect, con2-text\_expect

* “While using the product, did everything turn out to be what you had expected? Please also state what turned out to be expected/unexpected, and write your responses in the following format- 'Expected because...', or 'Unexpected because...'”

Appraisal questionnaire

* All questions are measured on a 7-point Likert scale

Column L, Column BE: con1-self\_control, con2-self\_control

* “To what extent did you think you had control over the situation?”

Column M, Column BF: con1-pleasantness, con2-pleasantness

* “To what extent did you think that the situation was pleasant?”

Column N, Column BG: con1-goal\_con, con2-goal\_con

* “To what extent was the situation consistent with what you wanted?”

Column O, Column BH: con1-expect, con2-expect

* “To what extent did you expect any consequences from the situation to occur?”

Column P, Column BI: con1-fairness, con2-fairness

* “To what extent did you think the situation was fair?”

Column Q, Column BJ: con1-certainty, con2-certainty

* “To what extent did you understand what was happening in the situation?”

Column R, Column BK: con1-coping, con2-coping

* “To what extent were you able to cope with any negative consequences of the situation?”

Column S, Column BL: con1-goal\_relevance, con2-goal\_relevance

* “To what extent did you think that the situation was relevant to what you wanted?”

Column T, Column BM: con1-other\_account, con2-other\_account

* “To what extent did you think that someone else other than you were responsible for what was happening in the situation?”

Column U, Column BN: con1-difficult, con2-difficult

* “To what extent did you think that the situation was difficult?”

Column V, Column BO: con1-self\_account, con2-self\_account

* “To what extent did you think that you were responsible for what was happening in the situation?”

Column W, Column BP: con1-attention, con2-attention

* “To what extent did you think that you needed to attend to the situation further?”

Column X, Column BQ: con1-control\_circum, con2-control\_circum

* “To what extent did you think that circumstances beyond anyone's control were controlling what was happening in the situation?”

Column Y, Column BR: con1-future\_expect, con2-future\_expect

* “To what extent did you think that the situation would get worse/better?”

Column Z, Column BS: con1-control\_other, con2-control\_other

* “To what extent did you think that other people were controlling what was happening in the situation?”

Column AA, Column BT: con1-effort, con2-effort

* “To what extent did you think that you needed to exert effort to deal with the situation?”

Column AB, Column BU: con1-problem, con2-problem

* “To what extent did you think that there were problems that had to be solved before you could get what you wanted?”

Column AC, Column BV: con1-norm\_external, con2-norm\_external

* “To what extent did you think that the situation was consistent with external and social norms?”

Column AD, Column BW: con1-circum\_account, con2-circum\_account

* “To what extent did you think that circumstances beyond anyone's control were responsible for what was happening in the situation?”

Column AE, Column BX: con1-novel, con2-novel

* “To what extent did you think that the situation was novel?”

Marketing questions

* All questions are measured on a 7-point Likert scale

Column AF, Column BY: con1-research, con2-research

* “How much effort did you put into researching about the product/service before purchasing it?”

Column AG, Column BZ: con1-recommend, con2-recommend

* “To what extent would you recommend the product/service that you have recalled to someone else?”

Column AH, Column CA: con1-again, con2-again

* “To what extent would you purchase again the product/service that you have recalled?”

Emotion questionnaire

* All questions are measured on a 7-point Likert scale

Column AI, Column CB: con1-anger, con2-anger

* “To what extent did you feel ANGRY?”

Column AJ, Column CC: con1-joy, con2-joy

* “To what extent did you feel HAPPY?”

Column AK, Column CD: con1-disappoint, con2-disappoint

* “To what extent did you feel DISAPPOINTED?”

Column AL, Column CE: con1-surprise, con2-surprise

* “To what extent did you feel SURPRISED?”

Column AM, Column CF: con1-pride, con2-pride

* “To what extent did you feel PROUD?”

Column AN, Column CG: con1-gratitude, con2-gratitude

* “To what extent did you feel GRATEFUL?”

Column AO, Column CH: con1-disgust, con2-disgust

* “To what extent did you feel DISGUSTED?”

Column AP, Column CI: con1-regret, con2-regret

* “To what extent did you feel REGRETFUL?”

Column AQ, Column CJ: con1-satisfied, con2-satisfied

* “To what extent were you SATISFIED with your experience?”

Column AR, Column CK- con1-other\_Text\_emo, con2-other\_Text\_emo

* “Was there any other emotion you felt that was not listed previously?”
* Text response

Column AS, Column CL- con1-other\_emo, con2-other\_emo

* Rating of other emotions with respect to Column AR and CL

Column CM – DD

* PID questionnaire
* Questions are measured on a 5-point Likert scale

Demographic questionnaire

Column DE: Demo-gender

* Gender

Column DF: Demo-gender\_5\_TEXT

* Text response for gender

Column DG: Demo-age

* Age group

Column DH: Demo-race

* Race

Column DI: Demo-race\_6\_TEXT

* Text response for race

Column DJ: Demo-ethnicity

* Ethnicity

Column DK: Demo-language

* Dominant language

Column DL: Demo-education

* Highest education level

Column DM: Demo-income

* Annual income level

DN: prolific\_id

* Prolific ID of participants

Column DO

* Which study did they participants do on Prolific