

### Information on the input data design for the discrete choice experiment

In order to read the input file, we also refer the interested reader to the instructions of Sawtooth Software's .cho-file documentation. We use the documentation from Sawtooth Software!

[https://legacy.sawtoothsoftware.com/help/lighthouse-studio/manual/hid\\_web\\_cbc\\_choformat.html](https://legacy.sawtoothsoftware.com/help/lighthouse-studio/manual/hid_web_cbc_choformat.html)

In our study each of 350 respondents saw 14 choice sets. Each choice set contained 4 alternatives (1-4) and a no-purchase option (5).

The attributes and associated levels are as follows:

	Level 1	Level 2	Level 3	Level 4
Attribute 1 = Brand	Amazon	Apple	Google	Xiaomi
Attribute 2 = language performance	simple commands	advanced instructions	natural language	
Attribute 3 = location of personal data's storage	at manufacturer (System des Herstellers)	at provider (System des Dienstleisters)	at home (beim Nutzer zu Hause)	
Attribute 4 = Price	50€	100€	150€	200€

The format of the file "[input\\_data\\_design.csv](#)" is as follows:

Example:

154 1 4 16 1

0

4 1

1 1 2 2

2 3 3 3

3 2 1 4

4 2 3 1

1 0

(lines 3-8 repeated, for 15 more tasks for this respondent)

***Line 1: Respondent record information***

154

1

4

16

1

Respondent	"Extra"	Number of	Number of	None option
Number	Variables	Attributes	Choice Tasks	1=Yes,

***Line 2: Place holder***

0  
Place holder

**Lines 3-7 are repeated for each choice task**

***Line 3: Task 1 format***

4	1
Number of concepts in first task	Placeholder

***Line 4: Levels displayed in first concept***

1	1	2	2
Level 1 of	Level 1 of	Level 2 of	Level 2 of
Attribute 1	Attribute 2	Attribute 3	Attribute 4

***Line 5: Levels displayed in second concept***

2	3	3	3
Level 2 of	Level 3 of	Level 3 of	Level 3 of
Attribute 1	Attribute 2	Attribute 3	Attribute 4

***Line 6: Levels displayed in third concept***

3	2	1	4
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Level 3 of	Level 2 of	Level 1 of	Level 4 of
Attribute 1	Attribute 2	Attribute 3	Attribute 4

***Line 7: Levels displayed in fourth concept***

4	2	3	1
Level 4 of	Level 2 of	Level 3 of	Level 1 of
Attribute 1	Attribute 2	Attribute 3	Attribute 4

***Line 8: Choice information***

1	0
Concept	Placeholder
Chosen	

The none option, if chosen, is represented as concept 5.