

Information on the data “DCE_ALL_350Aps”

The data file “DCE_ALL_350Aps.csv” contains the raw data of all 350 respondents, one row per respondent. The data set was collected via a Discrete Choice Experiment in a German online sample in winter 2020/2021.

The information is as follows:

Variable	Scale niveau	Coding	Description
RespondentNumber	nominal		Identification number of respondent
Age	cardinal		Age of respondent
Gender	nominal	1= male 2= female	Gender of respondent
Education	ordinal	1 = no school qualification 2 = lower secondary school certificate 3 = general certificate of secondary education 4 = high school diploma 5 = university degree	Educational level of respondent
FACTOR_Openness	cardinal [ranging between -20 and 20]		Respondents score on personality trait “Openness”
FACTOR_Agreeableness	cardinal [ranging between -20 and 20]		Respondents score on personality trait “Agreeableness”
FACTOR_Extraversion	cardinal [ranging between -20 and 20]		Respondents score on personality trait “Extraversion”
FACTOR_Conscientiousness	cardinal [ranging between -20 and 20]		Respondents score on personality trait “Conscientiousness”
FACTOR_Neuroticism	cardinal [ranging between -20 and 20]		Respondents score on personality trait “Neuroticism”
SmartFT_Random1	nominal	1 = concept 1 2 = concept 2 3 = concept 3 4= concept 4 5 = no-purchase option	Chose concept (out of 5, i.e., 4 hypothetic concepts + no-purchase option) in random choice task 1
SmartFT_Random2	nominal	1 = concept 1 2 = concept 2 3 = concept 3 4= concept 4 5 = no-purchase option	Chose concept (out of 5, i.e., 4 hypothetic concepts + no-purchase option) in random choice task 2
SmartFT_Random3	nominal	1 = concept 1 2 = concept 2 3 = concept 3 4= concept 4 5 = no-purchase option	Chose concept (out of 5, i.e., 4 hypothetic concepts + no-purchase option) in random choice task 3
SmartFT_Random4	nominal	1 = concept 1 2 = concept 2	Chose concept (out of 5, i.e., 4 hypothetic concepts + no-

		3 = concept 3 4= concept 4 5 = no-purchase option	purchase option) in random choice task 4
SmartFT_Random5	nominal	1 = concept 1 2 = concept 2 3 = concept 3 4= concept 4 5 = no-purchase option	Chose concept (out of 5, i.e., 4 hypothetical concepts + no-purchase option) in random choice task 5
SmartFT_Random6	nominal	1 = concept 1 2 = concept 2 3 = concept 3 4= concept 4 5 = no-purchase option	Chose concept (out of 5, i.e., 4 hypothetical concepts + no-purchase option) in random choice task 6
SmartFT_Random7	nominal	1 = concept 1 2 = concept 2 3 = concept 3 4= concept 4 5 = no-purchase option	Chose concept (out of 5, i.e., 4 hypothetical concepts + no-purchase option) in random choice task 7
SmartFT_Random8	nominal	1 = concept 1 2 = concept 2 3 = concept 3 4= concept 4 5 = no-purchase option	Chose concept (out of 5, i.e., 4 hypothetical concepts + no-purchase option) in random choice task 8
SmartFT_Random9	nominal	1 = concept 1 2 = concept 2 3 = concept 3 4= concept 4 5 = no-purchase option	Chose concept (out of 5, i.e., 4 hypothetical concepts + no-purchase option) in random choice task 9
SmartFT_Random10	nominal	1 = concept 1 2 = concept 2 3 = concept 3 4= concept 4 5 = no-purchase option	Chose concept (out of 5, i.e., 4 hypothetical concepts + no-purchase option) in random choice task 10
SmartFT_Random11	nominal	1 = concept 1 2 = concept 2 3 = concept 3 4= concept 4 5 = no-purchase option	Chose concept (out of 5, i.e., 4 hypothetical concepts + no-purchase option) in random choice task 11
SmartFT_Random12	nominal	1 = concept 1 2 = concept 2 3 = concept 3 4= concept 4 5 = no-purchase option	Chose concept (out of 5, i.e., 4 hypothetical concepts + no-purchase option) in random choice task 12
SmartFT_Random13	nominal	1 = concept 1 2 = concept 2 3 = concept 3 4= concept 4 5 = no-purchase option	Chose concept (out of 5, i.e., 4 hypothetical concepts + no-purchase option) in random choice task 13
SmartFT_Random14	nominal	1 = concept 1 2 = concept 2 3 = concept 3	Chose concept (out of 5, i.e., 4 hypothetical concepts + no-

		4= concept 4 5 = no-purchase option	purchase option) in random choice task 14
Stated_Imp_Brand	cardinal		Respondent's stated importance attached to the attribute "Brand" for final decision making – measured on a constant sum scale, which displayed the four attributes "Brand", "Language Performance", "location of personal data's storage" and "Price" (0-100)
Stated_Imp_Communication	cardinal		Respondent's stated importance attached to the attribute "Language Performance" for final decision making – measured on a constant sum scale, which displayed the four attributes "Brand", "Language Performance", "location of personal data's storage" and "Price" (0-100)
Stated_Imp_Data_Processing	cardinal		Respondent's stated importance attached to the attribute "location of personal data's storage" for final decision making – measured on a constant sum scale, which displayed the four attributes "Brand", "Language Performance", "location of personal data's storage" and "Price" (0-100)
Stated_Imp_Price	cardinal		Respondent's stated importance attached to the attribute "Price" for final decision making – measured on a constant sum scale, which displayed the four attributes "Brand", "Language Performance", "location of personal data's storage" and "Price" (0-100)