

Appendix B: Variable Codebook

Condition	Variable	Description
Indifference	quantity_scaled	Product quantity (standardized)
Indifference	price_scaled	Product price (standardized)
Experimentation	feature1_scaled	Novelty attribute: whether product is new (standardized)
Experimentation	feature2_scaled	Product price (standardized)
Indecisiveness	brand_known	Brand is well known
Indecisiveness	brand_average	Brand has average recognition
Indecisiveness	brand_unknown	Brand is unknown
Indecisiveness	battery_known	Battery information is clear
Indecisiveness	battery_unknown	Battery information is unknown
Indecisiveness	service_known	After-sales service information is clear
Indecisiveness	service_unknown	After-sales service information is unknown
Indecisiveness	camera_strong	Camera/spec described as strong
Indecisiveness	camera_weak	Camera/spec described as weak
Indecisiveness	flight_included	Flight included
Indecisiveness	flight_not_included	Flight not included
Indecisiveness	hotel_high_quality	Hotel quality clearly high
Indecisiveness	hotel_unknown	Hotel quality not specified
Indecisiveness	includes_hospital_visits	Includes hospital visits
Indecisiveness	outpatient_unclear	Outpatient coverage unclear
Indecisiveness	coverage_incomplete	Coverage explicitly incomplete
Indecisiveness	full_coverage	Full coverage stated
Indecisiveness	high_deductible	High deductible applies
Indecisiveness	famous_professor	Taught by a famous professor
Indecisiveness	new_professor	Taught by a new professor
Indecisiveness	experienced_professor	Taught by an experienced professor
Indecisiveness	grading_policy_unknown	Grading policy not specified

Indecisiveness	syllabus_available	Syllabus available
Indecisiveness	graduation_rate_unclear	Graduation rate unclear
Indecisiveness	insurance_unclear	Insurance information unclear
Indecisiveness	insurance_included	Insurance included
Indecisiveness	partial_insurance	Insurance partially included
Indecisiveness	fuel_policy_unclear	Fuel policy unclear
Indecisiveness	full_info_provided	Full information provided
Indecisiveness	great_location	Location described as great
Indecisiveness	amenities_unclear	Amenities unclear
Indecisiveness	amenities_full	Amenities fully specified
Indecisiveness	far_from_downtown	Far from downtown
Indecisiveness	close_to_downtown	Close to downtown
Indecisiveness	customer_service_unknown	Customer service not specified
Indecisiveness	no_annual_fee	No annual fee
Indecisiveness	cashback_unclear	Cashback terms unclear
Indecisiveness	clear_cashback	Cashback terms clearly stated
Indecisiveness	reward_policy_partial	Reward policy partially specified
Indecisiveness	live_classes	Live classes available
Indecisiveness	on_demand_unclear	On-demand content unclear
Indecisiveness	on_demand_detailed	On-demand content clearly described
Indecisiveness	features_unspecified	Features not specified
Indecisiveness	brand_new	Brand-new product
Indecisiveness	battery_unclear	Battery information unclear
Indecisiveness	older_model	Older model/version
Indecisiveness	full_specs	Full specifications provided
Indecisiveness	stylish_design	Stylish design highlighted
Indecisiveness	compatibility_unclear	Compatibility information unclear
Indecisiveness	price_scaled	Price (continuous; standardized)