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(This ID MUST match your Prolific ID for you to get paid.)

_____

consent_yn

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Click >> to start the survey

Same-gender Chatbot

Please read this scenario carefully and follow the instructions to navigate the e-commerce platform:

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https://intellectual-darlings-864159.framer.app/

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **ergonomic mouse** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **ergonomic mouse** recommended by the chatbot	○	○	○	○	○	○	○
I would like to try the **ergonomic mouse** recommended by the chatbot	○	○	○	○	○	○	○
I will surely buy the **ergonomic mouse** recommended by the chatbot	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Functional, practical, unenjoyable, not fun 1	2	3	4	5	6	not functional, impractical, enjoyable, fun 7
I think the **ergonomic mouse** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **scented candle** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **scented candle** recommended by the chatbot	○	○	○	○	○	○	○
I would like to try the **scented candle** recommended by the chatbot	○	○	○	○	○	○	○
I will surely buy the **scented candle** recommended by the chatbot	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Functional, practical, unenjoyable, not fun 1	2	3	4	5	6	not functional, impractical, enjoyable, fun 7
I think the **scented candle** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the chatbot I interacted with is	○	○	○	○	○	○	○
I think the chatbot's name is	○	○	○	○	○	○	○
I think the chatbot's avatar is	○	○	○	○	○	○	○
I think the chatbot's conversational tone is	○	○	○	○	○	○	○

Please describe how you feel about the chatbot sales agent's recommendation in a few words:

[ ]

Opposite-gender Chatbot

Please read this scenario carefully and follow the instructions to navigate the e-commerce platform:

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1. An ergonomic mouse for work
2. A scented candle for relaxation and ambiance.

You will be navigated to an e-commerce platform to see the available products. **During the process, please make sure you will interact with the chatbot sales agent at the lower right corner of the page for product recommendations. You should paste your**

Prolific ID in the conversation before any interaction to get the reward. When you finished your conversations with the chatbot sales agent, please go back to this page and continue to answer the questions. Now, please copy and paste the link below in your browser to navigate through the e-commerce platform and look for products you need.

https://favorable-photos-827928.framer.app/

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **ergonomic mouse** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **ergonomic mouse** recommended by the chatbot	○	○	○	○	○	○	○
I would like to try the **ergonomic mouse** recommended by the chatbot	○	○	○	○	○	○	○
I will surely buy the **ergonomic mouse** recommended by the chatbot	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Functional, practical, unenjoyable, not fun 1	2	3	4	5	6	not functional, impractical, enjoyable, fun 7
I think the **ergonomic mouse** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **scented candle** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **scented candle** recommended by the chatbot	○	○	○	○	○	○	○
I would like to try the **scented candle** recommended by the chatbot	○	○	○	○	○	○	○
I will surely buy the **scented candle** recommended by the chatbot	○	○	○	○	○	○	○

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I think the **scented candle** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the chatbot I interacted with is	○	○	○	○	○	○	○
I think the chatbot's name is	○	○	○	○	○	○	○
I think the chatbot's avatar is	○	○	○	○	○	○	○
I think the chatbot's conversational tone is	○	○	○	○	○	○	○

Please describe how you feel about the chatbot sales agent's recommendation in a few words:

Filter

Survey on Laptop Consumption

Below is a question related to laptop consumption. We want to test the level of general knowledge about laptop consumption among Americans. Please read the questions and select one answer. When you select the answer, always choose the second answer from the left instead of clicking on the right answer. In other words, please ignore the right answer, and just click on the second answer from the left for the question you see below.

How many laptops are bought every year in the US?

about 50,000

〇

about 500,000

〇

about 5,000,000

〇

about 50,000,000

〇

Demographics

Please provide your age (number):

[   ]

Please indicate your monthly income/living expenses (in US $):

[   ]

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Same-gender Chatbot

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https://favorable-photos-827928.framer.app/

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **ergonomic mouse** recommended by the chatbot is	◯	◯	◯	◯	◯	◯	◯

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **ergonomic mouse** recommended by the chatbot	◯	◯	◯	◯	◯	◯	◯
I would like to try the **ergonomic mouse** recommended by the chatbot	◯	◯	◯	◯	◯	◯	◯
I will surely buy the **ergonomic mouse** recommended by the chatbot	◯	◯	◯	◯	◯	◯	◯

Please select the choices that are mostly related to your opinion:

	Functional, practical, unenjoyable, not fun 1	2	3	4	5	6	not functional, impractical, enjoyable, fun 7
I think the **ergonomic mouse** recommended by the chatbot is	◯	◯	◯	◯	◯	◯	◯

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **scented candle** recommended by the chatbot is	◯	◯	◯	◯	◯	◯	◯

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **scented candle** recommended by the chatbot	◯	◯	◯	◯	◯	◯	◯
I would like to try the **scented candle** recommended by the chatbot	◯	◯	◯	◯	◯	◯	◯
I will surely buy the **scented candle** recommended by the chatbot	◯	◯	◯	◯	◯	◯	◯

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I think the **scented candle** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the chatbot I interacted with is	○	○	○	○	○	○	○
I think the chatbot's name is	○	○	○	○	○	○	○
I think the chatbot's avatar is	○	○	○	○	○	○	○
I think the chatbot's conversational tone is	○	○	○	○	○	○	○

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```
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I think the **ergonomic mouse** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

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I would like to try the **ergonomic mouse** recommended by the chatbot	○	○	○	○	○	○	○
I will surely buy the **ergonomic mouse** recommended by the chatbot	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Functional, practical, unenjoyable, not fun 1	2	3	4	5	6	not functional, impractical, enjoyable, fun 7
I think the **ergonomic mouse** recommended by the chatbot is	O	O	O	O	O	O	O

Please select the choices that are mostly related to your opinion:

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I think the **scented candle** recommended by the chatbot is	O	O	O	O	O	O	O

Please select the choices that are mostly related to your opinion:

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I will consider buying the **scented candle** recommended by the chatbot	O	O	O	O	O	O	O
I would like to try the **scented candle** recommended by the chatbot	O	O	O	O	O	O	O
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I think the chatbot I interacted with is	○	○	○	○	○	○	○
I think the chatbot's name is	○	○	○	○	○	○	○
I think the chatbot's avatar is	○	○	○	○	○	○	○
I think the chatbot's conversational tone is	○	○	○	○	○	○	○

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[ ]

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◯

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about 5,000,000

◯

about 50,000,000

◯

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Please provide your age (number):

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[                                                    ]
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Please indicate your monthly income/living expenses (in US $):

```
[                                                    ]
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Same-gender Chatbot

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You are moving into a new place and shopping online for two different products for your home today:
1. An electric drill for decoration work (e.g., furniture assembly)

2. A bakery mold for making cakes/pastries for welcoming parties.

You will be navigated to an e-commerce platform to see the available products. **During the process, please make sure you will interact with the chatbot sales agent at the lower right corner of the page for product recommendations. You should paste your Prolific ID in the conversation before any interaction to get the reward.** When you finished your conversations with the chatbot sales agent, please go back to this page and continue to answer the questions. Now, please copy and paste the link below in your browser to navigate through the e-commerce platform and look for products you need.

https://experienced-size-420845.framer.app/

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **electric drill** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **electric drill** recommended by the chatbot	○	○	○	○	○	○	○
I would like to try the **electric drill** recommended by the chatbot	○	○	○	○	○	○	○
I will surely buy the **electric drill** recommended by the chatbot	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the **electric drill** recommended by the chatbot is	O	O	O	O	O	O	O

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **bakery mold** recommended by the chatbot is	O	O	O	O	O	O	O

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **bakery mold** recommended by the chatbot	O	O	O	O	O	O	O
I would like to try the **bakery mold** recommended by the chatbot	O	O	O	O	O	O	O
I will surely buy the **bakery mold** recommended by the chatbot	O	O	O	O	O	O	O

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the **bakery mold** recommended by the chatbot is	O	O	O	O	O	O	O

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the chatbot I interacted with is	○	○	○	○	○	○	○
I think the chatbot's name is	○	○	○	○	○	○	○
I think the chatbot's avatar is	○	○	○	○	○	○	○
I think the chatbot's conversational tone is	○	○	○	○	○	○	○

Please describe how you feel about the chatbot sales agent's recommendation in a few words:

[text box]

Opposite-gender Chatbot

Please read this scenario carefully and follow the instructions to navigate the e-commerce platform:

You are moving into a new place and shopping online for two different products for your home today:
1. An electric drill for decoration work (e.g., furniture assembly)
2. A bakery mold for making cakes/pastries for welcoming parties.

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https://happier-presentations-837895.framer.app/

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **electric drill** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **electric drill** recommended by the chatbot	○	○	○	○	○	○	○
I would like to try the **electric drill** recommended by the chatbot	○	○	○	○	○	○	○
I will surely buy the **electric drill** recommended by the chatbot	○	○	○	○	○	○	○

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	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the **electric drill** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **bakery mold** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **bakery mold** recommended by the chatbot	○	○	○	○	○	○	○
I would like to try the **bakery mold** recommended by the chatbot	○	○	○	○	○	○	○
I will surely buy the **bakery mold** recommended by the chatbot	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the **bakery mold** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the chatbot I interacted with is	○	○	○	○	○	○	○
I think the chatbot's name is	○	○	○	○	○	○	○
I think the chatbot's avatar is	○	○	○	○	○	○	○
I think the chatbot's conversational tone is	○	○	○	○	○	○	○

Please describe how you feel about the chatbot sales agent's recommendation in a few words:

Filter

Survey on Laptop Consumption

Below is a question related to laptop consumption. We want to test the level of general knowledge about laptop consumption among Americans. Please read the questions and select one answer. When you select the answer, always choose the second answer from the left instead of clicking on the right answer. In other words, please ignore the right answer, and just click on the second answer from the left for the question you see below.

How many laptops are bought every year in the US?

about 50,000

◯

about 500,000

◯

about 5,000,000

◯

about 50,000,000

◯

Demographics

Please provide your age (number):

[   ]

Please indicate your monthly income/living expenses (in US $):

[   ]

ID

Welcome to the survey. Before we begin, please verify that the ID below is your **correct Prolific ID**.

If it is your ID, click on "Continue".

If it is NOT your ID, or if no ID is displayed, please enter your CORRECT Prolific ID and click on "Continue"
(This ID MUST match your Prolific ID for you to get paid.)

[   ]

consent_yn

INFORMED CONSENT

Description: We are researchers at the University of Chicago doing a research study about decision making in online shopping. You must be 18 or older and speak English to participate. The study comprises a series of interactions with the chatbot sales agent on a simulated e-commerce platform, as well as subsequent questions regarding decision making and shopping experiences . Participation should take about 10 min. Your participation is voluntary.

Incentives: You will receive $2 for your complete participation. A total of 11 questions will be asked after interacting with the chatbot sales agent. You need to complete the study in full to receive a fixed payment.

Risks and Benefits: Your participation in this study does not involve any risk to you beyond that of everyday life. Taking part in this research study may not benefit you personally, but we may learn new things that could help others.

Confidentiality: Results of this study may be used in publications and presentations. Your study data will be handled as confidentially as possible. If results of this study are published or presented, individual names and other personally identifiable information will not be used. To minimize the risks to confidentiality, we will store the data on password-protected computers in locked rooms. We may share the data we collect from you for use in future research studies or with other researchers. If we share the data that we collect about you, we will remove any information that could identify you before we share it. If you decide to withdraw, data collected up until the

point of withdrawal may still be included in analysis.

Contacts & Questions: If you have questions or concerns about the study, you can contact the researchers at Dingning Yang, dingningy@uchicago.edu If you have any questions about your rights as a participant in this research, feel you have been harmed, or wish to discuss other study-related concerns with someone who is not part of the research team, you can contact the University of Chicago Social & Behavioral Sciences Institutional Review Board (IRB) Office by phone at (773) 702-2915, or by email at sbs-irb@uchicago.edu.

Consent: Participation is voluntary. Refusal to participate or withdrawing from the research will involve no penalty or loss of benefits to which you might otherwise be entitled.

○ I agree to participate in the research
○ I do NOT agree to participate in the research (you will be taken to a screen that exits you from the survey. We thank you for their consideration)

cover

A Survey on Decision Making

In this survey, we will first present you with a specific situation that you may encounter in daily life. We will then ask you questions about the situation. **Please take a careful look at the instructions on the next pages and answer the questions that follow as truthfully as possible.** Since there are no right or wrong answers to this survey, please report your initial response to each of the questions.

Click >> to start the survey

Same-gender Chatbot

Please read this scenario carefully and follow the instructions to navigate the e-commerce platform:

You are moving into a new place and shopping online for two different products for your home today:
1. An electric drill for decoration work (e.g., furniture assembly)
2. A bakery mold for making cakes/pastries for welcoming parties.

You will be navigated to an e-commerce platform to see the available products. **During the process, please make sure you will interact with the chatbot sales agent at the lower right corner of the page for product recommendations. You should paste your Prolific ID in the conversation before any interaction to get the reward.** When you finished your conversations with the chatbot sales agent, please go back to this page and continue to answer the questions. Now, please copy and paste the link below in your browser to navigate through the e-commerce platform and look for products you need.

https://happier-presentations-837895.framer.app/

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **electric drill** recommended by the chatbot is	⭕	⭕	⭕	⭕	⭕	⭕	⭕

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **electric drill** recommended by the chatbot	⭕	⭕	⭕	⭕	⭕	⭕	⭕
I would like to try the **electric drill** recommended by the chatbot	⭕	⭕	⭕	⭕	⭕	⭕	⭕
I will surely buy the **electric drill** recommended by the chatbot	⭕	⭕	⭕	⭕	⭕	⭕	⭕

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the **electric drill** recommended by the chatbot is	O	O	O	O	O	O	O

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **bakery mold** recommended by the chatbot is	O	O	O	O	O	O	O

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **bakery mold** recommended by the chatbot	O	O	O	O	O	O	O
I would like to try the **bakery mold** recommended by the chatbot	O	O	O	O	O	O	O
I will surely buy the **bakery mold** recommended by the chatbot	O	O	O	O	O	O	O

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the **bakery mold** recommended by the chatbot is	O	O	O	O	O	O	O

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the chatbot I interacted with is	○	○	○	○	○	○	○
I think the chatbot's name is	○	○	○	○	○	○	○
I think the chatbot's avatar is	○	○	○	○	○	○	○
I think the chatbot's conversational tone is	○	○	○	○	○	○	○

Please describe how you feel about the chatbot sales agent's recommendation in a few words:

[text box]

Opposite-gender Chatbot

Please read this scenario carefully and follow the instructions to navigate the e-commerce platform:

You are moving into a new place and shopping online for two different products for your home today:
1. An electric drill for decoration work (e.g., furniture assembly)
2. A bakery mold for making cakes/pastries for welcoming parties.

You will be navigated to an e-commerce platform to see the available products. **During the process, please make sure you will interact with the chatbot sales agent at the lower right corner of the page for product recommendations. You should paste your Prolific ID in the conversation before any interaction to get the reward.** When you finished your conversations with the chatbot sales agent, please go back to this page and continue to answer the questions. Now, please copy and paste the link below in your browser to navigate through the e-commerce platform and look for products you need.

https://experienced-size-420845.framer.app/

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **electric drill** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **electric drill** recommended by the chatbot	○	○	○	○	○	○	○
I would like to try the **electric drill** recommended by the chatbot	○	○	○	○	○	○	○
I will surely buy the **electric drill** recommended by the chatbot	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the **electric drill** recommended by the chatbot is	○	○	○	○	○	○	○

Please select the choices that are mostly related to your opinion:

	Negative, bad, unfavorable 1	2	3	4	5	6	Positive, good, favorable 7
I think the **bakery mold** recommended by the chatbot is	O	O	O	O	O	O	O

Please select the choices that are mostly related to your opinion:

	Strongly disagree 1	2	3	4	5	6	Strongly agree 7
I will consider buying the **bakery mold** recommended by the chatbot	O	O	O	O	O	O	O
I would like to try the **bakery mold** recommended by the chatbot	O	O	O	O	O	O	O
I will surely buy the **bakery mold** recommended by the chatbot	O	O	O	O	O	O	O

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the **bakery mold** recommended by the chatbot is	O	O	O	O	O	O	O

Please select the choices that are mostly related to your opinion:

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the chatbot I interacted with is	O	O	O	O	O	O	O
I think the chatbot's name is	O	O	O	O	O	O	O

	Extremely masculine 1	2	3	4	5	6	Extremely feminine 7
I think the chatbot's avatar is	○	○	○	○	○	○	○
I think the chatbot's conversational tone is	○	○	○	○	○	○	○

Please describe how you feel about the chatbot sales agent's recommendation in a few words:

[   ]

Filter

Survey on Laptop Consumption

Below is a question related to laptop consumption. We want to test the level of general knowledge about laptop consumption among Americans. Please read the questions and select one answer. When you select the answer, always choose the second answer from the left instead of clicking on the right answer. In other words, please ignore the right answer, and just click on the second answer from the left for the question you see below.

How many laptops are bought every year in the US?

about 50,000
○

about 500,000
○

about 5,000,000
○

about 50,000,000
○

Demographics

Please provide your age (number):

[   ]

Please indicate your monthly income/living expenses (in US $):

Powered by Qualtrics

Simulated Websites:

Male chatbot + Product Category (utilitarian vs. hedonic)

https://intellectual-darlings-864159.framer.app/

Female chatbot + Product Category (utilitarian vs. hedonic)

https://favorable-photos-827928.framer.app/

Male chatbot + Product Gender (masculine vs. feminine)

https://experienced-size-420845.framer.app/

Female chatbot + Product Gender (masculine vs. feminine)

https://happier-presentations-837895.framer.app/