# Additional Information

The correct response for survey Question 10 is: ***Organic***

The correct response for survey Questions 11 is: ***Socks that change colour so you never wear mismatched socks again***

There are 4 experimental groups:

Customers who were given a 3-digit id number correspond to the ***CONTROL GROUP***

Customers who were given a 4-digit id number correspond to the ***HUMAN-FOCUSED GROUP***

Customers who were given a 5-digit id number correspond to the ***INCENTIVE-GROUP***

Customers who were given a 6-digit id number correspond to the ***INTERACTION GROUP*** (human-focused and incentive group)