

- Introduction

- Instructions
- In the following experiment, you will go through a simulation of online consumption. The simulation consists of four purchasing sessions, each requiring you to purchase one piece of commodity out of two choices with the virtual money assigned. Please click on the chosen choices to indicate your purchase in each session.

- Session 1
- Imagine you are going to a party tomorrow and you want to put on some fragrance for it. Which one will you choose?
- 32 v.s. 29

- Men
- http://www.galaxyperfume.co.uk/details.cfm?ID=16361&source=344¤cy_type=2
- http://www.galaxyperfume.co.uk/details.cfm?ID=18277&source=344¤cy_type=2

- Women
- <http://couture.zappos.com/n/p/dp/49674882/c/127769.html>
- <http://couture.zappos.com/n/p/dp/69114669/c/127769.html>

- It is great.
- Must buy.
- I love it.
- The best fragrance I ever had!
- Great quality!
- Lovely scent!
- Easily one of my favorite fragrance!
- Love the smell, very clean
- Smells great!
- I love the kit.

- Cool!
- Nice price, high quality!
- Lovely!
- I'm gonna recommend to my friends!
- Highly recommend!
- My friend loves it!
- Great scent!
- I like the scent!
- My favorite fragrance this year!
- I love it so much I use it everyday!

- Session 2
- Imagine your want to buy a new vacuum cleaner to clean your home. Which on will you choose?
- 52 v.s. 10

- <http://www.allergybuyersclub.com/miele-s5481-earth-canister-vacuum-cleaners.html?cmp=shopfeed>
- <http://www.allergybuyersclub.com/miele-s5281-libra-canister-vacuum-cleaners.html?cmp=shopfeed>

- Must buy.
- The best Vacuum cleaner I ever had!
- I can't believe how great it works!
- Nice price, high quality!
- I'm gonna recommend to my mom!
- Works better than the old one I used!
- Easy to use!
- So efficient!!
- Quiet but powerful
- My mom loves it!

- It is great!
- I love it.
- Great quality!
- Cool!
- Works perfectly!
- Highly recommend
- It saves me a lot of work!
- It's quiet😊
- Every household should have one!
- My best buy this year!

- Session 3
- Imagine you are going to have a Christmas party tomorrow and you want to buy some wine to the party. Which one will you choose?
- 43 v.s. 22

- <http://www.wine.com/v6/wineshop/Detail.aspx?product id=97068&s=cse shopping&cid=cse shopping&state=CA>
- <http://www.wine.com/v6/wineshop/Detail.aspx?product id=87599&s=cse shopping&cid=cse shopping&state=CA>

- It is great.
- I love it.
- The best wine I ever had!
- Great taste!
- Nice price, nice taste!
- Lovely!
- Highly recommend
- Taste good!
- Nice taste!
- My family love it.

- I'm gonna recommend to my friends!
- Nice!
- Must try.
- Love the taste!
- My friends and I love it!
- Reasonably priced
- So fruity😊
- High quality!
- Taste good!
- I will recommend it to my friend

- Session 4
- Imagine you just moved to a new home and you would need a new rug, which one will you choose?
- 51 v.s. 12

- http://www.rugsusa.com/rugsusa/rugs/the-american-home-rug-company-french-scrolls/wine/265NN011WNWN-36056.html?utm_source=shopping&utm_medium=feed
- http://www.rugsusa.com/rugsusa/rugs/the-american-home-rug-company-floral-stones/beige/265NN003BGBG-80106.html?utm_source=shopping&utm_medium=feed

- Looks great.
- The best rug I ever had!
- Great quality!
- Nice price, high quality!
- Lovely texture!
- Highly recommend
- I love the pattern!
- My family likes it!
- I like the pattern!
- Great rug!

- I like the color!
- Lights up my home!
- It is great.
- Must buy.
- I love it!
- Nice price!
- I'm gonna recommend to my friends!
- Look nice for any homes!
- Looks good!

- Session 5
- Imagine want to decorate your living with a painting. Which one will you choose?
- 41 v.s. 20

- <http://www.dinodirect.com/oil-painting-parrot-handmade-two.html?cur=USD&AFFID=11&DinoDirect>
- <http://www.dinodirect.com/handmade-oil-painting-parrot.html?cur=USD&AFFID=11&DinoDirect>

- It is great.
- Must buy.
- A great painting that live up my home!
- My family loves it!
- Cool!
- Lovely!
- I'm gonna recommend to my friends!
- Looks fabulous!
- I love the color!
- So elegant!

- I love it.
- Looks great!
- The parrots look so real!
- So colorful!
- Lights up my home!
- Highly recommend
- The greatest thing to decorate your home!
- Nice price!
- Great decorations!
- Awesome painting!

- Session 6
- Imagine you want to want to decorate desk a little bit and you are come up with the following decorations. Which one will you choose?
- 31 v.s. 30

- <http://www.dinodirect.com/snow-globe-glass-decorative-figures-resin-base-love-heart.html>
- <http://www.dinodirect.com/crystal-ball-snow-globe-rotated-music-box.html>

- It is great.
- Looks great
- Cool!
- Lovely!
- I'm gonna recommend to my friends!
- My friends love it
- So sweet!
- Reminds me of Christmas!
- The heart looks so cute!
- Live up my desks!

- I love it.
- Must buy.
- The music is so great!
- So colorful!
- Highly recommend
- Nice price!
- Looks fabulous!
- Adorable!
- So cute!
- My friends gave it to me as a present and I love it!

- Session 7
- Imagine it is the flu season right now and you just learned from a medical report that flu can be developed into severe Complicated Influenza, which is deadly and already took a few lives as the news says. Therefore, you decided to buy some cold medicine in case you or your family get sick. Which one will you choose?
- 49 v.s. 11

- [illegible]

- Works perfectly!
- Feel a lot better after taking this!
- My whole family use it!
- Efficient in alleviating my symptoms!
- My life-saver, especially when I don't have time to see doctor!
- Important, especially during the flu season!
- Highly recommend!
- I love it!
- Can't believe it works so well!
- Good in fighting off flu symptoms without making you drowsy!

- So reliable!
- Every family should have one!
- Greatly relieve my symptoms!
- Works great!
- Made me feel better in two days, amazing!
- Great quality!
- I recommend it to people with flu symptoms
- Great medicine!
- The best cold medicine I ever had!
- I like it since it won't make you feel drowsy and affect your work!

- Session 8
- Imagine you are going to have a really important job interview tomorrow and you know appearance certainly plays a part in impressing your employer. Since you have pimples problems recently, you decided to get some face cleansing lotion. Which one will you choose?
- 38 v.s. 17

- Men
- <http://www.groominglounge.com/grooming-lounge-mug-cleaner-face-wash.html>
- <http://www.groominglounge.com/malin-goetz-jojoba-face-scrub.html>

- Women
- http://www.vitacost.com/Lavera-Faces-Cleansing-Milk-Wild-Rose?csrc=SDC-4021457310319&srccode=cii_13736960&cpncode=30-9934175-2
- <http://www.vitacost.com/Heritage-Products-Rose-Petals-Rosewater-8-fl-oz>

- It is great.
- Must buy.
- I love it.
- Great quality!
- Nice price, high quality!
- Feels so refresh after using it!
- I'm gonna recommend to my friends!
- Better than the old one I used!
- My skin feels better after using it!
- I like the way it clean my face, so clean but not irritating!

- Great quality!
- Highly recommend
- I can't believe how great it works!
- Keep my skin smooth and clean!
- Great to my skin!
- Feels so good after using it!
- Lovely!
- Smell great!
- Best buy of this month!
- Great in removing grit and grime!

- Session 9
- Imagine the Observation Hong Kong just predicted that the coming summer would be the hottest one ever and the average temperature can top up to 36-38°C. Since the air-conditioner at you home is broken, you want to get a new one. Which one will you choose?
- 31 v.s. 28

- <http://www.ajmadison.com/cgi-bin/ajmadison/M24CG.html>
- <http://www.ajmadison.com/cgi-bin/ajmadison/M24DYF.html>

- It is great.
- Must buy.
- It is powerful but quiet😊
- The best air-conditioner I ever had!
- I can't believe how great it works!
- So glad I bought it for summer!
- Nice price, high quality!
- I'm gonna recommend to my friends!
- So much better than the one we've got before!
- Best buy for the year!

- Powerful!
- It is silent!
- Great product for such a price!
- I love it.
- Highly recommend
- My family like it!
- Works great!
- A must buy product for summer!
- Lovely!
- Cool!

- Session 10
- Imagine that your cell phone is not working and it is causing a lot of problems as you can't keep in touch with friends and clients without it. This time you decided to buy a better one, which one will you choose?
- 52 v.s. 13

- http://www.lightinthebox.com/triton-3g-android-2-2-smartphone-with-3-8-inch-capacitive-touchscreen-gps-wifi-tv_p221017.html
- http://www.lightinthebox.com/ouku-horizon-3g-android-smart-phone-with-3-5-inch-capacitive-touchscreen-800mhz-wifi-gps_p225435.html

- Great cell phone!
- Nice price!
- Great functions!
- Cool!
- Highly recommend
- Looks great!
- So user-friendly!
- Lovely music player!
- Clear reception!
- Works perfectly!

- It is great.
- I love it.
- Great quality!
- Camera is great!
- Nice price, high quality!
- Lovely!
- I'm gonna recommend to my friends!
- Best buy this year!
- I like the look of it!
- Powerful!

- Session 11
- Imagine your mom just cut her finger accidentally yesterday during cooking and you realized that there is no first-aid kit in your home. Since there are a lot of elderly and little kid in your home, you decided to buy one for emergencies. Which one will you choose?
- 29 v.s. 28

- <http://www.grainger.com/Grainger/NORTH-BY-HONEYWELL-Deluxe-Indoor-First-Aid-4A421?Pid=search>
- http://www.grainger.com/Grainger/FIRST-AID-ONLY-First-Aid-Response-Kit-3WHU4?cm_mmc=CSE:Shopping--Safety--First%20Aid--3WHU4&srccode=cii_13736960&cpncode=22-183908196-2

- So reliable!
- Every family should have one!
- Works great!
- Great quality!
- Feel so much safer with it!
- I am amazed by how many items it contains!
- I like the clear instruction for usage!
- Helpful in any kinds of emergency!
- Life-saver in case of emergency
- A professional first-aid kit

- Works perfectly!
- My whole family use it!
- Highly recommend!
- It really helps in emergency!
- So professional!
- Necessary for any households, especially those with kids!
- It is so user-friendly!
- It really includes everything you need when there is an emergency!
- Really helpful case of emergency!
- Really nice

- Session 12
- Imagine the Hong Kong Observatory just announced that this winter will be the coldest winter ever and the temperature can drop to as low as 5-6°C. Since you have asthma, you want to take good care of yourself and buy a new winter coat to keep yourself warm. Which one will you choose?
- 40 v.s. 21

- Men
- http://www.altrec.com/mountain-hardwear/mens-downtown-coat?sku_id=279482&cm_mmc=Mercent-ShoppingDC-Mountain%20Hardwear-147472-279482&mr:referralID=b617c634-0e82-11e1-9866-001b2166becc
- <http://www.altrec.com/marmot/mens-whitehorse-parka>

- Women
- <http://www.travelcountry.com/shop/marmot/whitestone-jacket-womens.html?green=2A2F4C7C-CE6F-541C-032F-A063C3E1A82D>
- <http://www.travelcountry.com/shop/marmot/cosset-component-jacket-womens.html>

- It is great.
- I love it.
- Great quality!
- Cool!
- Nice price, high quality!
- I'm gonna recommend to my friends!
- It is so light but warm!
- Best coat in the cold winter!
- I like the color!
- Best present for winter!

- Nice price
- Looks so trendy!
- It really keeps you warm!
- My friends like it!
- Highly recommend
- Must buy.
- Nice texture!
- Great coat!
- I like the cutting!
- Lovely coat!

Other changes

- Like → ___ people comment favorably towards it
- Two separate links for male and female
- Show top 10 comments