

Supplementary Material: Investigating Consumer Decision Strategies With Systems Factorial Technology

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1. Response Time Survivor Functions For Violations

Shown below are the survivor functions for each of the four main cells of the design (HH, HL, LH and LL) for those participants that either had significant violations of the ordering of their response time distributions (HH was slower than LH/HL or HL/LH was slower than LL) or there was a violation of the distribution ordering that was visually incorrect though did not reach statistical significance. Figure 1 displays the survivor functions for Experiment 1, and Figure 2 shows the same for Experiment 2, split by the Absolute and Relative display conditions described in the main text.

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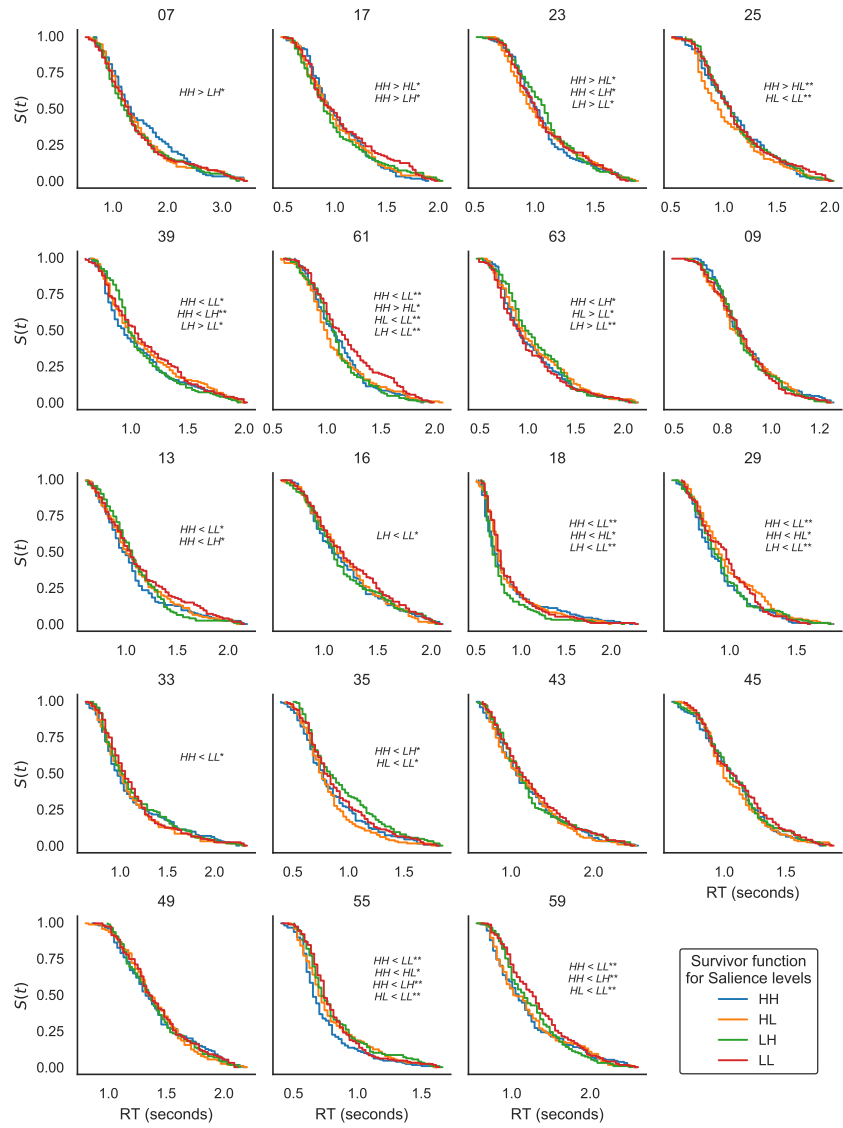


Figure 1: Survivor functions for those datasets from Experiment 1 that met the accuracy threshold but violated the expected ordering of the response time distributions. This was either a statistically significant violation, or a crossing of the distributions that we deemed to be sufficiently large so as to question their viability for future analysis.

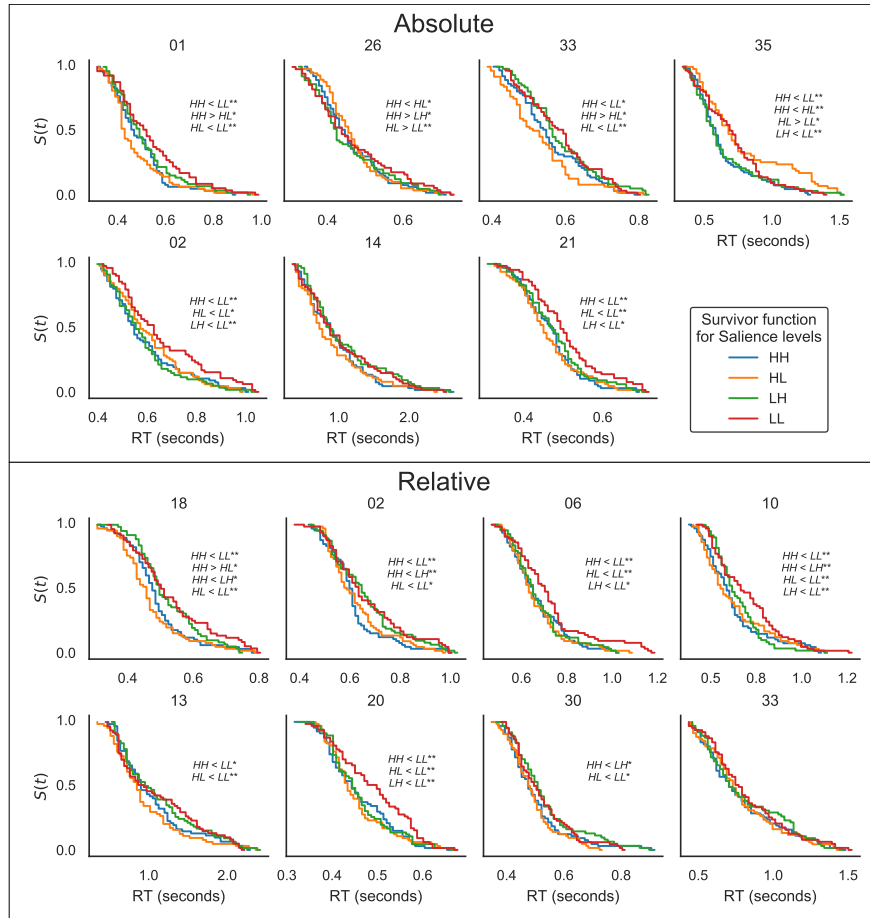


Figure 2: Survivor functions for those datasets from Experiment 2 that met the accuracy threshold but violated the expected ordering of the response time distributions. This was either a statistically significant violation, or a crossing of the distributions that we deemed to be sufficiently large so as to question their viability for future analysis.