



Dear Participant,

On behalf of the Technical University Berlin and the University of Cambridge, we welcome you. **Please read the instructions carefully as they include important information about today's experiment.**

Scientific background: You are taking part in a joint scientific experiment by the Technical University Berlin and the University of Cambridge. Experiments such as today's help us to collect reliable data that is needed for scientific publications and for academic journals. To analyze how consumers make decisions in increasingly competitive markets we will be giving out order forms from two branches of SilverDisc in Cologne and Frankfurt, who sell their products on Amazon.de.

Experiment length: We anticipate that the experiment will take 40 minutes.

Ordering and Buying: During today's experiment you will have the possibility to buy the product of your choice from one of the two firms of your choice. The range of products is the same for both firms. You are not obligated to buy. You can also decide not to buy anything.

Product range: The order form that you will soon be given represents only a small choice of available DVDs. During the experiment you can search for as many other film titles as you wish. All available products will then be shown and you can request a new order form for these products from one of the experiment supervisors.

Once you have decided to buy a product, your order will be placed. At Amazon.de, your order will be processed and confirmed and a new customer account will be created for you for that purpose. This account will be deactivated in four weeks once the return service agreement expires. A customer account will also be created by SilverDisc. The branch you have chosen and Amazon will then process your personal data.

Price and Payment: Payment for your chosen product takes place once you have chosen your type of payment. All prices are presented on the order form and can depend on which firm you have ordered from. Delivery is free of charge.

Remuneration and Attendance Allowance: If you buy one of the products on offer you will receive a €7 subsidy. This subsidy will then be deducted from the purchasing price. Therefore, you will pay €7 less of the price given on the order form regardless of which product you buy or from which firm. You will not be given a subsidy should you choose not to purchase a product.

Your attendance allowance of €6 will be paid in cash following the experiment. In total, today's remuneration can amount to €13.

Rules and Regulations: Take note that mobile telephones are not permitted during today's experiment. Please place all mobile phones or similar devices in your pocket or bag before the session begins.

Please remain seated during the course of the experiment, even if you conclude the experiment earlier than expected.

Today's experiment consists of three stages:

Preparation: You will be given an instruction form from the experiment supervisor. At the same time you will receive two printed order forms and an overview with background information on the film titles listed. The computer at your station will guide you through the experiment. It should, however, be switched off at the present time.

Please take a moment to check that you have all the necessary material. Inform the experiment supervisor if anything is missing. Otherwise you can begin reading through.

Purchasing: After the preparation, all participants simultaneously have the chance to complete one purchase and buy a maximum of one DVD. We then request that you confirm your decision on the screen. You do not need to wait but can then continue shopping should you wish to do so. Your remuneration today is not dependent on the speed of your decision.

When buying you can decide between one of the following three possibilities: (1) Purchase one of your selected products from SilverDisc Cologne; (2) Purchase one of your selected products from SilverDisc Frankfurt; (3) No purchase. If you don't choose any of those options you will not be entitled to remuneration. Should you opt for products that are not listed on the order form you can search your computer for more titles. The experiment supervisor will then give you a new order form with your favoured titles.

Ordering: Once you have chosen the product you wish to buy, the order form from the firm you have selected will be shown on your monitor. Please fill out the form online. The printed order forms are a copy of the online forms and are only for your reference. After completing the order form online, your order is legally binding.

Payment: The experiment is completed once all participants have filled out the completion questionnaire. You will then be paid for taking part in the experiment. If you choose to pay in cash, please give us the final invoice amount shown on your screen. Both firms also offer payment by bank transfer. Under University Regulations, we ask you to save your original receipts for our records.

Thank you for taking part. On behalf of the Technical University Berlin and the University of Cambridge we thank you once again for taking part in today's experiment, for reading through and for your compliance with the instructions. This study has been approved by the Ethics Committee of the University of Cambridge. Should you have any further questions please raise your hand and one of the supervisors will attend to you. If you are ready to start, then please confirm on your monitor that the experiment can now begin.

Prof. Dr. Dorothea Kübler
Technical University Berlin
Department of Economics
Straße des 17. Juni 135
D-10623 Berlin

Sören Preibusch
University of Cambridge
Computer Laboratory
15 JJ Thomson Avenue
Cambridge CB3 0FD

Please fill out the following Declaration of Consent for our files:

I understand that my participation is voluntary and that I may cancel at any time without giving reasons. I have read the above description of the research and declare my consent to participate.

Name:

Date:

Signature: