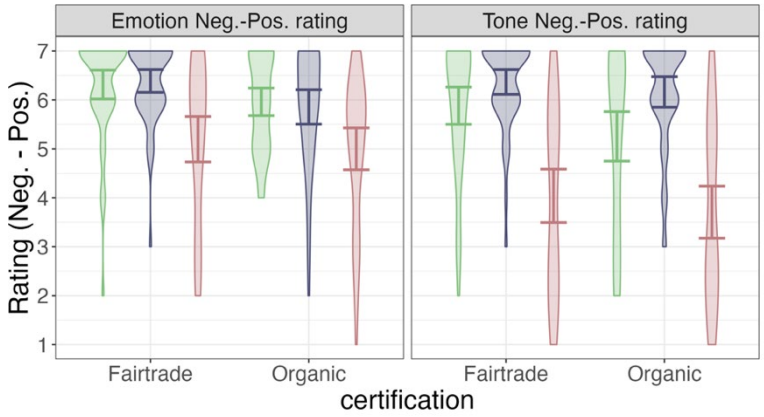
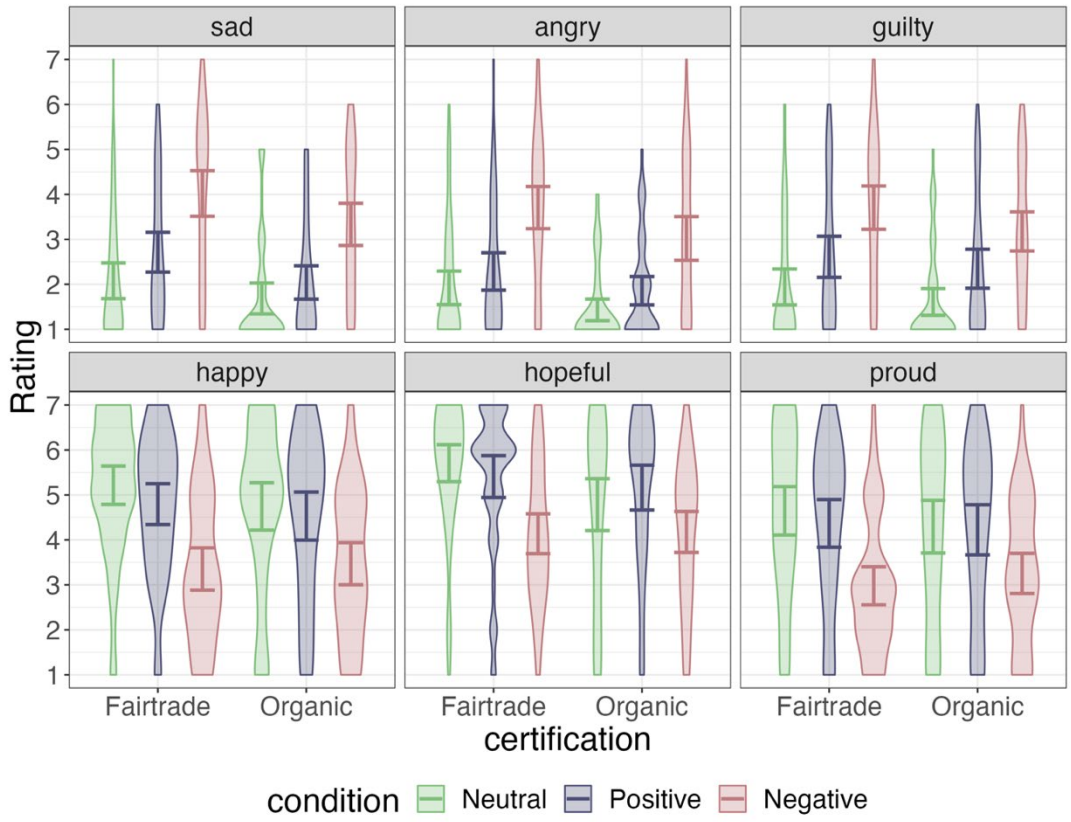
Supplementary material: Seeking or ignoring ethical certifications in consumer choice

Supplementary materials

Before running Study 2, we pretested emotional responses to our positive and negative frames. A separate group of participants (N=151, divided between negative, neutral, and positive frames) viewed one type of frame and were asked to rate their emotional response and the emotional tone of the message from negative to positive and specific emotions (Supplementary Fig. 1).



A.



B.

Supp. Fig. 1 Emotion ratings of Fairtrade and Organic certified choices under neutral, positive, and negative framing. The error bars indicate the 95% confidence intervals, and the shaded areas show the distribution of choices.

In regressions of the emotional ratings in Supplementary Table 1, panel A, we find that negative frames were rated as significantly more negative than positive frames on overall emotional valence and tone, our main measures of interest. Further, negative frames were rated as significantly more negative than positive frames on all specific emotions. This shows that there is a significant difference in the affective impact of positive and negative frames. Additionally, neutral frames were rated as significantly less positive compared with positive frames in tone, but not overall emotion. Positive frames show moderately (significant and marginally significant) higher ratings of negative emotions relative to neutral framing and no significant differences on specific positive emotions. This may be because positive framing still emphasizes the impacts of buying certified which makes the downsides of not buying it more salient compared to neutral framing. Finally, we find significantly more negative ratings of Organic compared to Fairtrade, and weaker ratings of specific negative emotions, suggesting that Fairtrade certifications may evoke stronger emotional responses. There is only one significant interaction between the frames and Organic in panel B, and it would not survive multiple comparisons correction, so there is no clear evidence that the frames have a differential impact on the emotional responses toward Fairtrade versus Organic certifications.

Supplementary Table 1
Study 2 emotional frame pretest linear regressions of emotional ratings without (Panel A) and with (Panel B) interactions between frames and certifications.

	Neg. to Pos. (1)	Tone (2)	Sad (3)	Angry (4)	Guilty (5)	Happy (6)	Hopeful (7)	Proud (8)
Panel A								
Intercept	6.30***	6.46***	2.67***	2.34***	2.67***	4.77***	5.47***	4.33***
	(0.13)	(0.14)	(0.20)	(0.18)	(0.20)	(0.23)	(0.23)	(0.26)
Negative	-1.02***	-2.39***	1.30***	1.29***	0.96***	-1.25***	-1.13***	-1.18***
	(0.25)	(0.28)	(0.28)	(0.26)	(0.28)	(0.31)	(0.31)	(0.31)
Neutral	0.01	-0.70**	-0.50*	-0.39^{+}	-0.71**	0.32	-0.04	0.17
	(0.18)	(0.23)	(0.23)	(0.21)	(0.25)	(0.32)	(0.31)	(0.36)
Organic	-0.36***	-0.39***	-0.58***	-0.54***	-0.38**	-0.21^{+}	-0.38**	-0.07
	(0.08)	(0.11)	(0.12)	(0.11)	(0.12)	(0.12)	(0.12)	(0.13)
Obs.	302	302	302	302	302	302	302	302
R^2 Adj.	0.142	0.299	0.222	0.232	0.182	0.134	0.090	0.091
Panel B								
Intercept	6.39***	6.37***	2.71***	2.29***	2.61***	4.80***	5.41***	4.37***
	(0.12)	(0.13)	(0.22)	(0.21)	(0.23)	(0.23)	(0.23)	(0.26)
Neg.	-1.19***	-2.33***	1.31***	1.42***	1.09**	-1.44***	-1.27***	-1.39***
	(0.26)	(0.30)	(0.34)	(0.31)	(0.33)	(0.33)	(0.32)	(0.34)
Neut.	-0.07	-0.48*	-0.64*	-0.36	-0.67*	0.42	0.30	0.28
	(0.19)	(0.23)	(0.30)	(0.28)	(0.30)	(0.31)	(0.31)	(0.38)
Organic	-0.53***	-0.20^{+}	-0.67***	-0.43*	-0.27	-0.27	-0.24	-0.14
	(0.14)	(0.11)	(0.19)	(0.18)	(0.21)	(0.20)	(0.17)	(0.19)
Neg. x	0.33^{+}	-0.13	-0.01	-0.26	-0.26	0.38	0.28	0.42
Organic	(0.19)	(0.23)	(0.29)	(0.28)	(0.31)	(0.29)	(0.23)	(0.29)
Neut. x	0.18	-0.42^{+}	0.28	-0.06	-0.07	-0.21	-0.68*	-0.21
Organic	(0.19)	(0.24)	(0.28)	(0.25)	(0.27)	(0.27)	(0.31)	(0.31)

	Neg. to Pos. (1)	Tone (2)	Sad (3)	Angry (4)	Guilty (5)	Happy (6)	Hopeful (7)	Proud (8)
Obs.	302	302	302	302	302	302	302	302
R^2 Adj.	0.138	0.297	0.218	0.228	0.177	0.133	0.097	0.090

Notes: Data are from a Study 2 pretest on a separate sample. All models are linear regressions with clustered standard errors at the individual level (N = 151). The ratings ranged from 1-7. The Positive frame is the reference condition.
$^{+}$ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Supplementary Table 2

Balance table of demographics across framing conditions.

	Negative			Neutral			Positive	
Variable	*N*	*Mean*	*SD*	*N*	*Mean*	*SD*	*N*	*Mean*	*SD*
Age	300	45	16	215	47	15	301	46	16
Gender	300			215			301		
Woman	151	50%		114	53%		156	52%	
Man	143	48%		101	47%		139	46%	
Other	3	1%		0	0%		4	1%	
No response	3	1%		0	0%		2	1%	
Race	300			215			301		
White	237	79%		169	79%		245	81%	
Black	43	14%		29	13%		33	11%	
Asian	14	5%		13	6%		20	7%	
Mixed	3	1%		2	1%		2	1%	
Other	3	1%		1	0%		0	0%	
American Indian	0	0%		1	0%		1	0%	

Notes: Data are from Study 2. Gender, race and age are self-reported.

Supplementary Table 3
Study 1, logistic regressions of choice.

	Choice LR (1)	Choice FT (2)	Choice Org (3)	Choice LR (4)	Choice FT (5)	Choice Org (6)
Intercept	-0.09	1.27***	0.65***	-0.15*	1.24***	0.57***
	(0.06)	(0.14)	(0.12)	(0.07)	(0.14)	(0.12)
Price	-4.52***	-4.76***	-3.86***	-4.53***	-4.66***	-3.45***
	(0.28)	(0.28)	(0.26)	(0.28)	(0.31)	(0.29)
Rating	0.60***	0.63***	0.45***	0.60***	0.63***	0.45***
	(0.08)	(0.08)	(0.07)	(0.08)	(0.08)	(0.07)
Fairtrade	1.16***		0.84***	1.17***		0.84***
	(0.08)		(0.09)	(0.08)		(0.09)
Organic	0.80***	0.57***		0.80***	0.57***	
	(0.09)	(0.09)		(0.09)	(0.09)	
Size	1.78***	1.59***	1.15***	1.78***	1.59***	1.15***
	(0.17)	(0.15)	(0.14)	(0.17)	(0.15)	(0.14)
Price x Fairtrade				0.53*		
				(0.26)		
Price x Organic				-0.14		
				(0.24)		
Hidden	0.05	-0.29***	-0.15^{+}	0.14^{+}	-0.24*	-0.03
	(0.07)	(0.08)	(0.09)	(0.08)	(0.12)	(0.11)
Hidden x Price	-0.22			-0.21	-0.21	-0.91*
	(0.33)			(0.33)	(0.36)	(0.36)
Hidden x Rating	-0.02			-0.02		
	(0.10)			(0.10)		
Hidden x Fairtrade	-0.28**			-0.29**		
	(0.10)			(0.10)		
Hidden x Organic	-0.13			-0.13		
	(0.11)			(0.11)		
Hidden x Size	-0.54**			-0.54**		
	(0.20)			(0.20)		
Hidden x Price x Fairtrade				-0.28		
				(0.39)		
Hidden x Price x Organic				-0.38		
				(0.38)		
Obs.	4935	2729	2729	4935	2729	2729

Notes: Data are from Study 1. All models are logistic regressions with standard errors clustered at the individual level (N = 152). Choice LR compares left versus right options; Choice FT compares Fairtrade versus not certified options; Choice Org compares Organic vs. not certified options. Gender and age are included as controls, but not displayed. $^{+}$ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001.

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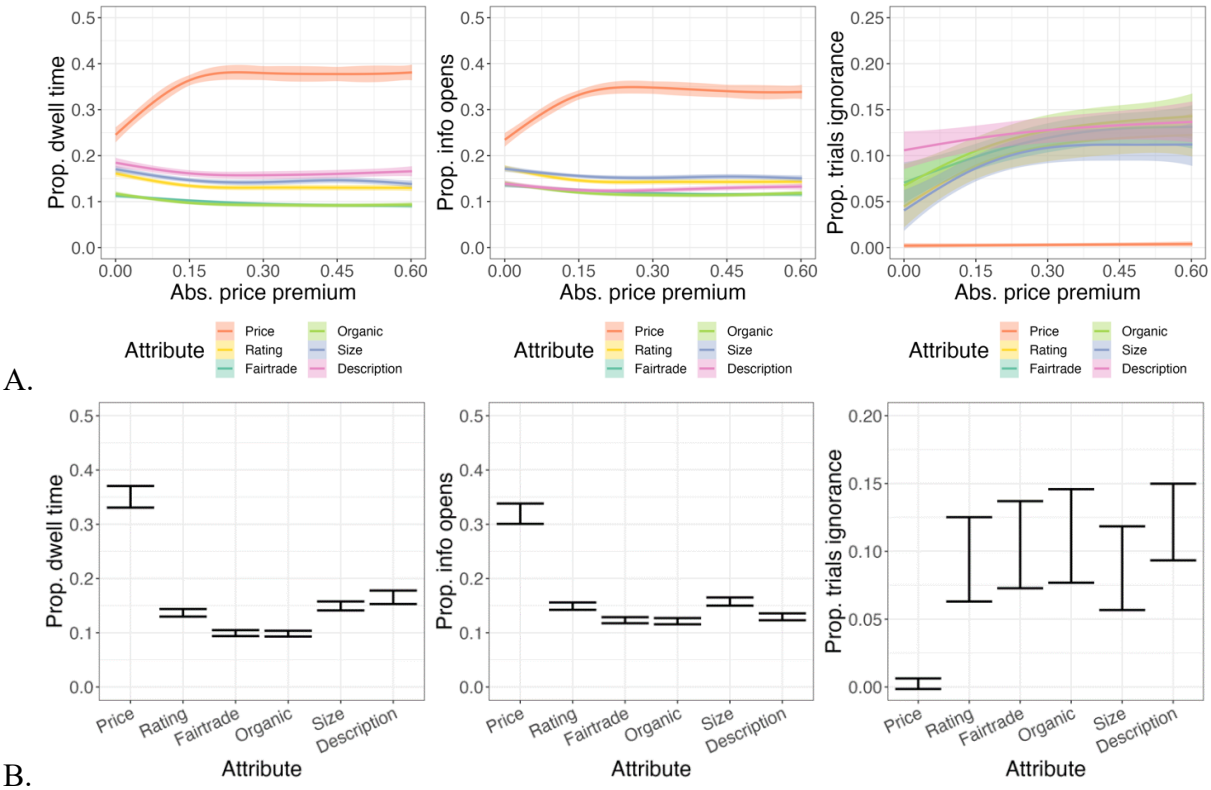
Supplementary Fig. 2 displays the proportion of dwell time, proportion of times information boxes were opened, and proportion of trials with ignorance. In A., these attention metrics are displayed in response to increasing price differences between options. Price information is sought more as the price differences between options increases, while information-seeking of all other attributes decreases slightly. Ignorance of all attributes except price increase as the price differences between options increases. In B., the averages of the attention metrics are displayed, showing that price is the most sought and least ignored attribute, whereas certifications are the least sought.



Supp. Fig. 2. Smoothed raw data of the A. proportion of dwell time on each attribute, the proportion of times an attribute was revealed, and ignorance of each attribute depending on the price premium for hidden information. The shaded bands represent 95% confidence intervals. B. the average proportion of dwell time on each attribute, the proportion of times an attribute was revealed, and ignorance of each attribute with error bars representing 95% confidence intervals.

Supplementary Table 4
Study 2, logistic regressions of choice.

	Choice LR (1)	Choice FT (2)	Choice Org (3)	Choice LR (4)	Choice FT (5)	Choice Org (6)
Intercept	-0.03	1.27***	1.33***	-0.07*	1.29***	1.33***
	(0.03)	(0.09)	(0.08)	(0.03)	(0.09)	(0.09)
Price	-4.37***	-4.06***	-3.98**	-4.37***	-4.06***	-3.99***
	(0.11)	(0.12)	(0.11)	(0.11)	(0.12)	(0.11)
Rating	0.98***	0.86***	0.77***	0.98***	0.86***	0.77***
	(0.05)	(0.05)	(0.05)	(0.05)	(0.05)	(0.05)
Fairtrade	1.48***		0.94***	1.50***		0.94***
	(0.08)		(0.04)	(0.08)		(0.04)
Organic	1.45***	1.00***		1.45***	1.00***	
	(0.07)	(0.04)		(0.08)	(0.04)	
Size	3.65***	3.08***	3.72***	3.65***	3.08***	3.72***
	(0.23)	(0.21)	(0.22)	(0.23)	(0.21)	(0.22)
Negative	0.03	0.32**	0.43***	0.10*	0.29*	0.41***
	(0.03)	(0.11)	(0.11)	(0.05)	(0.12)	(0.12)
Neutral	0.01	-0.44***	-0.38***	0.07	-0.45***	-0.38**
	(0.03)	(0.11)	(0.11)	0.05	(0.12)	(0.12)
Negative x Fairtrade	0.27*			0.25*		
	(0.11)			(0.12)		
Neutral x Fairtrade	-0.41***			-0.44***		
	(0.10)			(0.11)		
Negative x Organic	0.41***			0.40***		
	(0.11)			(0.12)		
Neutral x Organic	-0.33**			-0.33**		
	(0.11)			(0.12)		
Hidden	0.04	-0.06^{+}	-0.10**	0.12*	-0.09	-0.11^{+}
	(0.03)	(0.03)	(0.04)	(0.05)	(0.06)	(0.06)
Hidden x Negative				-0.14*	0.06	0.04
				(0.07)	(0.08)	(0.08)
Hidden x Neutral				-0.13^{+}	0.03	-0.01
				(0.07)	(0.08)	(0.09)
Hidden x Price	0.27*			0.26*		
	(0.11)			(0.11)		
Hidden x Rating	-0.04			-0.04		
	(0.07)			(0.07)		
Hidden x Fairtrade	-0.10*			-0.14*		
	(0.04)			(0.07)		
Hidden x Organic	-0.16***			-0.16*		
	(0.05)			(0.07)		
Hidden x Size	0.04			0.05		
	(0.32)			(0.32)		
Hidden x Negative x Fairtrade				0.05		
				(0.09)		

	Choice LR (1)	Choice FT (2)	Choice Org (3)	Choice LR (4)	Choice FT (5)	Choice Org (6)
Hidden x Neutral				0.06		
x Fairtrade				(0.09)		
Hidden x Negative				0.01		
x Organic				(0.09)		
Hidden x Neutral				-0.00		
x Organic				(0.09)		
Obs.	31054	16938	17298	31054	16938	17298

Notes: Data are from Study 2. All models are logistic regressions, all with standard errors clustered at the individual level (N=816). Choice LR compares left versus right options; Choice FT compares Fairtrade versus not certified options; Choice Org compares Organic vs. not certified options. The Positive frame is the reference. Gender and age are included as controls, but not displayed. $^{+}$ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Supplementary Table 5

Study 1, Linear probability regressions including interactions with attention in choice.

	Prop. dwell time LR (1)	Prop. dwell time FT (2)	Prop. dwell time Org (3)	Prop. AOI Opens LR (4)	Prop. AOI Opens FT (5)	Prop. AOI Opens Org (6)	Ignore LR (7)	Ignore FT (8)	Ignore Org (9)
Intercept	0.49***	0.67***	0.62***	0.49***	0.67***	0.62***	0.49***	0.66***	0.62***
	(0.01)	(0.02)	(0.02)	(0.01)	(0.02)	(0.02)	(0.01)	(0.02)	(0.02)
Price	-0.86***	-0.88***	-0.81***	-0.86***	-0.89***	-0.81***	-0.86***	-0.89***	-0.82***
	(0.04)	(0.05)	(0.05)	(0.04)	(0.05)	(0.05)	(0.04)	(0.05)	(0.05)
Rating	0.10***	0.13***	0.07***	0.10***	0.13***	0.07***	0.10***	0.13***	0.06***
	(0.01)	(0.02)	(0.02)	(0.01)	(0.02)	(0.02)	(0.01)	(0.02)	(0.02)
Fairtrade	0.16***		0.13***	0.16***		0.13***	0.16***		0.13***
	(0.02)		(0.02)	(0.02)		(0.02)	(0.02)		(0.02)
Organic	0.13***	0.11***		0.13***	0.11***		0.13***	0.11***	
	(0.02)	(0.02)		(0.01)	(0.02)		(0.01)	(0.02)	
Size	0.21***	0.24***	0.17***	0.21***	0.24***	0.17***	0.21***	0.24***	0.17***
	(0.02)	(0.02)	(0.03)	(0.02)	(0.03)	(0.03)	(0.02)	(0.03)	(0.03)
Indiv. Att.	-0.10	2.98***		0.08	2.82***		0.06	-0.37***	
Fairtrade	(0.40)	(0.39)		(0.24)	(0.41)		(0.16)	(0.07)	
Trial Att.	0.17	0.69***		0.23	0.47*		-0.01	-0.08^{+}	
Fairtrade	(0.18)	(0.20)		(0.15)	(0.20)		(0.04)	(0.05)	
Indiv. Att.	0.27		2.39***			2.45***	-0.07		-0.33***
Organic	(0.38)		(0.51)			(0.42)	(0.15)		(0.07)
Trial Att.	-0.17		0.68**			0.84***	-0.01		-0.11**
Organic	(0.17)		(0.24)			(0.23)	(0.04)		(0.04)
Fairtrade x Indiv.	2.40***			2.14***			-0.26***		
Att. Fairtrade	(0.39)			(0.43)			(0.06)		
Fairtrade x Trial	0.67***			0.40*			-0.06		
Att. Fairtrade	(0.19)			(0.20)			(0.05)		
Organic x Indiv.	1.66***			1.77***			-0.22***		
Att. Organic	(0.48)			(0.39)			(0.06)		
Organic x Trial	0.55*			0.75***			-0.09^{+}		
Att. Organic	(0.22)			(0.22)			(0.04)		

	Prop. dwell time LR (1)	Prop. dwell time FT (2)	Prop. dwell time Org (3)	Prop. AOI Opens LR (4)	Prop. AOI Opens FT (5)	Prop. AOI Opens Org (6)	Ignore LR (7)	Ignore FT (8)	Ignore Org (9)
Obs.	2370	1306	1305	2370	1306	1305	2370	1306	1305
R^2 Adj.	0.347	0.359	0.282	0.347	0.353	0.290	0.330	0.336	0.273

Notes: Data are from Study 1. All models are linear probability regressions with standard errors clustered at the individual level (N = 152). Prop. dwell time is the proportion of time spent on each attribute, Prop. AOI opens is the proportion of times an attribute was revealed, Ignore means an attribute wasn't revealed at all. LR stands for Left – Right, FT for Fairtrade – not, and Org for Organic – not. Indiv. Att. Indicates the average attention for a given individual (centered) and Trial Att. Indicates the difference from the individual's average on a given trial. Gender and age are included as controls, but not displayed. $^{+}$ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Supplementary Table 6
Study 2, linear probability regressions including interactions with attention in choice.

	Prop. dwell time LR (1)	Prop. dwell time FT (2)	Prop. dwell time Org (3)	Prop. AOI opens LR (4)	Prop. AOI opens FT (5)	Prop. AOI opens Org (6)	Ignore LR (7)	Ignore FT (8)	Ignore Org (9)
Intercept	0.51***	0.74***	0.74***	0.51***	0.74***	0.74***	0.51***	0.73***	0.72***
	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)
Price	-0.77***	-0.72***	-0.73***	-0.77***	-0.73***	-0.73***	-0.77***	-0.73***	-0.73***
	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)
Rating	0.17***	0.16***	0.14***	0.17***	0.16***	0.14***	0.17***	0.16***	0.14***
	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)
Fairtrade	0.25***		0.17***	0.25***		0.17***	0.25***		0.17***
	(0.01)		(0.01)	(0.01)		(0.01)	(0.01)		(0.01)
Organic	0.25***	0.18***		0.25***	0.18***		0.25***	0.18***	
	(0.01)	(0.01)		(0.01)	(0.01)		(0.01)	(0.01)	
Size	0.66***	0.59***	0.67***	0.66***	0.59***	0.68***	0.66***	0.58***	0.67***
	(0.04)	(0.05)	(0.05)	(0.04)	(0.05)	(0.05)	(0.04)	(0.05)	(0.05)
Neutral	-0.01	-0.05**	-0.04*	-0.01	-0.06**	-0.05*	-0.01	-0.06**	-0.05*
	(0.01)	(0.02)	(0.02)	(0.01)	(0.02)	(0.02)	(0.01)	(0.02)	(0.02)
Negative	-0.01	0.03^{+}	0.05**	-0.01	0.04*	0.05**	-0.01	0.05**	0.08***
	(0.01)	(0.02)	(0.02)	(0.01)	(0.02)	(0.02)	(0.01)	(0.02)	(0.02)
Indiv. Att.	-0.06	1.84***		-0.05	1.98***		0.04	-0.45***	
Fairtrade	(0.12)	(0.15)		(0.14)	(0.16)		(0.04)	(0.03)	
Trial Att.	0.05	0.31***		-0.01	0.32***		-0.01	-0.15***	
Fairtrade	(0.04)	(0.05)		(0.04)	(0.06)		(0.02)	(0.02)	
Indiv. Att.	0.09		2.08***	0.06		2.20***	-0.01		-0.44***
Organic	(0.10)		(0.12)	(0.12)		(0.12)	(0.04)		(0.03)
Trial Att.	-0.06		0.18**	-0.04		0.19**	0.04*		-0.10***
Organic	(0.05)		(0.06)	(0.05)		(0.07)	(0.02)		(0.02)
Fairtrade x Indiv.	1.64***			1.74***			-0.39***		
Att. Fairtrade	(0.14)			(0.15)			(0.03)		
Fairtrade x Trial	0.33***			0.32***			-0.14***		
Att. Fairtrade	(0.06)			(0.06)			(0.02)		

	Prop. dwell time LR (1)	Prop. dwell time FT (2)	Prop. dwell time Org (3)	Prop. AOI opens LR (4)	Prop. AOI opens FT (5)	Prop. AOI opens Org (6)	Ignore LR (7)	Ignore FT (8)	Ignore Org (9)
Organic x Indiv. Att. Organic	1.96***			2.04***			-0.40***		
	(0.11)			(0.11)			(0.03)		
Organic x Trial Att. Organic	0.24***			0.24***			-0.09***		
	(0.06)			(0.07)			(0.02)		
Obs.	15180	8277	8459	15180	8277	8459	15180	8277	8459
R^2 Adj.	0.353	0.295	0.312	0.349	0.295	0.308	0.314	0.270	0.267

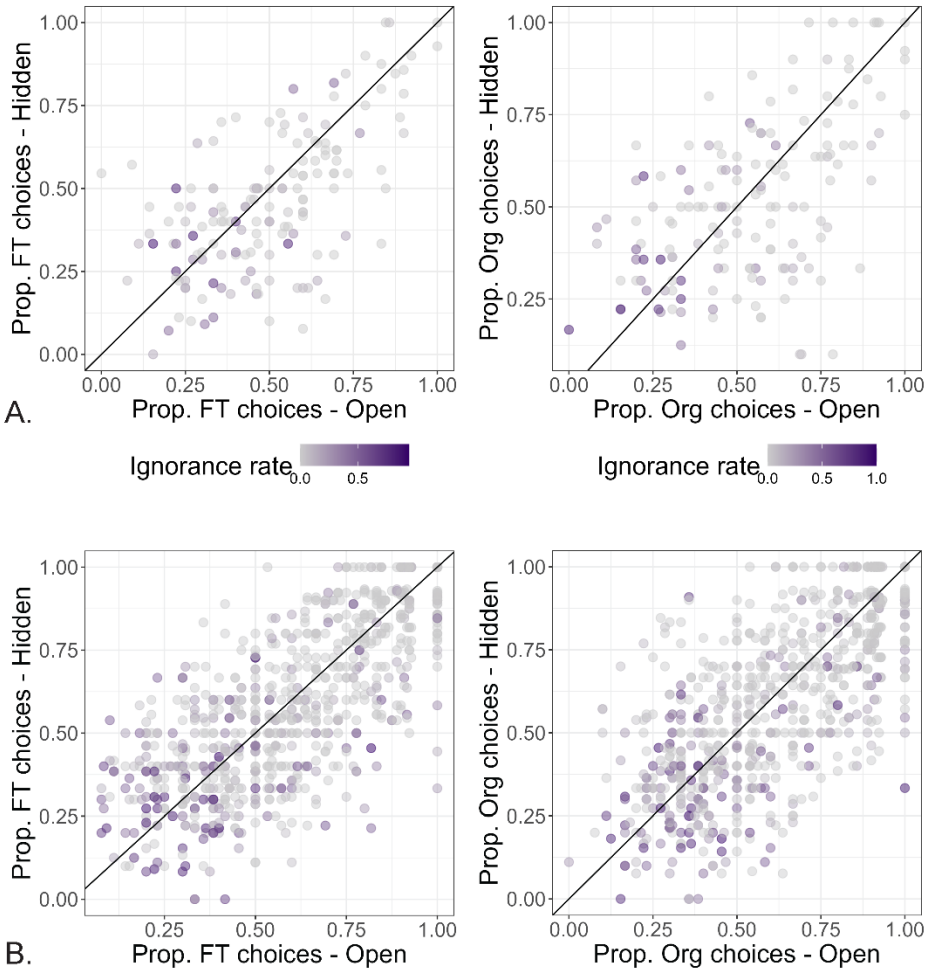
Notes: Data are from Study 2. All models are linear probability regressions with standard errors clustered at the individual level (N = 816). Prop. dwell time is the proportion of time spent on each attribute, Prop. AOI opens is the proportion of times an attribute was revealed, Ignore means an attribute wasn't revealed at all. LR stands for Left – Right, FT for Fairtrade – not, and Org for Organic – not. Indiv. Att. Indicates the average attention for a given individual (centered) and Trial Att. Indicates the difference from the individual's average on a given trial. The Positive frame is the reference condition. Gender and age are included as controls, but not displayed. $^{+}$ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Supplementary Table 7

Linear probability regressions of revealing/ignorance in choice.

	Study 1		*Study 2*	
	Choice FT (1)	Choice Org (2)	Choice FT (3)	Choice Org (4)
Intercept	0.72***	0.62***	0.74***	0.75***
	(0.02)	(0.02)	(0.01)	(0.01)
Price	-0.87***	-0.75***	-0.75***	-0.74***
	(0.04)	(0.04)	(0.02)	(0.02)
Rating	0.11***	0.08***	0.15***	0.13***
	(0.01)	(0.01)	(0.01)	(0.01)
Fairtrade		0.16***		0.17***
		(0.01)		(0.01)
Organic	0.11***		0.18***	
	(0.01)		(0.01)	
Size	0.27***	0.21***	0.54***	0.66***
	(0.02)	(0.02)	(0.04)	(0.04)
Negative			0.05**	0.07***
			(0.02)	(0.02)
Neutral			-0.07***	-0.05**
			(0.02)	(0.02)
Prop. ignorance	-0.38***	-0.42***	-0.39***	-0.37***
	(0.07)	(0.06)	(0.04)	(0.03)
Hidden	-0.05***	-0.02	-0.01^{+}	-0.02**
	(0.01)	(0.02)	(0.01)	(0.01)
Prop. ignorance x	0.02	0.09	-0.03	-0.07*
Hidden	(0.06)	(0.06)	(0.03)	(0.03)
Obs.	2729	2729	16938	17298
R^2 Adj.	0.328	0.276	0.269	0.262

Notes: Columns 1, 2 use data from Study 1 (N=152), and columns 3, 4 use data from Study 2 (N=816). All models are linear probability regressions with standard errors clustered at the individual level. Prop. Ignorance is an individual-level variable of the proportion of hidden trials in which participants ignored both boxes of a certification (Fairtrade or Organic). The Positive frame and Open information is the reference condition. Gender and age are included as controls, but not displayed. $^{+}$ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.



Supp. Fig. 3: Scatterplot of raw data of the proportion of certified choices under hidden and open information. Each dot represents a participant, and color represents frequency of ignorance of both boxes of the Fairtrade or Organic attribute in hidden trials in A. Study 1, B. Study 2. FT stands for Fairtrade and Org. stands for Organic.

Supplementary Table 8

Study 1 linear regressions of survey ratings.

	Import-ance (1)	Premium WTP (2)	Famili-arity (3)	Trust (4)	Expen-sive (5)	Health (6)	Quality (7)	Guilt (8)	Moral Oblig. (9)	Concern (10)	Dona-tions (11)
Intercept	3.85***	1.12***	1.35***	5.17***	5.66***	2.77***	3.57***	2.89***	3.96***	16.11***	0.74***
	(0.18)	(0.05)	(0.06)	(0.14)	(0.13)	(0.18)	(0.18)	(0.19)	(0.20)	(0.49)	(0.04)
Organic	0.05	0.07*	-0.01	-0.04	0.11^{+}	1.79***	0.70***	-0.55***	-0.39**	-0.74*	-0.10***
	(0.12)	(0.03)	(0.06)	(0.09)	(0.06)	(0.14)	(0.13)	(0.13)	(0.13)	(0.31)	(0.03)
Obs.	304	304	304	304	304	304	304	304	304	304	304
R^2 Adj.	-0.009	0.012	-0.005	0.003	0.013	0.219	0.040	0.084	0.071	0.087	0.036

Notes: Data are from Study 1. All models are linear regressions with clustered standard errors at the individual level (N = 152). The ratings ranged from 1-7 with the exception of Premium WTP which ranges from 0-2 where any value over 1 is additional willingness to pay for certified options and Concern which ranged from 3-21. Gender and age are included as controls, but not displayed. $^{+}$ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001.

Supplementary Table 9

Study 2 linear regressions of survey ratings.

	Import-ance (1)	Premium WTP (2)	Famili-arity (3)	Trust (4)	Expen-sive (5)	Health (6)	Quality (7)	Guilt (8)	Moral Oblig. (9)	Concern (10)	Efficacy (11)
Intercept	4.31***	1.15***	4.86***	5.08***	5.31***	2.96***	3.24***	3.31***	4.16***	16.75***	14.32***
	(0.12)	(0.03)	(0.11)	(0.10)	(0.09)	(0.10)	(0.11)	(0.13)	(0.14)	(0.28)	(0.24)
Negative	0.48***	0.06	-0.12	0.07	0.10	0.24*	0.28*	0.38*	0.23	-0.24	-0.20
	(0.14)	(0.04)	(0.12)	(0.11)	(0.10)	(0.11)	(0.13)	(0.15)	(0.16)	(0.31)	(0.28)
Neutral	-0.40*	-0.08^{+}	-0.02	0.01	-0.05	-0.09	-0.11	-0.30^{+}	-0.22	-0.59	-0.20
	(0.16)	(0.04)	(0.13)	(0.12)	(0.12)	(0.13)	(0.14)	(0.16)	(0.17)	(0.36)	(0.30)
Organic	-0.05	0.03^{+}	0.81***	0.03	0.21***	1.80***	1.04***	-0.65***	-0.84***	-0.86***	
	(0.05)	(0.02)	(0.05)	(0.04)	(0.03)	(0.06)	(0.06)	(0.05)	(0.05)	(0.11)	
Obs.	1632	1632	1632	1632	1632	1632	1632	1632	1632	1632	816
R^2 Adj.	0.052	0.016	0.082	0.005	0.009	0.231	0.103	0.058	0.055	0.038	0.015

Notes: Data are from Study 2. All models are linear regressions with clustered standard errors at the individual level (N = 816). The ratings ranged from 1-7 with the exception of Premium WTP which ranged from 0-2 where any value over 1 is additional willingness to pay for certified options, Concern ranged from 3-21, and Efficacy which ranged from 4-20. The Positive frame is the reference condition. Gender and age are included as controls, but not displayed. $^{+}$ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001.

Supplementary Table 10
Study 2 linear regressions of emotional ratings

	Sad	Angry	Guilty	Happy	Hopeful	Proud
	(1)	(2)	(3)	(4)	(5)	(6)
Intercept	3.17***	2.85***	3.07***	3.97***	4.47***	3.70***
	(0.12)	(0.12)	(0.12)	(0.13)	(0.13)	(0.13)
Negative	0.45***	0.32*	0.16	-0.06	0.07	-0.04
	(0.14)	(0.14)	(0.14)	(0.15)	(0.14)	(0.15)
Neutral	0.03	-0.04	-0.11	-0.24	-0.27	-0.24
	(0.14)	(0.15)	(0.15)	(0.17)	(0.16)	(0.17)
Organic	-1.12***	-0.75***	-0.95***	-0.15**	-0.33***	-0.26***
	(0.06)	(0.05)	(0.05)	(0.05)	(0.04)	(0.04)
Obs.	1632	1632	1632	1632	1632	1632
R^2 Adj.	0.117	0.066	0.109	0.030	0.047	0.025

Notes: Data are from Study 2. All models are linear regressions with clustered standard errors at the individual level (N = 816). The ratings ranged from 1-7. The Positive frame is the reference condition. Gender and age are included as controls, but not displayed. $^{+}$ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Study 2 Robustness check

In the main results reported, we exclude a subset of participants who were assigned to the neutral frame but saw both neutral and negative frames due to a programming error if they went back to the instructions from the comprehension questions. Because those who needed to go back to the instructions after reading them before may be a selective group, we test the robustness of our results to excluding participants from all frames (neutral, positive, and negative) who went back to the instructions from the same set of comprehension questions to ensure that excluding these participants from the neutral group but not the positive and negative is not driving the results. We show that excluding all participants who had to repeat instructions leads to the same results as reported in the main text in terms of choice (Supplementary Table 11) and attention (Supplementary Table 12). This suggests that these exclusions did not bias the results.

Supplementary Table 11
Study 2 linear probability regression of choice excluding those who re-read instructions.

	Choice LR (1)	Choice FT (2)	Choice Org (3)
Intercept	0.49***	0.74***	0.74***
	(0.01)	(0.02)	(0.02)
Price	-0.79***	-0.76***	-0.74***
	(0.02)	(0.02)	(0.02)
Rating	0.17***	0.15***	0.13***
	(0.01)	(0.01)	(0.01)
Fairtrade	0.26***		0.17***
	(0.01)		(0.01)
Organic	0.25***	0.18***	
	(0.01)	(0.01)	
Size	0.61***	0.53***	0.69***
	(0.04)	(0.04)	(0.04)
Negative	0.01	0.07**	0.09***
	(0.01)	(0.02)	(0.02)
Neutral	0.00	-0.08***	-0.06**
	(0.01)	(0.02)	(0.02)
Fairtrade x Negative	0.05*		
	(0.02)		
Fairtrade x Neutral	-0.07***		
	(0.02)		
Organic x Negative	0.08***		
	(0.02)		
Organic x Neutral	-0.05**		
	(0.02)		
Hidden	0.01	-0.01	-0.02**
	(0.01)	(0.01)	(0.01)
Hidden x Price	0.01		
	(0.02)		
Hidden x Rating	0.00		

	Choice LR (1)	Choice FT (2)	Choice Org (3)
	(0.01)		
Hidden x Fairtrade	-0.01		
	(0.01)		
Hidden x Organic	-0.02*		
	(0.01)		
Hidden x Size	0.06		
	(0.06)		
Obs.	28576	15591	15925
R^2 Adj.	0.299	0.244	0.239

Notes: Data are from Study 2, excluding participants in all conditions who repeated instructions after specific comprehension questions. All models are linear probability regressions with standard errors clustered at the individual level (N=751). Choice LR compares left versus right options; Choice FT compares Fairtrade versus not certified options; Choice Org compares Organic vs. not certified options. The Positive frame is the reference condition. Gender and age are included as controls, but not displayed. $^{+}$ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001.

Supplementary Table 12

Study 2 linear regressions of attention excluding those who re-read instructions.

	Prop. dwell FT (1)	Prop. dwell Org (2)	Prop. info opens FT (3)	Prop. info Opens Org (4)	Ignore FT (5)	Ignore Org (6)
Intercept	0.15***	0.15***	0.17***	0.17***	0.10***	0.10***
	(0.00)	(0.00)	(0.00)	(0.00)	(0.01)	(0.01)
Negative	0.02**	0.02***	0.01**	0.02***	-0.02	-0.02
	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)
Neutral	-0.01*	-0.01^{+}	-0.01	-0.01^{+}	0.04^{+}	0.04*
	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)
Obs.	15245	15245	15245	15245	15245	15245
R^2 Adj.	0.016	0.018	0.013	0.017	0.008	0.010

Notes: Data are from Study 2, excluding participants in all conditions who repeated instructions after specific comprehension questions. All models are linear regressions with standard errors clustered at the individual level (N = 751). Prop. dwell time is the proportion of time spent on each attribute, Prop. info opens is the proportion of times an attribute was revealed, Ignore means an attribute wasn't revealed at all. FT stands for Fairtrade and Org for Organic. The Positive frame is the reference condition. Gender and age are included as controls, but not displayed. $^{+}$ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001.

A representative US sample along the dimensions of gender, race, and age participated in Study 2, along with reporting ethnicity, education level, income level, and political leanings. Therefore, we can examine how demographics impact use of certifications. We find that older participants, women (relative to men), and those with more left-leaning political views are more likely to purchase Fairtrade and Organic certified options with education level and ethnicity having no impact. Higher incomes are related to a marginal increase in Fairtrade purchases and a significant increase in Organic purchases. Finally, Black participants (relative to White) are more likely to make Organic, but not Fairtrade purchases.

Supplementary Table 13
Study 2 linear probability regressions of choice with demographics.

	Choice FT (1)	Choice Org (2)
Intercept	0.73***	0.73***
	(0.02)	(0.02)
Price	-0.76***	-0.74***
	(0.02)	(0.02)
Rating	0.15***	0.13***
	(0.01)	(0.01)
Organic	0.18***	
	(0.01)	
Fairtrade		0.17***
		(0.01)
Size	0.55***	0.66***
	(0.04)	(0.04)
Hidden	-0.01^{+}	-0.02*
	(0.01)	(0.01)
Negative	0.07***	0.08***
	(0.02)	(0.02)
Neutral	-0.07***	-0.07**
	(0.02)	(0.02)
Age	0.00**	0.00***
	(0.00)	(0.00)
Gender - Female	0.05**	0.04*
	(0.02)	(0.02)
Gender - other	0.11	0.09
	(0.10)	(0.09)
Gender - unknown	0.03	-0.11
	(0.19)	(0.17)
Asian	-0.01	0.00
	(0.03)	(0.04)
Black	0.03	0.10***
	(0.02)	(0.02)
Hispanic/Latino	-0.01	0.01
	(0.03)	(0.04)
Income	0.00^{+}	0.00*

	Choice FT (1)	Choice Org (2)
	(0.00)	(0.00)
Years education	0.00	0.00
	(0.00)	(0.00)
Political leaning	-0.05***	-0.03***
	(0.01)	(0.01)
Obs.	16295	16642
R^2 Adj.	0.257	0.241

Notes: All models are linear probability regressions with standard errors clustered at the individual level (N = 785). Age is age in year, the reference gender is Male. The reference race is White, with racial categories with <10 members excluded (Mixed, Other, Native American/American Indian). The reference ethnicity is non-Hispanic/Latino. Income levels are approximated from the income category (using the middle of the range) and represent thousands of dollars per year. Years of education are approximated from education level. Political leaning is measured on a scale from 1 = very left to 5 = very right. Continuous variables are centered.

Supplementary Table 14
Early rounds open vs. hidden impact on choice.

	Study 1			*Study 2*		
	Choice LR (1)	Choice FT (2)	Choice Org (3)	Choice LR (4)	Choice FT (5)	Choice Org (6)
Intercept	0.47***	0.73***	0.63***	0.50***	0.74***	0.75***
	(0.01)	(0.03)	(0.03)	(0.01)	(0.02)	(0.02)
Price	-0.81***	-0.87***	-0.76***	-0.78***	-0.75***	-0.74***
	(0.05)	(0.04)	(0.04)	(0.03)	(0.02)	(0.02)
Rating	0.11***	0.11***	0.08***	0.15***	0.15***	0.13***
	(0.02)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)
Fairtrade	0.20***		0.16***	0.26***		0.17***
	(0.02)		(0.02)	(0.01)		(0.01)
Organic	0.14***	0.11***		0.26***	0.18***	
	(0.02)	(0.01)		(0.01)	(0.01)	
Size	0.29***	0.27***	0.21***	0.55***	0.54***	0.67***
	(0.03)	(0.02)	(0.02)	(0.06)	(0.04)	(0.04)
Hidden	0.02	-0.07***	-0.05*	0.00	-0.02*	-0.02*
	(0.02)	(0.02)	(0.03)	(0.01)	(0.01)	(0.01)
Early hidden	0.02	0.00	0.00	0.00	-0.01	-0.01
	(0.02)	(0.04)	(0.04)	(0.01)	(0.02)	(0.02)
Hidden x	-0.02	0.04	0.05	0.01	0.02	0.01
Early hidden	(0.02)	(0.03)	(0.03)	(0.01)	(0.01)	(0.01)
Hidden x Price	-0.04			0.04*		
	(0.06)			(0.02)		
Hidden x Rating	0.00			0.01		
	(0.02)			(0.02)		
Hidden x Fairtrade	-0.06*			-0.02*		
	(0.02)			(0.01)		
Hidden x Organic	-0.04			-0.02*		
	(0.03)			(0.01)		
Hidden x Size	-0.08*			0.14^{+}		
	(0.04)			(0.08)		
Early hidden x Price	0.04			0.00		
	(0.07)			(0.04)		
Early hidden x	-0.01			0.03^{+}		
Rating	(0.02)			(0.02)		
Early hidden x	0.00			0.00		
Fairtrade	(0.03)			(0.01)		
Early hidden x	-0.01			-0.01		
Organic	(0.03)			(0.01)		
Early hidden x Size	0.00			0.14^{+}		
	(0.04)			(0.08)		
Hidden x Early	-0.06			-0.04		
hidden x Price	(0.08)			(0.03)		
Hidden x Early	0.00			-0.03		

	Study 1			*Study 2*		
	Choice LR (1)	Choice FT (2)	Choice Org (3)	Choice LR (4)	Choice FT (5)	Choice Org (6)
hidden x Rating	(0.03)			(0.02)		
Hidden x Early	0.03			0.02		
hidden x Fairtrade	(0.03)			(0.01)		
Hidden x Early	0.06			0.00		
hidden x Organic	(0.04)			(0.01)		
Hidden x Early	0.00			-0.22^{+}		
hidden x Size	(0.06)			(0.11)		
Obs.	4935	2729	2729	31054	16938	17298
R^2 Adj.	0.311	0.307	0.252	0.294	0.238	0.231

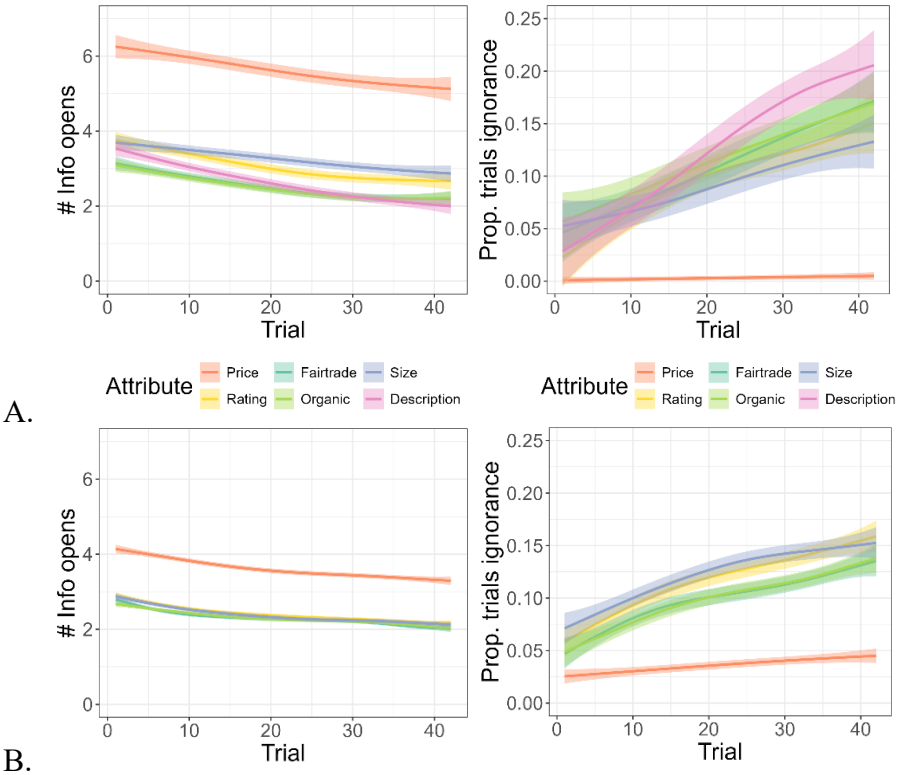
Notes: Columns 1-3 use data from Study 1 (N=152), and columns 4-6 use data from Study 2 (N=816). All models are linear probability regressions with standard errors clustered at the individual level. Early hidden indicates participants for whom the first 5 trials had hidden information. The Positive frame and early open information are the reference conditions. Framing condition, age, and gender are included as controls, but not displayed. $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Supplementary Table 15
Temporal effects on choice.

	Study 1			*Study 2*		
	Choice LR (1)	Choice FT (2)	Choice Org (3)	Choice LR (4)	Choice FT (5)	Choice Org (6)
Intercept	0.485***	0.737***	0.633***	0.490***	0.746***	0.761***
	(0.018)	(0.031)	(0.031)	(0.008)	(0.018)	(0.017)
Price	-0.759***	-0.866***	-0.758***	-0.788***	-0.749***	-0.736***
	(0.065)	(0.038)	(0.039)	(0.028)	(0.021)	(0.020)
Rating	0.089***	0.107***	0.080***	0.169***	0.152***	0.134***
	(0.024)	(0.013)	(0.011)	(0.016)	(0.009)	(0.009)
Fairtrade	0.208***		0.161***	0.268***		0.168***
	(0.027)		(0.015)	(0.015)		(0.007)
Organic	0.124***	0.107***		0.267***	0.179***	
	(0.026)	(0.014)		(0.015)	(0.007)	
Size	0.236***	0.267***	0.209***	0.619***	0.539***	0.666***
	(0.040)	(0.020)	(0.021)	(0.078)	(0.037)	(0.038)
Hidden	0.009	-0.081*	-0.043	-0.001	0.016	-0.015
	(0.025)	(0.034)	(0.036)	(0.010)	(0.014)	(0.013)
Trial	0.000	0.000	0.000	0.000	0.000	-0.001
	(0.001)	(0.001)	(0.001)	(0.000)	(0.000)	(0.000)
Hidden x Trial	0.000	0.001	0.001	0.000	-0.001*	0.000
	(0.001)	(0.001)	(0.002)	(0.000)	(0.001)	(0.001)
Hidden x Price	-0.078			0.023		
	(0.083)			(0.034)		
Hidden x Rating	0.019			0.035		
	(0.035)			(0.023)		
Hidden x Fairtrade	-0.074*			0.019		
	(0.037)			(0.014)		
Hidden x Organic	-0.011			-0.029*		
	(0.037)			(0.015)		
Hidden x Size	-0.033			-0.017		
	(0.052)			(0.111)		
Trial x Price	-0.002			0.000		
	(0.002)			(0.001)		
Trial x Rating	0.000			0.000		
	(0.001)			(0.001)		
Trial x Fairtrade	0.000			0.000		
	(0.001)			(0.000)		
Trial x Organic	0.001			-0.001		
	(0.001)			(0.000)		
Trial x Size	0.003			0.000		
	(0.002)			(0.003)		
Hidden x Trial x Price	0.000			0.000		
	(0.003)			(0.001)		
Hidden x Trial	-0.001			-0.002^{+}		

	Study 1			*Study 2*		
	Choice LR (1)	Choice FT (2)	Choice Org (3)	Choice LR (4)	Choice FT (5)	Choice Org (6)
x Rating	(0.002)			(0.001)		
Hidden x Trial	0.001			-0.001*		
x Fairtrade	(0.001)			(0.001)		
Hidden x Trial	0.000			0.000		
x Organic	(0.002)			(0.001)		
Hidden x Trial	-0.002			0.002		
x Size	(0.002)			(0.004)		
Obs.	4935	2729	2729	31054	16938	17298
R^2 Adj.	0.311	0.306	0.251	0.294	0.238	0.231

Notes: Columns 1 - 3 use data from Study 1 (N=152), and columns 4 -6 use data from Study 2 (N=816). All models are linear probability regressions with standard errors clustered at the individual level. The Positive frame and Open information is the reference condition. Trial indicates trial number, showing changes over the course of the experiment. Framing condition, age, and gender are included as controls, but not displayed. $^{+}$ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001



A.

B.

Supp. Fig. 4: Smoothed raw data of the number of times an attribute box was revealed, and ignorance of each attribute depending on the trial number under hidden information. The shaded bands represent 95% confidence intervals. A. Study 1 and B., Study 2.

Supplementary Table 16
Robustness of findings to inclusion of non-rated options with different ratings.

	Study 1					*Study 2*				
	Choice LR orig. (1)	Choice LR rating 4 (2)	Choice LR rating 3 (3)	Choice LR rating 2 (4)	Choice LR rating 1 (5)	Choice LR orig. (6)	Choice LR rating 4 (7)	Choice LR rating 3 (8)	Choice LR rating 2 (9)	Choice LR rating 1 (10)
Intercept	0.48***	0.50***	0.50***	0.50***	0.49***	0.49***	0.49***	0.49***	0.49***	0.49***
	(0.02)	(0.01)	(0.01)	(0.01)	(0.01)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)
Price	-0.79***	-0.77***	-0.77***	-0.77***	-0.77***	-0.78***	-0.78***	-0.78***	-0.78***	-0.78***
	(0.04)	(0.03)	(0.04)	(0.04)	(0.04)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)
Rating	0.10***	0.12***	0.10***	0.07***	0.05***	0.17***	0.18***	0.15***	0.10***	0.07***
	(0.01)	(0.01)	(0.01)	(0.01)	(0.00)	(0.01)	(0.01)	(0.01)	(0.01)	(0.00)
Fairtrade	0.20***	0.17***	0.20***	0.21***	0.22***	0.26***	0.25***	0.26***	0.26***	0.26***
	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)
Organic	0.14***	0.15***	0.13***	0.12***	0.12***	0.25***	0.25***	0.25***	0.26***	0.26***
	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)
Size	0.29***	0.30***	0.28***	0.27***	0.26***	0.62***	0.61***	0.63***	0.65***	0.65***
	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.04)	(0.04)	(0.04)	(0.04)	(0.04)
Hidden	0.01	0.01	0.01	0.01	0.01	0.01	0.01^{+}	0.01^{+}	0.01	0.01
	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.00)	(0.00)	(0.00)	(0.00)	(0.00)
Hidden x	-0.07^{+}	-0.04	-0.05	-0.05	-0.05	0.02	0.02	0.02	0.02^{+}	0.02^{+}
Price	(0.04)	(0.03)	(0.03)	(0.03)	(0.03)	(0.02)	(0.01)	(0.01)	(0.01)	(0.01)
Hidden x	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rating	(0.02)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)
Hidden x	-0.04**	-0.05***	-0.05***	-0.04***	-0.04**	-0.01	-0.01	-0.01	-0.01	-0.01
Fairtrade	(0.02)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)
Hidden x	-0.01	-0.01	-0.01	-0.01	-0.01	-0.02**	-0.02**	-0.02**	-0.02**	-0.02**
Organic	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)

	Study 1					*Study 2*				
	Choice LR orig. (1)	Choice LR rating 4 (2)	Choice LR rating 3 (3)	Choice LR rating 2 (4)	Choice LR rating 1 (5)	Choice LR orig. (6)	Choice LR rating 4 (7)	Choice LR rating 3 (8)	Choice LR rating 2 (9)	Choice LR rating 1 (10)
Hidden x	-0.08**	-0.09***	-0.08**	-0.08**	-0.08**	0.03	0.04	0.05	0.05	0.06
Size	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.06)	(0.05)	(0.05)	(0.05)	(0.05)
Negative						0.01	0.01	0.01	0.01	0.01
						(0.01)	(0.01)	(0.01)	(0.01)	(0.01)
Neutral						0.00	0.00	0.00	0.00	0.00
						(0.01)	(0.01)	(0.01)	(0.01)	(0.01)
Negative x						0.04*	0.04*	0.04*	0.04*	0.04*
Fairtrade						(0.02)	(0.02)	(0.02)	(0.02)	(0.02)
Neutral x						-0.07***	-0.07***	-0.07***	-0.07***	-0.07***
Fairtrade						(0.02)	(0.02)	(0.02)	(0.02)	(0.02)
Negative x						0.06***	0.07***	0.07***	0.07***	0.07***
Organic						(0.02)	(0.02)	(0.02)	(0.02)	(0.02)
Neutral x						-0.06**	-0.06**	-0.06**	-0.06**	-0.05**
Organic						(0.02)	(0.02)	(0.02)	(0.02)	(0.02)
Obs.	4935	6371	6371	6371	6371	31054	33856	33856	33856	33856
R^2 Adj.	0.312	0.309	0.312	0.309	0.307	0.293	0.284	0.286	0.283	0.280

Notes: All models are linear probability regressions with standard errors clustered at the individual level (Columns 1-4, Study 1: N = 152; Columns 5-8, Study N = 816). Orig. refers to regressions that exclude non-rated options, whereas rating 1-rating 4 refer to regressions where all options are included with non-rated options being assigned a rating of 1-4. LR compares left versus right options. Gender and age are included as controls, but not displayed. $^{+}$ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Study 3: Robustness of results to open price information

In Studies 1 and 2, all information is either open or hidden on a given trial. In contrast, in many of the studies on information avoidance, the self-relevant information is always available, and only the impact information is hidden (Vu et al., 2023). Further, what could be viewed as the most self-relevant information, price information, is almost always prominently displayed in grocery settings. Such a difference could account for our low levels of ignorance and relatively small reductions in use of certifications under hidden information if also hiding price information changes the implicit default of whether information should be revealed (Grossman, 2014; Moyal & Schurr, 2022). Therefore, in Study 3 we made price information always open on the screen, even in hidden trials, to test the robustness of our information seeking and ignorance patterns and weight on certifications in choice.

In Study 3, we find very similar results on use of certification as in the other studies, suggesting that making price information always open does not drastically change decisions. The proportion of certified choices (Supplementary Fig. 5) and the weight on Fairtrade and Organic certifications decreases slightly under hidden versus open information, but the decrease is not significant for Fairtrade (Supplementary Table 16, column 2 Hidden b = -0.01, p = 0.18) and is significant for Organic certifications (column 3 Hidden b= -0.02, p = 0.05) confirming H1 only for Organic certifications. Further, making price information available does not lead to a stronger impact of hidden information as the reduction in weight on Organic and Fairtrade certifications is the same magnitude across Studies 2 and 3. This is in accordance with our process data from Study 1 and Study 2 in which we find very low avoidance of price information, evidence that participants are already using price in almost all trials and ruling out the alternative possibility that making price information always open leads to a different default norm, changing the way in which the other attributes are used.

References:

Grossman, Z. (2014). Strategic ignorance and the Robustness of Social preferences. *Management Science*, *60*(November), 2659–2665. https://doi.org/10.1287/mnsc.2014.1989

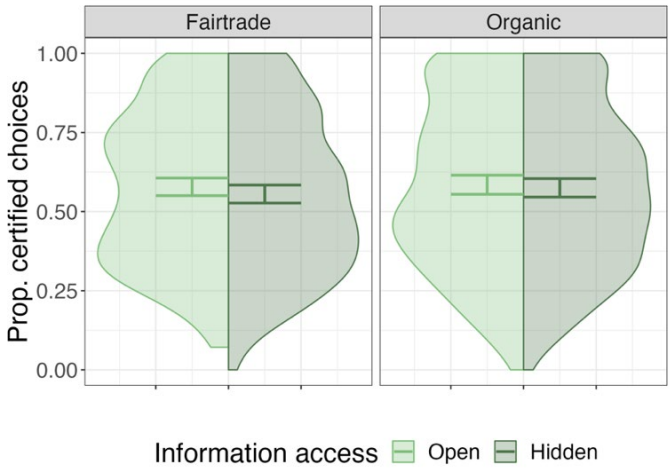
Moyal, A., & Schurr, A. (2022). The effect of deliberate ignorance and choice procedure on pro-environmental decisions. *Ecological Economics*, *200*(May), 107512. https://doi.org/10.1016/j.ecolecon.2022.107512

Vu, L., Soraperra, I., Leib, M., van der Weele, J., & Shalvi, S. (2023). Ignorance by Choice : A Meta-Analytic Review of the Underlying Motives of Willful Ignorance and Its Consequences. *Psychological Bulletin*, *149*(9–10), 611–635.

Supplementary Table 17
Study 3 regressions of choice.

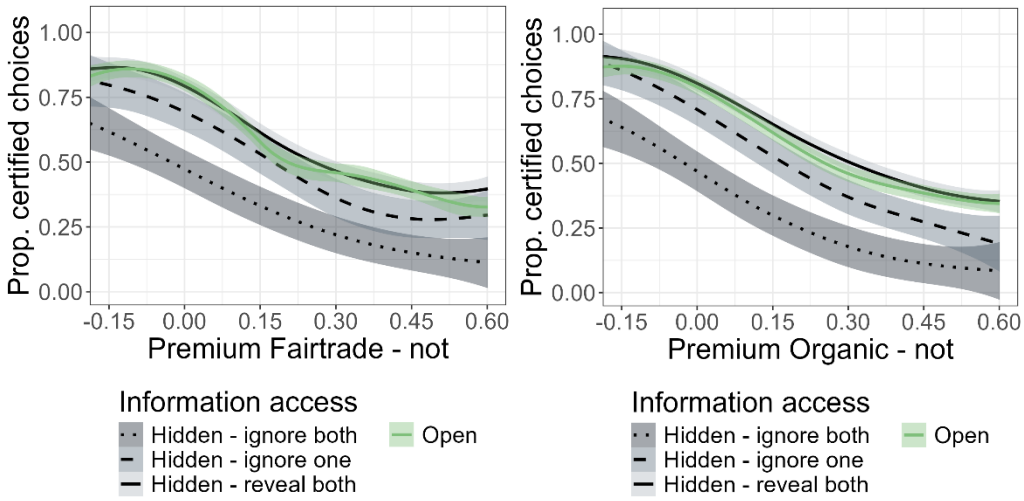
	Choice LR (1)	Choice FT (2)	Choice Org (3)	Choice LR (4)	Choice FT (5)	Choice Org (6)
Intercept	0.51***	0.73***	0.76***	0.04	1.20***	1.35***
	(0.01)	(0.02)	(0.02)	(0.04)	(0.10)	(0.11)
Price	-0.80***	-0.76***	-0.79***	-4.20***	-3.84***	-4.03***
	(0.03)	(0.03)	(0.03)	(0.19)	(0.19)	(0.18)
Rating	0.20***	0.20***	0.18***	1.12***	1.03***	0.95***
	(0.01)	(0.02)	(0.01)	(0.09)	(0.09)	(0.08)
Fairtrade	0.23***		0.16***	1.25***		0.83***
	(0.01)		(0.01)	(0.07)		(0.07)
Organic	0.23***	0.15***		1.23***	0.80***	
	(0.01)	(0.01)		(0.07)	(0.07)	
Size	0.68***	0.53***	0.64***	3.76***	2.81***	3.49***
	(0.07)	(0.07)	(0.07)	(0.39)	(0.37)	(0.38)
Hidden	-0.01	-0.01	-0.02*	-0.05	-0.08	-0.12*
	(0.01)	(0.01)	(0.01)	(0.04)	(0.06)	(0.06)
Hidden x Price	-0.02			-0.05		
	(0.02)			(0.16)		
Hidden x Rating	0.01			0.03		
	(0.02)			(0.11)		
Hidden x Fairtrade	-0.01			-0.07		
	(0.01)			(0.07)		
Hidden x Organic	-0.02^{+}			-0.14^{+}		
	(0.01)			(0.07)		
Hidden x Size	-0.07			-0.41		
	(0.10)			(0.54)		
Obs.	11588	6305	6440	11588	6305	6440
R^2 Adj.	0.273	0.219	0.238	N/A	N/A	N/A

Notes: Data are from Study 3. Columns 1-3 are linear probability regressions and columns 4-6 are logistic regressions, all with standard errors clustered at the individual level (N = 302). Choice LR compares left versus right options; Choice FT compares Fairtrade versus not certified options; Choice Org compares Organic vs. not certified options. Gender and age are included as controls, but not displayed. $^{+}$ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.



Supp. Fig. 5. The proportion of Fairtrade and Organic certified choices under open and hidden information conditions in Study 3. The error bars indicate the 95% confidence intervals, and the shaded areas shows the distribution of choices.

As in Studies 1 and 2, we find that whether certification information is revealed or ignored impacts the proportion of certified choices (Supplementary Fig. 6). Further quantifying the role of attention in Supplementary Table 17 confirms that attention metrics of information seeking and avoidance act as moderators on the use certifications. This shows that even when price information is fully available, the other information that participants seek out or ignore matters in their choices in a similar way to when they also must seek price information.



Supp. Fig. 6. Smoothed raw data of the proportion of certified choices A. Fairtrade and B. Organic, depending on the price premium. The colors indicate open information and hidden information split into fully revealed, partially revealed and partially ignored, fully ignored. The shaded bands represent 95% confidence intervals.

Supplementary Table 18
Study 3 linear probability regressions of attention in choice.

	Prop. dwell time LR (1)	Prop. dwell time FT (2)	Prop. dwell time Org (3)	Prop. AOI opens LR (4)	Prop. AOI opens FT (5)	Prop. AOI opens Org (6)	Ignore LR (7)	Ignore FT (8)	Ignore Org (9)
Intercept	0.49***	0.74***	0.75***	0.49***	0.74***	0.74***	0.49***	0.75***	0.76***
	(0.01)	(0.02)	(0.02)	(0.01)	(0.02)	(0.02)	(0.01)	(0.02)	(0.02)
Price	-0.81***	-0.77***	-0.80***	-0.81***	-0.77***	-0.81***	-0.81***	-0.77***	-0.81***
	(0.03)	(0.04)	(0.03)	(0.03)	(0.04)	(0.03)	(0.03)	(0.04)	(0.03)
Rating	0.21***	0.21***	0.18***	0.20***	0.20***	0.17***	0.21***	0.20***	0.18***
	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)	(0.02)
Fairtrade	0.22***		0.16***	0.22***		0.16***	0.23***		0.16***
	(0.01)		(0.01)	(0.01)		(0.01)	(0.01)		(0.01)
Organic	0.21***	0.14***		0.21***	0.14***		0.21***	0.13***	
	(0.01)	(0.02)		(0.01)	(0.02)		(0.01)	(0.02)	
Size	0.60***	0.48***	0.67***	0.60***	0.48***	0.67***	0.59***	0.45***	0.68***
	(0.07)	(0.10)	(0.09)	(0.07)	(0.10)	(0.09)	(0.07)	(0.10)	(0.09)
Indiv. Att.	0.13	1.64***		0.08	1.74***		-0.03	-0.39***	
Fairtrade	(0.10)	(0.15)		(0.09)	(0.17)		(0.05)	(0.06)	
Trial Att.	0.00	0.14*		0.03	0.19*		-0.02	-0.11***	
Fairtrade	(0.05)	(0.06)		(0.06)	(0.08)		(0.03)	(0.03)	
Indiv. Att.	0.00		1.63***			1.83***	-0.02		-0.52***
Organic	(0.08)		(0.16)			(0.19)	(0.05)		(0.06)
Trial Att.	0.01		0.21**			0.25***	-0.01		-0.14***
Organic	(0.05)		(0.06)			(0.07)	(0.02)		(0.03)
Fairtrade x Indiv.	1.51***			1.57***			-0.30***		
Att. Fairtrade	(0.15)			(0.17)			(0.06)		
Fairtrade x Trial	0.14*			0.19*			-0.09**		
Att. Fairtrade	(0.06)			(0.08)			(0.03)		
Organic x Indiv.	1.45***			1.66***			-0.44***		
Att. Organic	(0.15)			(0.17)			(0.05)		
Organic x Trial	0.25***			0.27***			-0.14***		
Att. Organic	(0.07)			(0.08)			(0.03)		

Obs.	5548	3009	3083	5548	3009	3083	5548	3009	3083
R^2 Adj.	0.329	0.269	0.310	0.326	0.266	0.307	0.300	0.239	0.289

Notes: Data are from Study 3. All models are linear probability regressions with standard errors clustered at the individual level (N = 302). Prop. dwell time is the proportion of time spent on each attribute, Prop. AOI opens is proportion of times an attribute was revealed, Ignore means an attribute wasn't revealed at all. LR stands for Left – Right, FT for Fairtrade – not, and Org for Organic – not. Indiv. Att. Indicates the average attention for a given individual (centered) and Trial Att. Indicates the difference from the individual's average on a given trial. Gender and age are included as controls, but not displayed. $^{+}$ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.