Supplementary Material for 'Countering Demand for Ineffective Health Remedies: Do Consumers Respond to Risks, Lack of Benefits, or Both?'

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Consumers Respond to Risks, Lack of Benefits, or Both?'

Table S1.
JASP Output for the Bayesian ANCOVA, Showing the Strength Evidence for Each Model Compared to the Null Model (Experiments 1 and 2 Combined)

Models	P(M)	P(M|data)	BF$_M$	BF$_{10}$	error %
Null model	0.026	1.733e -15	6.412e -14	1	
Contingency condition + Fear-appeal + Bidding type + General-attitude	0.026	0.524	40.808	**3.026e +14**	6.308
Contingency condition + Fear-appeal + Bidding type + General-attitude + Fear-appeal ✶ Bidding type	0.026	0.214	10.064	1.234e +14	1.766
Contingency condition + Fear-appeal + Bidding type + General-attitude + Contingency condition ✶ Bidding type	0.026	0.088	3.573	5.081e +13	2.666
Contingency condition + Fear-appeal + Bidding type + General-attitude + Contingency condition ✶ Fear-appeal	0.026	0.067	2.667	3.880e +13	3.016
Contingency condition + Fear-appeal + Bidding type + General-attitude + Contingency condition ✶ Bidding type + Fear-appeal ✶ Bidding type	0.026	0.034	1.301	1.960e +13	2.771
Contingency condition + Fear-appeal + Bidding type + General-attitude + Contingency condition ✶ Fear-appeal + Fear-appeal ✶ Bidding type	0.026	0.031	1.19	1.798e +13	2.309
Fear-appeal + Bidding type + General-attitude	0.026	0.014	0.53	8.145e +12	2.785
Contingency condition + Fear-appeal + Bidding type + General-attitude + Contingency condition ✶ Fear-appeal + Contingency condition ✶ Bidding type	0.026	0.013	0.477	7.350e +12	3.662
Fear-appeal + Bidding type + General-attitude + Fear-appeal ✶ Bidding type	0.026	0.005	0.204	3.159e +12	4.969
Contingency condition + Fear-appeal + Bidding type + General-attitude + Contingency condition ✶ Fear-appeal + Contingency	0.026	0.005	0.198	3.078e +12	2.837

condition ∗ Bidding type + Fear-appeal ∗ Bidding type					
Contingency condition + Fear-appeal + General-attitude	0.026	0.002	0.084	1.314e +12	1.078
Contingency condition + Fear-appeal + Bidding type + General-attitude + Contingency condition ∗ Fear-appeal + Contingency condition ∗ Bidding type + Fear-appeal ∗ Bidding type + Contingency condition ∗ Fear-appeal ∗ Bidding type	0.026	8.986e -4	0.033	5.185e +11	3.097
Contingency condition + Fear-appeal + General-attitude + Contingency condition ∗ Fear-appeal	0.026	3.223e -4	0.012	1.860e +11	2.849
Fear-appeal + General-attitude	0.026	8.326e -5	0.003	4.805e +10	0.755
Contingency condition + Bidding type + General-attitude	0.026	3.925e -6	1.452e -4	2.265e +9	1.136
Contingency condition + Bidding type + General-attitude + Contingency condition ∗ Bidding type	0.026	7.133e -7	2.639e -5	4.116e +8	4.717
Bidding type + General-attitude	0.026	1.949e -7	7.211e -6	1.125e +8	0.814
Contingency condition + Fear-appeal + Bidding type	0.026	1.681e -7	6.219e -6	9.699e +7	1.153
Contingency condition + Fear-appeal + Bidding type + Fear-appeal ∗ Bidding type	0.026	4.658e -8	1.724e -6	2.688e +7	3.684
Contingency condition + Fear-appeal + Bidding type + Contingency condition ∗ Bidding type	0.026	4.006e -8	1.482e -6	2.312e +7	1.572
Contingency condition + General-attitude	0.026	3.130e -8	1.158e -6	1.806e +7	1.676
Contingency condition + Fear-appeal + Bidding type + Contingency condition ∗ Fear-appeal	0.026	2.145e -8	7.935e -7	1.238e +7	2.179
Contingency condition + Fear-appeal + Bidding type + Contingency condition ∗ Bidding type + Fear-appeal ∗ Bidding type	0.026	1.185e -8	4.385e -7	6.839e +6	7.534
Contingency condition + Fear-appeal + Bidding type + Contingency condition ∗ Fear-appeal + Fear-appeal ∗ Bidding type	0.026	7.229e -9	2.675e -7	4.171e +6	5.195

Model					
Fear-appeal + Bidding type	0.026	6.005e -9	2.222e -7	3.465e +6	0.842
Contingency condition + Fear-appeal + Bidding type + Contingency condition ✻ Fear-appeal + Contingency condition ✻ Bidding type	0.026	5.874e -9	2.173e -7	3.389e +6	9.171
General-attitude	0.026	2.083e -9	7.706e -8	1.202e +6	0.002
Fear-appeal + Bidding type + Fear-appeal ✻ Bidding type	0.026	1.679e -9	6.211e -8	968627.977	2.239
Contingency condition + Fear-appeal	0.026	1.666e -9	6.165e -8	961470.234	2.435
Contingency condition + Fear-appeal + Bidding type + Contingency condition ✻ Fear-appeal + Contingency condition ✻ Bidding type + Fear-appeal ✻ Bidding type	0.026	1.552e -9	5.742e -8	895509.616	2.575
Contingency condition + Fear-appeal + Bidding type + Contingency condition ✻ Fear-appeal + Contingency condition ✻ Bidding type + Fear-appeal ✻ Bidding type + Contingency condition ✻ Fear-appeal ✻ Bidding type	0.026	2.746e -10	1.016e -8	158475.792	4.168
Contingency condition + Fear-appeal + Contingency condition ✻ Fear-appeal	0.026	2.166e -10	8.016e -9	125006.357	1.781
Fear-appeal	0.026	7.544e -11	2.791e -9	43534.02	5.249e -10
Contingency condition + Bidding type	0.026	1.205e -12	4.458e -11	695.306	2.446
Contingency condition + Bidding type + Contingency condition ✻ Bidding type	0.026	3.166e -13	1.172e -11	182.716	11.502
Bidding type	0.026	7.519e -14	2.782e -12	43.388	2.415e -7
Contingency condition	0.026	2.272e -14	8.407e -13	13.111	2.594e -6

Note. This table contains data shows the JASP output of the results from the data pooled from three experiments (Experiment 2 and both iterations of Experiment 1) with careless responders excluded ($N = 536$). The table compares possible models for predicting WTP and provides an estimate of the strength of the evidence for each model compared to the null model. Text in **bold** shows the strongest model, as determined by the greatest BF_{10}.

Table S2.

Bayesian Analysis of Effects for Willingness-to-pay Predicted by Condition and Bidding Type (Experiments 1 and 2 Combined)

Effects	P(incl)	P(incl|data)	*BF₁₀* Inclusion
Contingency condition	0.737	0.979	17.038
Fear-appeal	0.737	1	77271.395
Bidding type	0.737	0.997	132.95
General-attitude	0.5	1	2.919e +6
Contingency condition ✻ Fear-appeal	0.316	0.119	0.291
Contingency condition ✻ Bidding type	0.316	0.147	**0.374**
Fear-appeal ✻ Bidding type	0.316	0.294	**0.904**
Contingency condition ✻ Fear-appeal ✻ Bidding type	0.053	0.001	**0.02**

Note. Showing results from three experiments (Experiment 2 and both iterations of Experiment) with careless responders excluded ($N = 536$). The results in **bold** confirm that there were no interactions between biding amount and the intervention treatments, meaning that effect of condition on WTP was comparable between the hypothetical and incentivized experiments.

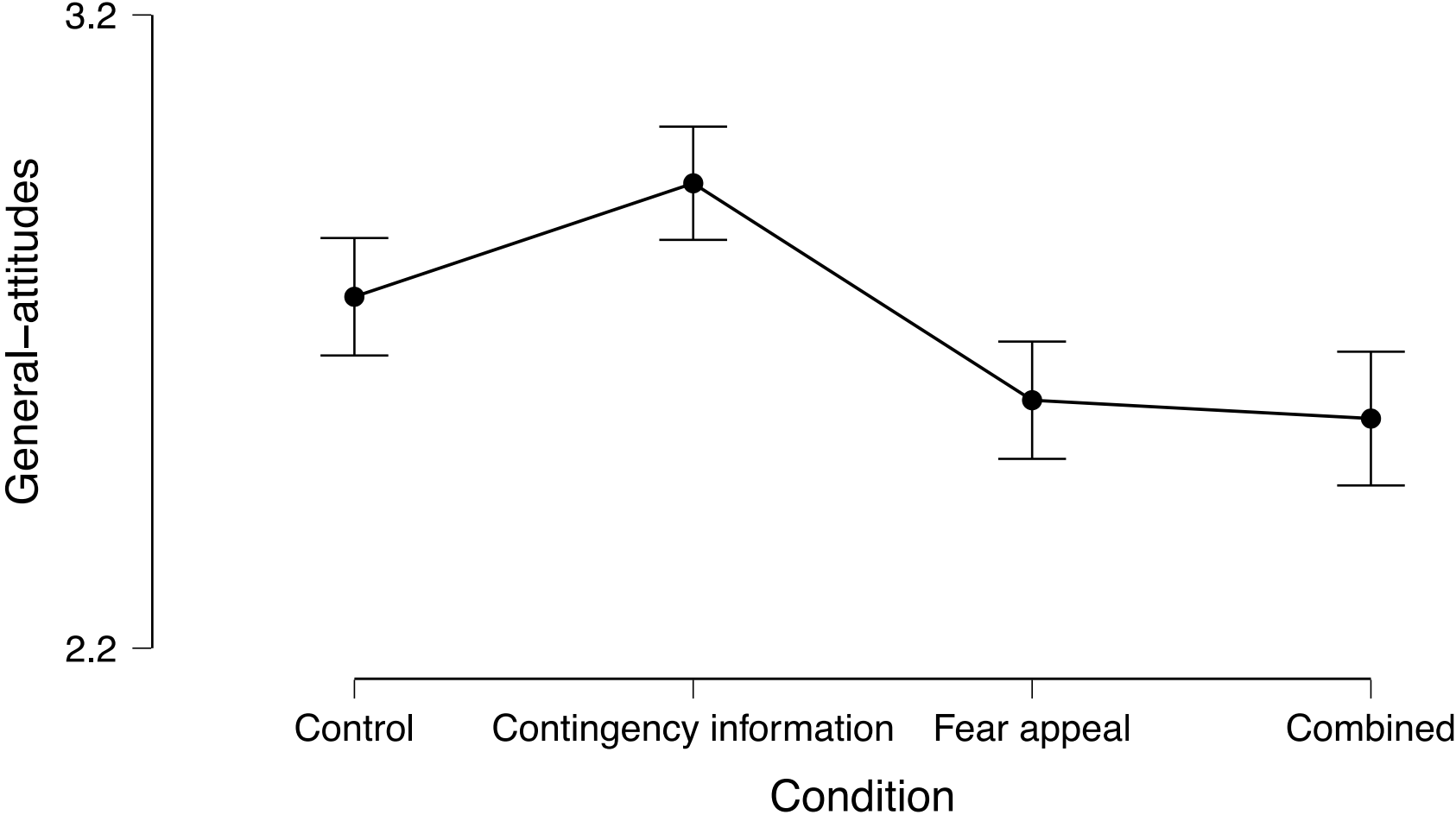Figure S1. Test for Homogeneity of Regression Slopes

Figure S1. Showing results from the first iteration of Experiment 1 with careless responders removed (*N* = 156). This figure shows how, by random chance, general attitudes varied across conditions which thus violated the assumption of homogeneity of regression slopes. Error bars indicate standard error.

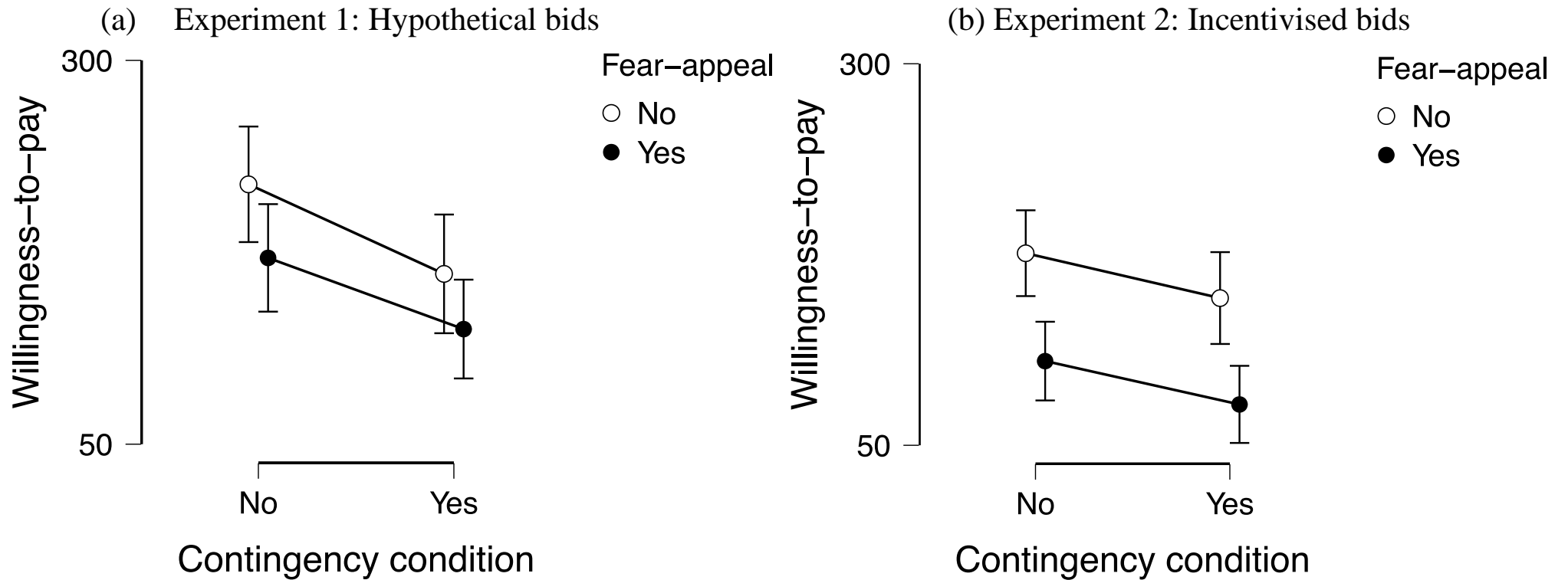Figure S2. Bayesian Interaction Plot for Pooled Data from both experiments with careless responders removed

Figure S2. Showing results from both experiments ($N = 536$)—both sub-samples of Experiment 1, Experiment 2—with careless responders removed ($n = 84$). Plot (a) shows the results for hypothetical bids, and plot (b) shows results for bids that were incentivized. Error bars indicate 95% credible intervals.