Appendix C. MNL models assuming random regret minimization (RRM) vs. random utility maximization (RUM)

	μ-RRM		G-RRM		RUM	
	Good framing	**Bad framing**	**Good framing**	**Bad framing**	**Good framing**	**Bad framing**
	Mean (St. error)	**Mean (St. error)**	**Mean (St. error)**	**Mean (St. error)**	**Mean (St. error)**	**Mean (St. error)**
Business as usual	-1.09*** (0.09)	-0.70*** (0.00)	-0.67*** (0.22)	-0.35*** (0.03)	-1.69*** (0.08)	-1.05*** (0.08)
Increase in good – 10% over SQ	0.15*** (0.05)	0.11*** (0.00)	0.09* (0.05)	0.06** (0.02)	0.22*** (0.07)	0.17** (0.07)
Increase in good – 20% over SQ	0.35*** (0.06)	0.37*** (0.00)	0.21** (0.09)	0.19*** (0.03)	0.52*** (0.08)	0.56*** (0.08)
Increase in good – 30% over SQ	0.40*** (0.05)	0.41*** (0.00)	0.25** (0.11)	0.21*** (0.03)	0.59*** (0.08)	0.62*** (0.08)
Timing (early)	0.44*** (0.05)	0.55*** (0.00)	0.27** (0.12)	0.28*** (0.03)	0.65*** (0.07)	0.83*** (0.07)
Timing (midway)	0.30*** (0.04)	0.27*** (0.00)	0.18** (0.08)	0.13*** (0.02)	0.44*** (0.06)	0.40*** (0.06)
- Cost [divided by 10]	0.07*** (0.00)	0.05*** (0.00)	0.04*** (0.01)	0.03*** (0.00)	0.10*** (0.00)	0.08*** (0.00)
μ	5.90 (13.80)	76.02*** (0.01)				
ɣ			0.22 (0.94)	0.00 (1.00)		
Model diagnostics						
LL at convergence	-3040.71	-3184.46	-3040.56	-3184.45	-3040.81	-3184.45
McFadden's pseudo-R^2	0.22	0.14	0.22	0.14	0.22	0.14
r (respondents)	445	423	445	423	445	423
k (parameters)	8	8	8	8	7	7

Notes: ***, ** and * indicate 1%, 5% and 10% significance levels, respectively. Standard errors are provided in parentheses. For modelling purposes, the cost attribute was re-scaled and divided by 10.