

Appendix A

In this appendix, we present the instructions for respondents in the CMA-based DCE.

Consumer Choices for Ready Meals



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Study Overview

Part 1:

A warm up questionnaire asking **how hungry or full** you feel at the moment

Part 2:

Preference Task: you are asked to make choices about a food item: **a beef based ready meal.**

Belief Task: You are asked for **your beliefs** about the choices of other participants in the Preference Task. You will have the opportunity to gain additional money in this task.

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Study Overview

Part 3:

You are asked to fill in a questionnaire about your **attitudes** and **personal information** (age, gender, etc).

NB: In Part 2, you will have the opportunity to gain additional money. The amount that you have earned will be disclosed to you at the **end of the session**.

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PART 1

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Warm up questionnaire

- Now you will be asked to fill in a very short questionnaire.
- You will asked about how full or hungry you feel right now?
- Once you have made your decision your screen will go blank until all other participants have completed the task.

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PART 2

Preference Task

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Preference Task

You will be asked to make **choices** about **different beef-based ready meals**.

The ready meals are variations of **pre-cooked and chilled cottage pies**.

They are all the **same size** (400g).

The ingredients used in each ready meal are the same but may be used in **different quantities**.

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Preference Task

The ingredients include;

Mashed Potato

Beef

Onion

Water

Tomato Puree

Garlic Puree

Butter

Cheese

Salt

Sugar

Pepper

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Preference Task

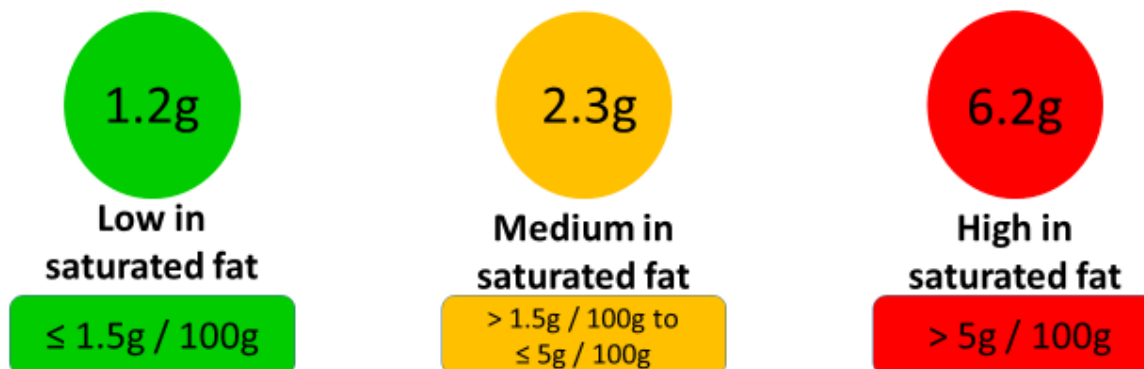
The **ready meal** is characterised by **4 attributes**, as follows;

- **Saturated Fat content**
 - **Salt Content**
 - **Containing ingredients obtained from livestock that was raised using (or not) antibiotics**
 - **Price**
- We now describe each attribute in more detail.

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Saturated Fat

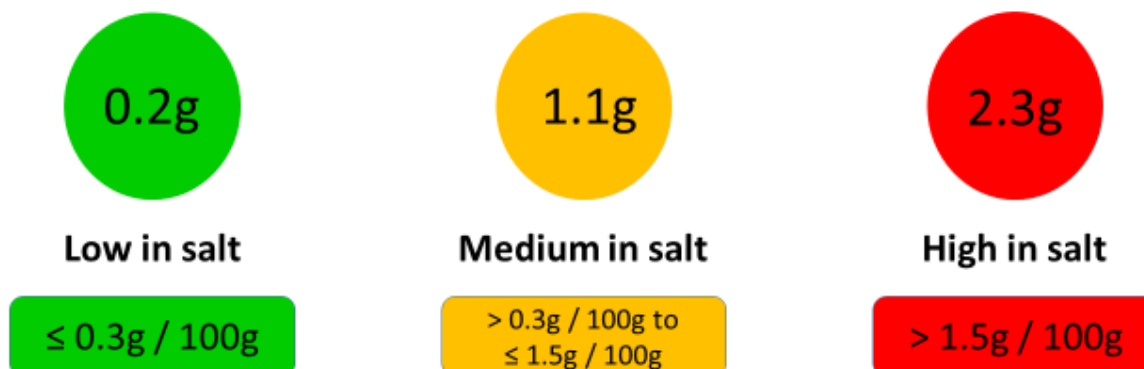
The **saturated fat** content is **varied** among ready meals by using **different quantities of the ingredients** listed above.



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Salt

The **salt** content is **varied** among ready meals by using **different quantities of the ingredients** listed above.



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Part 2

The **beef and dairy products** used in the cottage pie **varies** according to whether **antibiotics** were used to raise the cattle.

Antibiotics are used in agriculture to treat livestock.

Cottage pies that contain **meat** and **dairy products** obtained from livestock that was **raised without** using **antibiotics** are labelled as:

Raised
without
antibiotics

Cottage pies that **do not display** this **label** contain **meat** and **dairy products** obtained from livestock that was **raised** using **antibiotics**.

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The EU requires by law that foodstuffs, such as meat, milk or eggs, obtained from animals treated with veterinary medicines or exposed to biocidal products used in animal husbandry must not contain any residue that might represent a hazard to the health of the consumer.

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Part 2

There are also four **different possible prices**;

£1.50

£2.00

£3.00

£4.50

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Preference Task

We will simply ask you to express your preferences regarding different variations of these ready meals.

These preferences will not translate into real purchases.

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Preference Task

Now you will be presented with **12 diverse choice situations**.

In each choice situation, you will be asked to **choose between 2 ready meal options** and a **"prefer neither"** alternative.

You will be asked to select your **most preferred option** in **each choice situation**.





In each choice situation, each ready meal is also associated with a **price**.

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Preference Task

Each participant is asked to select their **most preferred option** in **choice situations** that look as follows;

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CHOICE SITUATION			
	OPTION A: COTTAGE PIE	OPTION B: COTTAGE PIE	OPTION C: NO BUY
SATURATED FAT			
SALT			
ANITIOTIC RESIDUES	Raised without antibiotics	Raised with antibiotics	
PRICE	£2.00	£3.00	
Select your preferred alternative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Very Important

Your **choices** in the **Preference Task** can affect **your earnings** in the **Belief Task**

We will now explain you how

PART 2 Belief task

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Belief Task

There are **10 other participants** in the session, excluding yourself

In the **belief task**, you will be asked to **predict** the number of participants that chose:

OPTION A, OPTION B and OPTION C in the **Preference Task**





You will **earn money** according to how **accurate your predictions** are

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Belief Task

You will make your decisions on a screen that looks as follows;

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CHOICE SITUATION			
	OPTION A: COTTAGE PIE	OPTION B: COTTAGE PIE	OPTION C: NO BUY
SATURATED FAT			
SALT			
ANITOTIC RESIDUES	Raised without antibiotics	Raised with antibiotics	
PRICE	£2.00	£3.00	
How many participants choose OPTION A, B and C?	____ (out of 10)	____ (out of 10)	____ (out of 10)
<input type="button" value="Check earnings"/>			

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Belief Task

Once you have entered your decisions, you can click the **"Check Earnings"** button to display the **earnings** you would get **based on your predictions**

You will **earn money** according to how **accurate your predictions** are

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An example

If you predict that:

5 participants selected to Option A

4 participants selected to Option B

1 participants selected to Option C





You would receive:

£7.90 if Option A is randomly drawn





£6.90 if Option B is randomly drawn

£3.90 if Option C is randomly drawn

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CHOICE SITUATION			
	OPTION A: COTTAGE PIE	OPTION B: COTTAGE PIE	OPTION C: NO BUY
SATURATED FAT			
SALT			
ANITOTIC RESIDUES	Raised without antibiotics	Raised with antibiotics	
PRICE	£2.00	£3.00	
How many participants choose OPTION A, B and C?	__5__ (out of 10)	__4__ (out of 10)	__1__ (out of 10)
Check earnings			

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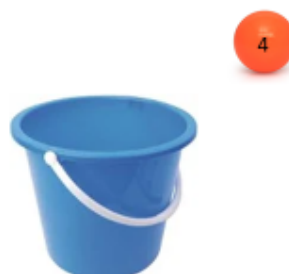
CHOICE SITUATION			
	OPTION A: COTTAGE PIE	OPTION B: COTTAGE PIE	OPTION C: NO BUY
SATURATED FAT			
SALT			
ANITOTIC RESIDUES	Raised without antibiotics	Raised with antibiotics	
PRICE	£2.00	£3.00	
How many participants choose OPTION A, B and C?	__5__ (out of 10)	__4__ (out of 10)	__1__ (out of 10)
Check earnings	__£7.90__	__£6.90__	__£3.90__

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Belief Task

How do we determine your earnings?

First of all, we randomly draw a **binding choice** situation from a bucket with 9 numbered balls



The binding choice situation determines your **earnings**

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Belief Task

Because, in reality, in **choice situation 4**:

5 participants selected to Option A

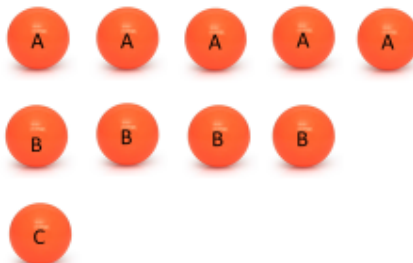
4 participants selected to Option B

1 participants selected to Option C

We place **5 balls with the letter A**, **4 balls with the letter B** and **1 ball with the letter C** into a bucket

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Belief Task



We will then **randomly draw** one of these balls **from the bucket**, and this will then determine **which of the three payments** you will receive.





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Belief Task





Here we see this example implemented;



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CHOICE SITUATION			
	OPTION A: COTTAGE PIE	OPTION B: COTTAGE PIE	OPTION C: NO BUY
SATURATED FAT			
SALT			
ANITOTIC RESIDUES	Raised without antibiotics	Raised with antibiotics	
PRICE	£2.00	£3.00	
How many participants choose OPTION A, B and C?	__5__ (out of 10)	__4__ (out of 10)	__1__ (out of 10)
Check earnings	__£7.90__	__£6.90__	__£3.90__

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CHOICE SITUATION			
	OPTION A: COTTAGE PIE	OPTION B: COTTAGE PIE	OPTION C: NO BUY
SATURATED FAT			
SALT			
ANITOTIC RESIDUES	Raised without antibiotics	Raised with antibiotics	
PRICE	£2.00	£3.00	
How many participants choose OPTION A, B and C?	__0__ (out of 10)	__10__ (out of 10)	__0__ (out of 10)
Check earnings	__£0.00__	__£10.00__	__£0.00__

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Very Important

Your **choices** in the **Preference Task** can affect **your earnings** in **Belief Task**

We will now explain you how

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Belief Task

There is a **chance, 70%**, that your **beliefs will be replaced** by the **beliefs of the other participants** who chose **the same option** as you in the randomly chosen choice situation in the **Preference Task**

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An example

If you chose **Option A** in choice situation 4, there is a 70% chance that **your beliefs will be replaced** by the **beliefs of the other participants** who also **chose Option A** in choice situation 4 in the Preference Task.

Your **earnings** would then be **calculated as before**, but using **these beliefs** instead of your own.

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Belief Task

If you chose **Option A** and the **only other participants to chose Option A** were **ID2, ID3, ID6 and ID7**

We look at the **beliefs of these other participants** and take the **average**.

CHOICE SITUATION 4 – BELIEFS			
PARTICIPANT	OPTION A	OPTION B	OPTION C
ID2	6	2	2
ID3	4	2	4
ID6	6	1	3
ID7	4	3	3
AVERAGE	5	2	3

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Belief Task

So, instead of using your beliefs

- Option A: 5 participants
- Option B: 4 participants
- Option C: 1 participant

We use the average of the other participants who also chose Option A:

- Option A: 5 participants
- Option B: 3 participants
- Option C: 2 participants

PARTICIPANT	OPTION A	OPTION B	OPTION C
YOU	5	4	1

CHOICE SITUATION 4 PREDICTIONS			
PARTICIPANT	OPTION A	OPTION B	OPTION C
ID2	6	2	2
ID3	4	2	4
ID6	6	1	3
ID7	4	3	3
AVERAGE	5	2	3

To determine your earnings

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So, instead of earning:

How many participants choose OPTION A, B and C?	_5_ (out of 10)	_4_ (out of 10)	_1_ (out of 10)
Check earnings	Payoff if A is randomly drawn __£7.90__	Payoff if A is randomly drawn __£6.90__	Payoff if A is randomly drawn __£3.90__

You will be earning:

How many participants choose OPTION A, B and C?	_5_ (out of 10)	_2_ (out of 10)	_3_ (out of 10)
Check earnings	Payoff if A is randomly drawn __£8.10__	Payoff if A is randomly drawn __£5.10__	Payoff if A is randomly drawn __£6.10__

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Belief Task

To determine if your beliefs will be replaced in this way, we will use a **10-sided dice**.

If the **numbers 1 to 7** appear then your **beliefs will be replaced (7/10)**

If the **numbers 8 to 10** appear then your **beliefs will not be replaced (3/10)**

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then your **beliefs will be replaced**

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So, instead of earning:

How many participants choose OPTION A, B and C?	_5_ (out of 10)	_4_ (out of 10)	_1_ (out of 10)
Check earnings	Payoff if A is randomly drawn _£7.90_	Payoff if A is randomly drawn _£6.90_	Payoff if A is randomly drawn _£3.90_

You will be earning:

How many participants choose OPTION A, B and C?	_5_ (out of 10)	_2_ (out of 10)	_3_ (out of 10)
Check earnings	Payoff if A is randomly drawn _£8.10_	Payoff if A is randomly drawn _£5.10_	Payoff if A is randomly drawn _£6.10_

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Belief Task

Your earnings may thus depend on;

- Your **beliefs**
- The **choices of other participants** in the randomly chosen choice situation
- The **beliefs of the participants** who chose the **same Option** as you in the **randomly chosen choice situation**.
- The **randomly selected Option** (A, B or C) in that choice situation

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Important Reminders: Belief Task

You will be asked to make **predictions** about other participants' choice in the 12 choice situations

You should indicate **how many participants** selected each option in each choice situation.

Your **choices in the Belief Task will affect your earnings**

NB: Your choices are **private information** and should not be shared with anyone else.

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Important Reminders

You will **earn money** from the **Belief Task depending on your beliefs** and the **choices of other participants** in the **Preference Task**.

Your **beliefs may be replaced** by the **beliefs of other participants** who **chose the same** as you in the randomly chosen choice situation.

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Important Reminders: Preference Task

You will be asked to make choices in **12 choice situations** about different **cottage pies (400g)**.

You should choose **your most preferred** option in each choice situation.

You can choose an option that you **prefer neither** ready meal.

Your **choices in the Preference Task will affect your earnings in the Belief Task**.

NB: Your choices are **private information** and should not be shared with anyone else.

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PART 4

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Part 4

In Part 4, you are asked to fill in a short questionnaire.

You will be asked about;

- Your shopping habits
- Your expectation of how tasty the cottage pies would be
- Demographic information such as age, gender, etc

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THANK YOU FOR YOUR
PARTICIPATION

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