Web Appendix for "Variety-Seeking and Perceived Expertise":

Additional Studies and Supplemental Materials

Study WA1: Choosing for a Maven – A Conceptual Replication of Study 2

This study conceptually replicates Study 2, using a different manipulation of the motivation to showcase one's expertise. Different from Study 2, we manipulated participants' motivation to showcase their expertise by framing the recipient as either a fine chocolate connoisseur or a non-connoisseur. We predicted that, compared with the baseline, choosing for a connoisseur (and thus being motivated to showcase their expertise) would lead experts to choose a less varied assortment while leading novices to choose a more varied assortment. People often choose assortments for recipients with different levels of connoisseurship in the focal product category, so replicating our findings using this manipulation demonstrates the ecological validity of our findings.

Method

Participants ($N = 177$; mean age = 22; 52% women) were university students who completed an experiment titled "choosing fine chocolate" for extra course credit. They were randomly assigned to one of two between-subjects conditions (Recipient Framing: connoisseur vs. non-connoisseur). The other independent variable, participants' expertise in the category, was measured (see below).

Participants chose an assortment of fine chocolate truffles presumably as a gift to a friend (Supplement D). We manipulated participants' motivation to showcase their expertise through choice by framing the recipient as either a fine chocolate connoisseur or a non-connoisseur.

All the participants were asked to take a few moments to think about a friend whose opinion was important to them. In the connoisseur condition, we told participants to assume that their friend was a "fine chocolate connoisseur". In the non-connoisseur condition we did not provide these additional instructions. To increase participants' engagement in the task, we asked them to list what they thought were three characteristic traits of their friend.

A separate pretest confirmed that our manipulation increased participants' motivation to showcase their expertise in the fine chocolate category and that this effect did not differ between experts and novices. Pretest participants ($N = 123$) reported feeling more motivated to show their expertise in chocolate (3.52 vs. 5.28), show the recipient that they knew a lot about gourmet chocolate (3.74 vs. 5.48), show the recipient that they have experience with gourmet chocolate (3.90 vs. 5.15), and demonstrate that they are chocolate connoisseurs (3.39 vs. 4.90) when the recipient was described as a connoisseur versus a non-connoisseur (all F's$(1, 119) > 19.01$, all p's $< .001$). This was true of both novice ($B = 1.94$, $SE = .33$, $p < .0001$) and expert participants ($B = 1.08$, $SE = .33$, $p = .001$).

Next, we asked participants in the main experiment to imagine going to a Teuscher store (a prestigious brand of premium Swiss chocolate) to buy a box of gourmet chocolate truffles as a gift for their friend. We presented participants with a list of twenty-two different truffle options (e.g., Champagne, Milk Buttercrunch, Irish Whiskey) and asked them to indicate the number of units they wanted to buy of each option. The total number of units participants could choose was not limited. Participants chose 21.7 units on average, and there was no effect of expertise or recipient $\times$ own-expertise interaction effect on the number of units selected (all p's $> .61$). To measure assortment variety, we calculated a Herfindahl index for each participant.

After making their selection, participants responded to measures of expertise similar to those used in Study 1 (these ratings were unaffected by the experimental manipulation of

recipient expertise, $F(1, 175) = .43$, $p = .51$). We predicted that participants' own level of expertise would moderate the effect of recipient expertise on assortment variety.

Results

A (recipient framing) × (own expertise, mean-centered) regression analysis on the Herfindahl index revealed the predicted interaction effect ($B = .043$, $SE = .016$, $p = .01$), with no main effects (both p's > .42). See figure WA1. This interaction was identical when controlling for the number of units selected by participants ($B = .042$, $SE = .017$, $p = .01$).
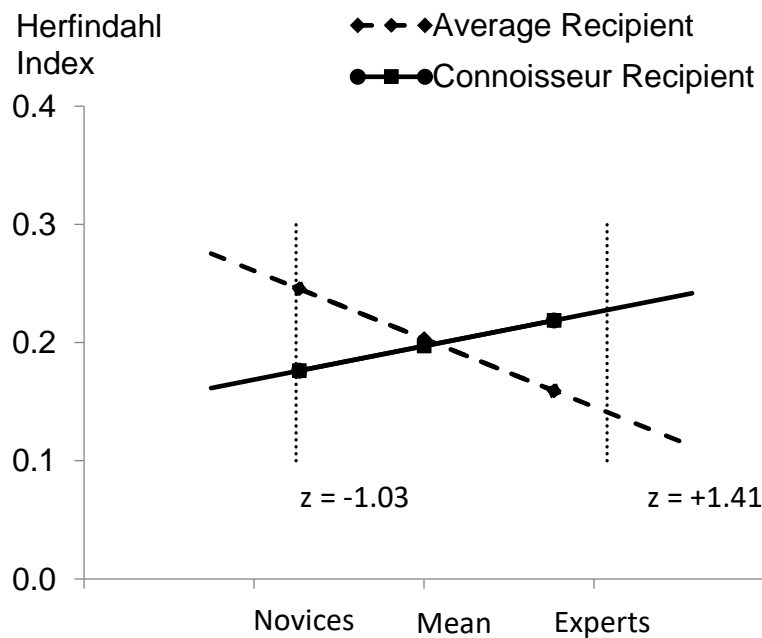

Figure WA1. The effect of own-expertise and the motivation to showcase one's expertise on variety-seeking (conceptual replication). Note: lower values on the Herfindahl index represent greater variety. The vertical dotted lines indicate the boundaries of the Johnson-Neyman regions of significance ($p < .05$).

Consistent with our prediction, fine chocolate novices (i.e., those one standard deviation below the mean level of expertise) selected a *more* varied assortment when selecting for a fine chocolate connoisseur, and therefore motivated to showcase their expertise, than when selecting for a person who was not a connoisseur ($B = -.069$, $SE = .035$, $p = .051$). Experts (i.e., those one standard deviation above the mean level of expertise), on

the other hand, selected a *less* varied assortment when selecting for a fine chocolate connoisseur than when selecting for a more average person ($B = .06$, $SE = .035$, $p = .09$). Johnson-Neyman analysis indicates that these simple effects for novices and experts become significant ($\alpha = .05$) 1.03 *SD* below and 1.41 *SD* above the mean level of own-expertise, respectively.

Discussion

Extending Study 2, Study WA1 shows that experts and novices may strategically choose different levels of variety when motivated to portray themselves as experts. Compared to when they merely chose for a friend whose opinion they valued, when choosing for a friend who was a connoisseur in the product category, variety-seeking increased for novices but decreased for experts.

Study WA2: Testing an "All Options" Boundary Condition

We find that novices perceive varied selections as indicative of greater category expertise, compared with less varied selections, but do they still perceive the decision-maker as an expert when he or she indiscriminately selects all of the options in the category? Although, technically, such a choice strategy maximizes variety, we believe that novices are likely to perceive indiscriminate choice of all the options in the category as a heuristic that is less indicative of expertise, compared with a more discriminate choice of extensive variety. We test this boundary condition in the following study.

Method

Participants ($N = 307$; mean age = 37; 45% women) completed this experiment on Mturk in the US. Participants were randomly assigned to one of three between-subjects conditions (variety: high vs. low vs. all-options).

To test this boundary condition for novices, we used a product category for which most of our participants were likely to have low expertise (i.e., occasional users at most). To that end, we used sake (a Japanese alcoholic beverages made of fermented rice), which is a product category in which the vast majority of participants were likely to have low expertise.

We measured participants' objective expertise using measures similar to Study 1 (Supplement E). Validating that our sample of participants was generally low in sake expertise, the average level of expertise was 2.37 on a 1-7 scale (SE = .07), significantly lower than the midpoint, 4 ($t(306) = 21.61$, $p < .0001$), as well as from 3 ($t(306) = 8.27$, $p < .001$). A 95% CI analysis indicates that the true sample mean expertise was no higher than 2.53 on a 1-7 scale.

The procedure was similar to that of Study 1. After completing the measure of individual expertise, all of the participants read a short description of a hypothetical person, Mike, who had been invited to a dinner party and was asked by the host to bring a selection of sake for 16 people. We emphasized the number of anticipated drinkers to keep the perceived amount bought constant.

In the high variety condition, we told participants that Mike "selected an assortment containing a large variety, with many different types of sake. He bought a sufficient quantity for 16 people." In the low variety condition, we told participants Mike "selected an assortment containing little variety, with only a few different types of sake. He bought a sufficient quantity for 16 people." In the all-options condition, we told participants Mike "selected an assortment containing every single type of sake available in the store. He bought a sufficient quantity for 16 people."

After reading the scenario, participants rated whether Mike was a sake connoisseur (1 = *not at all*, 7 = *definitely*). This was our focal dependent measure.

Results and Discussion

Given that this was an all-novice sample, we analyzed perceived target expertise using a 1-way ANOVA with the three variety conditions (high vs. low vs. all-options). The analysis revealed a significant effect of condition ($F(2, 304) = 4.24$, $p = .015$). Replicating our main findings for novices, planned contrasts reveal that participants rated Mike as more of an expert in the high variety condition (4.17) than in the low variety condition (3.70; $t = 2.08$, $p = .038$). Further, participants in the high variety condition also rated the target, Mike, as more of an expert compared with the all-options condition (3.53; $t = 2.80$, $p = .005$). The low variety and all-options conditions two did not differ from each other ($p = .43$). These results support an "all options" boundary condition: novices appear to perceive indiscriminate choice of all the options available in the category as less indicative of expertise, compared with a more discriminate choice of extensive variety.

Study WA3: Downstream Consequences on Advice-Taking

Study WA3 uses an incentive-compatible design to examine a downstream consequence of the expertise attributions people make from others' variety-seeking. Consistent with Study 1, we expected coffee experts (vs. novices) to perceive a hypothetical consumer selecting a less (vs. more) varied assortment of coffee as more of a coffee expert, and to consequently seek that person's advice in the coffee category.

If variety signals general category expertise, as we argue, then such expertise should be transferrable even when participants' idiosyncratic preferences do not necessarily match those of the hypothetical consumer. Consequently, we predicted that participants would be more likely to seek the advice of a consumer they perceive as more of a category expert.

Method

Participants were recruited through Prolific Academic online panel in the UK (N =

202; mean age = 38; 77% female). They were asked to imagine selecting a coffee blend at the store (Supplement F). As a part of the scenario, we asked participants to imagine seeing two other customers at the store who were also selecting coffee blends at the same time – one selecting a relatively varied assortment (five packs of five different blends) and another selecting a less varied assortment (four packs of one blend and one pack of another blend). A pretest with participants from the same pool ($N = 70$) validated that the coffee brands allegedly chosen by the high- and the low-variety choosers were similar in terms of familiarity, perceived quality and sophistication, and likelihood of buying, and that these perceptions did not differ between coffee novices and experts (all F's < 1.56, p's > .18).

We then told participants that they were considering buying one of two coffee blends, neither of which was included in the assortments selected by the other two customers. We also told them that one of the customers they saw in the store recommended the first of these two choice options, while the other customer recommended the other choice option. We counterbalanced the coffee options recommended by the high vs. low variety customers, to ensure that participants did not simply heed the advice of the customer whose coffee choices (in the high vs. low variety assortments) they had incidentally preferred.

The key dependent variable was whether participants heeded the advice of the high vs. low variety customer in choosing their preferred coffee blend. We used an incentive-compatible design by telling participants that, as an additional compensation, two randomly selected participants would receive a 200-gram pack of their chosen coffee blend (this promise was honored after data collection was completed). We asked participants to choose carefully because they would not be able to change their choice later. In all, 52% of participants chose the coffee blend recommended by the high-variety customer and 48% chose the coffee blend recommended by the low-variety customer.

After choosing their preferred option, participants rated which of the two customers

was more likely to be a coffee expert in their opinion (1 = *Customer A*, 4 = *Customer A and Customer B equally*, 7 = *Customer B*). Finally, participants rated their own level of expertise in coffee using two items: *Please indicate your level of knowledge of coffee* (1 = *Not knowledgeable at all*, 7 = *Very knowledgeable*) and *Please indicate your level of expertise in coffee* (1 = *Not much expertise at all*, 7 = *A lot of expertise*). These were combined to form a participant expertise index (*r* = .92; mean = 3.03, SD = 1.57).

Results

Variety, expertise, and advice-seeking. A logistic regression, with choice option as the dependent variable (1 = the option recommended by the high-variety customer; 0 = the option recommended by the low-variety customer) and participants' own expertise index as an independent variable, revealed the predicted effect (*B* = -.2, SE = 0.09, $\chi^2(1)$ = 4.63, *p* = .031; odds ratio = 0.82, 95% CI [.68, .98]). The higher participants' own expertise index was, the more likely they were to heed the advice of the customer choosing low variety.

We next examined participants' expertise attributions about the other customers. We recoded participants' ratings of the other customers' expertise such that higher values reflected a higher expertise rating for the customer choosing a high level of variety. The average expertise rating was 4.14 (SD = 1.47). Consistent with Study 1, a regression analysis, with other customers' expertise as dependent variable and participants' own expertise as independent variable, revealed the predicted effect (*B* = -.17, 95% CI [-.3, -.04], SE = .07, t(200) = -2.56, *p* = .011). The higher participants' expertise index was, the lower were their perceptions of the high variety chooser's expertise.

Mediation. A bootstrapping mediation analysis with 5000 samples (PROCESS model 4; Hayes, 2013) examined whether participants' ratings of the other customers' expertise mediated the effect of their own level of experitse on the likelihood of heeding the high (vs. low) variety chooser's advice. The analysis supported our mediation hypothesis (*B* = -.18, SE

= 0.09, 95% CI [-.38, -.04]). The higher participants rated their own expertise, the lower they rated the expertise of the high variety chooser (B = -.17, SE = .07, 95% CI [-.3, -.04]), which in turn decreased their likelihood of heeding that person's advice when buying unrelated options in the same category (B = -1.08, SE = .18, 95% CI [-1.44, -.73]). The residual effect of participants' own expertise was not significant when their perceptions of the other customers' expertise were included in the model (B = -.1, SE = .11, 95% CI [-.31, .11]).

Discussion

Study WA3 extends our findings by examining a downstream consequence, using an incentive-compatible design in a different product category. Higher (vs. lower) expertise participants perceived another person choosing less (vs. more) variety as more of an expert and, consequently, were more likely to heed that person's advice about other options in the category.

Supplement A: Stimuli and additional analyses reported in Study 1

Objective expertise scale items (adapted from Clarkson, Janiszewski, & Cinelli, 2013):

1. How many varieties of gourmet chocolate have you tried before? (1 = *a small number*, 7 = *a large number*)
2. How often do you have gourmet chocolate? (1 = *not often at all*, 7 = *very often*)
3. How frequently do you eat gourmet chocolate? (1 = *not often at all*, 7 = *very often*)
4. How often do you buy gourmet chocolate? (1 = *rarely*, 7 = *frequently*)

High Variety condition:
JOSHUA

Joshua buys gourmet chocolate for himself.
He buys a box containing 16 truffles, which he selects individually.
He chooses a lot of variety – many different truffle flavors.

Low Variety condition:
JOSHUA

Joshua buys gourmet chocolate for himself.
He buys a box containing 16 truffles, which he selects individually.
He chooses little variety – only a few different truffle flavors.

Main dependent measure used in both conditions:

Based on your impression, to what extent is Joshua a gourmet chocolate connoisseur? (1 = *not at all likely*, 7 = *very likely*)

Mediators used in both conditions:

In your perception, based on Joshua's choice of gourmet chocolate truffles, how likely is each of these statements to be true? (1 = *not at all likely*, 7 = *very likely*)

1. Joshua has extensive knowledge about many different types of truffles
2. Joshua is discerning when it comes to chocolate truffles
3. Joshua chooses truffles that go together well
4. Joshua knows what truffles he personally prefers the most

Note: Mediators were randomized with the main DV, as well as among themselves.

Correlations among Mediators 1—4 in Study 1:

	Category Breadth Knowledge	Discernment	Preference Clarity	Preference Cohesiveness
Category Breadth Knowledge		.497	.510	.681
Discernment	.497		.555	.504
Preference Clarity	.510	.555		.616
Preference Cohesiveness	.681	.504	.616	

Note: all correlations are significant at the $p < .001$ level.

Complete Simultaneous Moderated Mediation Model Reported in Study 1:

1. Category Breadth Knowledge Model

	B	SE	t-test	p-value	LL 95% CI	UL 95% CI
Constant	4.6121	.1073	42.9678	.0000	4.4005	4.8237
Variety	.1022	.2147	.4761	.6345	-.3210	.5254
Own-Expertise	.0413	.0711	.5813	.5617	-.0988	.1814
Variety*Own-Expertise	**-.3824**	**.1421**	**-2.6907**	**.0077**	**-.6626**	**-.1022**

Conditional effects of variety-seeking at different levels of own-expertise:

	B	SE	t-test	p-value	LL 95% CI	UL 95% CI
Novice (-1 SD)	**.6836**	**.3044**	**2.2456**	**.0258**	**.0835**	**1.2838**
Average	.1022	.2147	.4761	.6345	-.3210	.5254
Expert (+1 SD)	-.4792	.3048	-1.5723	.1174	-1.0800	.1216

2. Within-Category Discernment Model

	B	SE	t-test	p-value	LL 95% CI	UL 95% CI
Constant	4.4379	.1079	41.1107	.0000	4.2251	4.6507
Variety	**-.7352**	**.2159**	**-3.4051**	**.0008**	**-1.1608**	**-.3095**
Own-Expertise	-.0180	.0715	-.2525	.8009	-.1589	.1229
Variety*Own-Expertise	**-.4161**	**.1429**	**-2.9113**	**.0040**	**-.6979**	**-.1343**

Conditional effects of variety-seeking at different levels of own-expertise:

	B	SE	t-test	p-value	LL 95% CI	UL 95% CI
Novice (-1 SD)	-.1025	.3062	-.3349	.7381	-.7061	.5010
Average	**-.7352**	**.2159**	**-3.4051**	**.0008**	**-1.1608**	**-.3095**
Expert (+1 SD)	**-1.3678**	**.3065**	**-4.4627**	**.0000**	**-1.9721**	**-.7636**

3. Perceived Target Person's Expertise Model

	B	SE	t-test	p-value	LL 95% CI	UL 95% CI
Constant	1.6105	.2297	7.0128	.0000	1.1577	2.0633
Variety	.0389	.1363	.2855	.7756	-.2298	.3077
Category Knowledge	**.5190**	**.0488**	**10.6281**	**.0000**	**.4227**	**.6152**
Discernment	**.1116**	**.0486**	**2.2981**	**.0226**	**.0159**	**.2073**
Own-Expertise	-.0325	.0434	-.7496	.4544	-.1180	.0530
Variety*Own-Expertise	-.1707	.0887	-1.9237	.0558	-.3457	.0042

Residual effects of variety-seeking at different levels of own-expertise, controlling for both mediators:

	B	SE	t-test	p-value	LL 95% CI	UL 95% CI
Novice (-1 SD)	.2985	.1889	1.5796	.1157	-.0741	.6710
Average	.0389	.1363	.2855	.7756	-.2298	.3077
Expert (+1 SD)	-.2206	.1946	-1.1338	.2582	-.6043	.1630

Indirect effects of variety-seeking through category breadth knowledge (bootstrapped):

	B	SE	LL 95% CI	UL 95% CI
Novice (-1 SD)	**.3548**	**.1747**	**.0327**	**.7085**
Average	.0530	.1107	-.1620	.2778
Expert (+1 SD)	-.2487	.1713	-.5813	.0927

Index of moderated mediation through category breadth knowledge (bootstrapped):

	B	SE	LL 95% CI	UL 95% CI
	-.1985	**.0875**	**-.3743**	**-.0322**

Indirect effects of variety-seeking through discernment (bootstrapped):

	B	SE	LL 95% CI	UL 95% CI
Novice (-1 SD)	-.0114	.0415	-.0977	.0778
Average	**-.0820**	**.0466**	**-.1919**	**-.0097**
Expert (+1 SD)	**-.1526**	**.0811**	**-.3306**	**-.0204**

Index of moderated mediation through discernment (bootstrapped):

	B	SE	LL 95% CI	UL 95% CI
	-.0464	**.0293**	**-.1146**	**-.0034**

Note: estimated using PROCESS macro, model 8 (Hayes 2013). Significant estimates (p < .05) appear in bold font.

Supplement B: Stimuli used in Study 2

General instructions:

As part of the effort to contribute to the community, [college name] has purchased chocolates for the preparation of personal chocolate gift bags that will be sold to the public at an auction to the highest bidder. The money collected will be donated to a local charity on behalf of [college name]. This local charity provides holistic solutions through the arts and biomedical practices to adolescents and adults on the autistic spectrum.

Would you please help us assemble one chocolate gift bag?
Each gift bag should contain exactly 12 chocolates.

Showcase expertise condition additional instructions:

<u>Please note:</u> As you are preparing the chocolate gift bag, keep in mind that it is important to prepare chocolate bags that will seem as if they were prepared by chocolate experts. In our experience, gift bags that showcase expertise raise more money at auctions.

Please assemble the gift bag now.

Control condition additional instructions:

<u>Please note:</u> As you are preparing the chocolate gift bag, keep in mind that it is important to prepare chocolate bags that will seem attractive. In our experience, attractive gift bags raise more money at auctions.

Please assemble the gift bag now.

Showcase expertise manipulation check items:

1. To what extent did you feel motivated to show your expertise in chocolate while assembling the gift bag? (1 = *not at all*, 7 = *very much*)
2. To what extent did you want to show potential buyers that you know a lot about chocolate? (1 = *not at all*, 7 = *very much*)
3. To what extent did you want to show potential buyers that you have experience with chocolate? (1 = *not at all*, 7 = *very much*)
4. To what extent did you want to show potential buyers that you are a chocolate connoisseur? (1 = *not at all*, 7 = *very much*)

Supplement C: Stimuli used in Study 3

Pretest (N = 70)

A pretest from the same participant pool validated that the fictitious brand names used (see below) were equal in terms of perceived quality and sophistication, and that these perceptions did not differ between craft beer novices and experts (all F's < 1.48, p's > .2). The pretest also validated that novices and experts did not differ in their perceptions of quality and sophistication regarding lager and pilsner beer types (all F's < 1.14, p's > .29), so we framed the fictitious brands as pilsners and lagers.

Main Study – Expertise criterion condition instructions:

We are helping WorldGiftBaskets, a company that creates and ships handmade, high quality gift baskets, to design a gift basket composed of beer. We need your help creating a beer gift basket that would be appealing to connoisseurs. A panel of beer experts will evaluate all of the gift baskets submitted by participants, and you would receive a $25 bonus if your basket received the highest expertise rating.

Main Study – Average criterion condition instructions:

We are helping WorldGiftBaskets, a company that creates and ships handmade, high quality gift baskets, to design a gift basket composed of beer. We need your help creating a beer gift basket that would be appealing to the average customer. A panel of beer customers will evaluate all of the gift baskets submitted by participants, and you would receive a $25 bonus if your basket received the highest rating.

Note: One random participant in each condition received the bonus.

Choice options:

Please enter the number of beer bottles you would choose from each brewery. You can pick more than one bottle from the same brand, if you wish, and you can select any total number of bottles.

0	Keepers Brewery	0	Hopscotch Brewing Co.	0	Merridale Brewery
0	Black Oak Brewing	0	Pemberton Meadery	0	Long Table Brewery
0	Roundhouse Brewery	0	Gardiner Brewing Company		
0	Steam Whistle Brewing	0	Wellington Brewery		

Connoisseur condition:

Imagine you have a friend <u>whose opinion of you is very important to you</u>. Your friend is also known as a <u>serious fine chocolate expert</u>.

Please take a few moments to carefully imagine this friend. Then, list what you think are the three <u>most characteristic traits</u> of your friend.

First trait: _____
Second trait: _____
Third trait: _____

Non-connoisseur condition:

Imagine you have a friend <u>whose opinion of you is very important to you</u>.

Please take a few moments to carefully imagine this friend. Then, list what you think are the three <u>most characteristic traits</u> of your friend.

First trait: _____
Second trait: _____
Third trait: _____

Choice:

Imagine that you are planning to buy your friend a box of gourmet chocolate truffles as a birthday gift, so you went to a **Tuescher** store, a prestigious brand of premium Swiss chocolate.

Please select any number of Teuscher truffles from among the following options. Feel free to select the same options multiple times or to select many different options to include in your gift box.

0	Champagne	0	Milk	0	Dark	0	Walnut	0	Almond
0	Cocoa	0	Bailey's	0	Lemon	0	Milk Buttercrunch
0	Dark Buttercrunch	0	Orange	0	Jasmine Tea	0	Cinnamon
0	Extra Butter	0	Grand Marnier	0	Caramel	0	Mocca
0	Raspberry	0	Mint	0	Kirsch cherry liquor	0	Irish Whiskey
0	Amaretto almond liquor

Supplement E: Stimuli used in Study WA2

Objective expertise scale items (adapted from Clarkson et al., 2013):

Sake is a Japanese alcoholic beverage made of fermented rice. It is pronounced sa-ke.

1. How many different types of sake have you tried? (1 = *a small number*, 7 = *a large number*)
2. How often do you have sake? (1 = *not often at all*, 7 = *very often*)
3. How frequently do you drink sake? (1 = *not often at all*, 7 = *very often*)
4. How often do you buy sake? (1 = *rarely*, 7 = *frequently*)

High Variety condition:
MIKE

Mike was invited to a dinner party. He was asked by the host to bring a selection of sake for 16 people.

At the store, Mike selected an assortment containing <u>a large variety with many different types of sake</u>. He bought a sufficient quantity for 16 people.

Low Variety condition:
MIKE

Mike was invited to a dinner party. He was asked by the host to bring a selection of sake for 16 people.

At the store, Mike selected an assortment containing <u>little variety with only a few different types of sake</u>. He bought a sufficient quantity for 16 people.

All-Options condition:
MIKE

Mike was invited to a dinner party. He was asked by the host to bring a selection of sake for 16 people.

At the store, Mike selected an assortment containing <u>every single type of sake available in the store</u>. He bought a sufficient quantity for 16 people.

Main dependent measure used in all conditions:

Based on your impression, to what extent is Mike a sake connoisseur? (1 = *not at all*, 7 = *definitely*)

Supplement F: Stimuli used in Study WA3

Imagine going to a coffee store to buy a coffee blend.
When you arrive to the store, you find out that the store offers each customer a choice of five coffee samples from the following list of coffee blends, as a gift:

Coffee Type	Flavor
Café Estima Blend	Smoky
Cascada	Smoky
Garuda Blend	Nutty
Java Dutch Estate	Tangy
Komodo Dragon Blend	Earthy
Rancho Mathilde	Earthy
Rift Valley Blend	Spicy
Sierra Dorada Blend	Spicy
Sulawesi-Kalosi	Nutty
Yukon Blend	Tangy

You notice the choices of 5 coffee samples made by two other customers:

Customer A's choices:
1 Cascada
1 Garuda Blend
1 Rancho Mathilde
1 Sierra Dorada Blend
1 Yukon Blend

Customer B's choices:
4 Garuda Blend
1 Sierra Dorada Blend

Recall that you arrived to the store to buy coffee blend.
You are considering two coffee blends: La Azulita and Senseo Douwe.

Customer A recommends the La Azulita Blend.
Customer B recommends the Senseo Douwe Blend.

Which Coffee Blend will you buy?

As additional compensation for participating in this study, two participants, selected at random, will receive a 200g pack of their chosen coffee blend. Please choose carefully because you will not be able to change your preference later on.

   o   The La Azulita Blend, recommended by **Customer A**.
   o   The Senseo Douwe Blend, recommended by **Customer B**.

In your opinion, which of these two customers is more likely to be a coffee expert?

Customer A			Customer A and Customer B equally			Customer B
1	2	3	4	5	6	7

Please indicate your level of knowledge of coffee:

Not knowledgeable at all						Very knowledgeable
1	2	3	4	5	6	7

Please indicate your level of expertise of coffee:

Not much expertise at all						A lot of expertise
1	2	3	4	5	6	7