

# Do consumers take advantage of common pricing standards? An experimental investigation

*By Robert Sugden and Jiwei Zheng*

## **Guide to the Online Material**

This document describes the content of the MS\_2016\_0920\_data.zip folder.

## **Data**

The main data generated by the experiment are provided in “Dataset\_S&Z.dta” and “Dataset\_Regression (include demographic variables).dta” that can be used in STATA 13.

## **Data analysis**

Most of the analysis in the main paper and the appendix can be carried out using the STATA 13 do file “Stata do file\_S&Z.do” and “Stata do file\_Regression.do”. Please read the notes at the beginning of the do file before executing. The file “variables” explains the content of each variable.