## Study 3
| Variable | Description |
| --- | --- |
| StartDateofShoppingStudyPart1 | Date when Part 1 was completed |
| DurationinsecondsofShoppingStudyPart1 | How long (seconds) it took participant to complete Part 1 |
| age | <none> |
| InformedConsent | 1=consent 0=did not consent to participate |
| ProductSelected | 1=sunglasses, 2=mug, 3=Game of thrones, 4=coin purse, 5=hat, 6=poster |
| PRE\_FeltUrge | Felt urge to buy, PRE value. (1=low 7=high) |
| PRE\_PurchaseIntent | Intent to buy, PRE value. (1=low 7=high) |
| gender | 1=male, 2=female, 3=self-describe/other |
| gender\_other | text |
| StartDateofShopping\_Study\_Part2 | Date when Part 2 was completed |
| DurationinsecondsofShopping\_Study\_Part2 | How long (seconds) it took participant to complete Part 2 |
| POST\_FeltUrge | Felt urge to buy, POST value. (1=low 7=high) |
| POST\_PurchaseIntent | Intent to buy, POST value. (1=low 7=high) |
| Shopped | 1=looked for product after part 1 in stores, 0=did not |
| Bought | 1=bought product after part 1, 0=did not |
| ImpulseBuyngFreq | How often do you make online impulse buys 1=never, 2=a few times per year, 3=a few times per month, 4= a few times per week, 5= Every day. |
| MaritalStatus | 1=married, 2=living with partner, 3=divorced, 4=separated, 5=widowed, 6=never married |
| Race\_white | 1=white, 0=not |
| Race\_hispaniclatino | 1=hispanic, 0=not |
| Race\_black | 1=black, 0=not |
| Race\_nativeamerican | 1=native american, 0=not |
| Race\_asian | 1=asian, 0=not |
| Race\_pacificislander | 1=pacific islander, 0=not |
| Race\_other | other |
| Race\_othertext | text |
| employment\_full | 1=full time, 0=not |
| employment\_part | 1=part time, 0=not |
| employment\_outandlooking | 1=out of work and looking for work, 0=not |
| employment\_outandNotlooking | 1=out of work and not looking, 0=not |
| employment\_stayathomeparent | 1=stay at home parent, 0=not |
| employment\_student | 1=student, 0=not |
| employment\_military | 1=military, 0=not |
| employment\_retired | 1=retired, 0=not |
| employment\_unabletowork | 1=unable to work, 0=not |
| employment\_other | other |
| employment\_otherText | text |
| education | 1=some high school, 9=doctorate |
| householdincome | 1=less than $30K, 5=more than $150K, 6=I don't know |
| DIFF\_Urge | Difference in Felt Urge to Buy (Pre-Post) |
| DIFF\_Intent | Difference in Purchase Intent (Pre-Post) |
| TimeElapsed\_Minutes | The minutes that elasped between part 1and part 2 |
| TimeElapsed\_Hours | The hours that elasped between part 1and part 2 |
| Part1\_Complete | 1=completed part 1 of study, 0=did not |
| Part2\_Complete | 1=completed part 2 of study, 0=did not |
| filter\_$ | SPSS variable used to filter data |
| PRE\_UrgeIntent\_INDEX | Average of urge and intent (Pre-values) |
| POST\_UrgeIntent\_INDEX | Average of urge and intent (Post-values) |
| DIFF\_UrgeIntent\_INDEX | Difference in average of urge and intent (Pre-Post) |
| ImpFreq\_HighLow | Median split of frequency of impulse buying. ImpulseBuyngFreq <2=0. ImpulseBuyngFreq >2=1. When ImpulseBuyngFreq=2 it is set as missing/null. |

## Study 4
| Variable | Description |
| --- | --- |
| Group1or2\_T | 1=control group, 2=treatment group |
| TreatmentGroup | 0=not treatment, 1=treatment group |
| Date\_T | Date study was completed |
| Number\_Products\_Ordered\_T | Number of products ordered on Amazon |
| Total\_After\_Discount\_T | Total $ amount spent after % discount was applied |
| Total\_Minutes\_Shopping\_T | Total minuted spent shopping |
| Num\_White\_Bear\_Checkmarks\_T | number of checkmarks participant wrote down during the thought supression exercise |
| ShoppedWhileWaiting | 1=shopped during delay period, 0=did not, NULL=not applicable |
| CheckedPhoneWhileWaiting | 1=checked phone during delay period, 0=did not, NULL=not applicable |
| AddedProductToCart\_YN | 1=participant added at least 1 product to their cart, 0=did not |
| TotalAddsToCart\_ImpulseAndPlanned\_PP | Total number of all products added to cart (planned and impulse) |
| AddsToCart\_Impulsive | Number of products added to cart that were NOT planned |
| FirstProductNumToExclude\_PlannedBuy | The first product number to exclude from analysis because it was a planned product (product 1, 2, or 3), NULL=not applicable |
| SecondProductNumToExclude\_PlannedBuy | The second product number to exclude from analysis because it was a planned product (product 1, 2, or 3), NULL=not applicable |
| NumberPlannedPurchases | Total number of planned products purchased |
| DollarsSpentPlannedProducts | Dollars spent on planned products |
| ProductName\_1 | Purchased product name #1, NULL=nothing purchased |
| ProductName\_2 | Purchased product name #2, NULL=nothing purchased |
| ProductName\_3 | Purchased product name #3, NULL=nothing purchased |
| num\_times\_patience\_checked\_PP | Number of times treatment participant clicked "TIME REMAINING" link |
| IBT1 | IBT Scale Item #1 (1=strongly disagree, 7=strongly agree) |
| IBT2 | IBT Scale Item #2 (1=strongly disagree, 7=strongly agree) |
| IBT3 | IBT Scale Item #3 (1=strongly disagree, 7=strongly agree) |
| IBT4 | IBT Scale Item #4 (1=strongly disagree, 7=strongly agree) |
| IBT5 | IBT Scale Item #5 (1=strongly disagree, 7=strongly agree) (Reverse scored) |
| Motivation | Motivation level to stop impulse buying 1=low, 7=high |
| SelfEfficacy | Self-efficacy level to stop impulse buying 1=low, 7=high |
| Impulse\_buy\_Frequency | How often do you make online impulse buys 1=never, 2=a few times per year, 3=a few times per month, 4= a few times per week, 5= Every day. |
| Gender | 1=male, 2=female, 3=self-describe/other |
| GenderText | text |
| Age | age |
| Income | 1=less than $30K, 5=more than $150K, 6=I don't know |
| Race\_MultiCategories\_YN | 1=participant checked more than 1 category for race, 0=did not |
| White | 1=white, 0=not |
| Hispanic | 1=hispanic, 0=not |
| Black | 1=black, 0=not |
| NativeAmerican | 1=native american, 0=not |
| Asian | 1=asian, 0=not |
| PacificIslander | 1=pacific islander, 0=not |
| OtherRace | other |
| OtherRaceText | text |
| Employment\_MultiCategories\_YN | 1=participant checked more than 1 category for employment status, 0=did not |
| Fulltime | 1=full time, 0=not |
| Parttime | 1=part time, 0=not |
| OutofworkLooking | 1=out of work and looking for work, 0=not |
| OutofworkNotLooking | 1=out of work and not looking, 0=not |
| StayHome | 1=stay at home parent, 0=not |
| Student | 1=student, 0=not |
| Military | 1=military, 0=not |
| Retired | 1=retired, 0=not |
| UableWork | 1=unable to work, 0=not |
| Maritial | 1=married, 2=living with partner, 3=divorced, 4=separated, 5=widowed, 6=never married |
| Education | 1=some high school, 9=doctorate |
| BoughtOneProduct | 1=bought at least 1 product, 0=did not (self-report), NULL=not applicable |
| AddedAnythingToCart | 1=added something to their shopping cart, 0=didi not (self-report), NULL=not applicable |
| AlreadyPlannedBuy | 1=already planned to purchase product before today's study, 0=no, NULL=not applicable |
| NoticeHadToWait | 1=participant noticed the delay period, 0=did not, NULL=not applicable |
| ChangeMindNoBuy | 1=participant changed their mind about something in their cart and did not buy it (self-report, 0=did not, NULL=not applicable |
| WhyNotBuy\_CODING1 | Qualitative coding for why participant did not buy |
| WhyNotBuy\_CODING2 | Qualitative coding for why participant did not buy (if a second reason was provided, if not=NULL) |
| WaitingHelpedDecisions | 1=strongly disagree, 7=strongly agree |
| WaitingNotHelpful | 1=strongly disagree, 7=strongly agree |
| WouldLikeApp | 1=strongly disagree, 7=strongly agree |
| LikedReWaiting\_Coding1 | Qualitative coding for what participant liked about waiting, NULL=not applicable |
| LikedReWaiting\_Coding2 | Qualitative coding for what participant liked about waiting (if second code was needed), NULL=not applicable |
| DidnotLikeWaiting\_Coding1 | Qualitative coding for what participant disliked about waiting, NULL=not applicable |
| DidnotLikeWaiting\_Coding2 | Qualitative coding for what participant disliked about waiting (if second code was needed), NULL=not applicable |
| RegretScore1 | Regret score for product 1 (NULL if not provided or not applicable) |
| RegretScore2 | Regret score for product 2 (NULL if not provided or not applicable) |
| RegretScore3 | Regret score for product 3 (NULL if not provided or not applicable) |
| Average\_Regret | Average of regret scores |
| TotalImpulseProducts | total number of products purchased on impulse |
| TotalImpulseDollars | total dollars spent on impulse purchases |
| IBT5\_NEW | Recoded IBT Scale Item #5 |
| IB\_SCALE | IBT Scale (Items 1-5) |
| IB\_SCALE\_X\_Condition | Interaction term for IB Scale X Condition |
| Prop\_BoughtOfAdded | % of products added to cart that were purchased |
| MadeImpulseBuy\_YN | 1=Made at least 1 impulse buy, 0=did not |
| Male | 1=male, 0=not male |
| AddedImpulseToCart\_YN | 1=added at least 1 impulse product to cart, 0=did not |
| MadePlannedBuy\_YN | 1=made a planned purchase, 0=did not. |

## Study 5
| Variable Name | Description |
| --- | --- |
| Condition | 1=Reflection, 2=Distraction, 3=Control group |
| Durationinseconds | Time to complete entire study (seconds) |
| RecordedDate | Date study was completed |
| Q4\_ProductText | Name of product selected (text) |
| Q5\_Initial\_Urge | Pre-Felt Urge to Buy (1=low, 7=high) |
| Q6\_Initial\_Intent | Pre-Purchase Intent (1=low, 7=high) |
| Q8\_Browser | Participant's browser |
| Q8\_Version | Participant's browser version |
| Q8\_OperatingSystem | Participant's operating system |
| Q8\_Resolution | Participant's screen resolution |
| Q11\_3\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 1 |
| Q11\_4\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 2 |
| Q11\_5\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 3 |
| Q11\_6\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 4 |
| Q11\_7\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 5 |
| Q11\_8\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 6 |
| Q11\_9\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 7 |
| Q11\_10\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 8 |
| Q11\_11\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 9 |
| Q11\_12\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 10 |
| Q11\_13\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 11 |
| Q11\_14\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 12 |
| Q11\_15\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 13 |
| Q11\_16\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 14 |
| Q11\_17\_SqTable1 | Distraction Condition: Table 1, Sum of squares ROW 15 |
| Q12\_PageSubmit | Seconds to complete Distraction Table 1 |
| Q15\_3\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 1 |
| Q15\_4\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 2 |
| Q15\_5\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 3 |
| Q15\_6\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 4 |
| Q15\_7\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 5 |
| Q15\_8\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 6 |
| Q15\_9\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 7 |
| Q15\_10\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 8 |
| Q15\_11\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 9 |
| Q15\_12\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 10 |
| Q15\_13\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 11 |
| Q15\_14\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 12 |
| Q15\_15\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 13 |
| Q15\_16\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 14 |
| Q15\_17\_SqTable2 | Distraction Condition: Table 2, Sum of squares ROW 15 |
| Q16\_PageSubmit | Seconds to complete Distraction Table 2 |
| Q17\_Grp2\_PostUrge | Distraction Participants: POST felt urge to buy (1=low, 7=high) |
| Q18\_Grp2\_PostIntent | Distraction Participants: POST purchase intent (1=low, 7=high) |
| Q24\_Grp1\_PostUrge | Reflection Condition: POST felt urge to buy (1=low, 7=high) |
| Q25\_Grp1\_PostIntent | Reflection Condition: POST purchase intent (1=low, 7=high) |
| Q27\_PlanningToBuy | 1=participant was already planning on buying this product, 0= was not |
| IBT\_1 | IBT Scale Item #1 (1=strongly disagree, 7=strongly agree) |
| IBT\_2 | IBT Scale Item #2 (1=strongly disagree, 7=strongly agree) |
| IBT\_3 | IBT Scale Item #3 (1=strongly disagree, 7=strongly agree) |
| IBT\_4 | IBT Scale Item #4 (1=strongly disagree, 7=strongly agree) |
| IBT\_5 | IBT Scale Item #5 (1=strongly disagree, 7=strongly agree) (Reverse scored) |
| MotivationLevel | Motivation level to stop impulse buying 1=low, 7=high |
| SelfEfficacy | Self-efficacy level to stop impulse buying 1=low, 7=high |
| NFC\_1 | Need for Cognition Scale Item #1 |
| NFC\_2 | Need for Cognition Scale Item #2 |
| NFC\_3 | Need for Cognition Scale Item #3 |
| NFC\_4 | Need for Cognition Scale Item #4 |
| NFC\_5 | Need for Cognition Scale Item #5 |
| Gender | 1=male, 2=female, 3=self-describe/other |
| GenderTEXT | text |
| Age | age |
| Income | 1=less than $30K, 5=more than $150K, 6=I don't know |
| Race\_White | 1=white, 0=not |
| Race\_Hispanic | 1=hispanic, 0=not |
| Race\_Black | 1=black, 0=not |
| Race\_NativeAmerican | 1=native american, 0=not |
| Race\_Asian | 1=asian, 0=not |
| Race\_PacificIslander | 1=pacific islander, 0=not |
| Race\_Other | other |
| Race\_Other\_Text | text |
| Employment\_FullTime | 1=full time, 0=not |
| Employment\_PartTime | 1=part time, 0=not |
| Employment\_OutLooking | 1=out of work and looking for work, 0=not |
| Employment\_OutNotLooking | 1=out of work and not looking, 0=not |
| Employment\_StayHomeParent | 1=stay at home parent, 0=not |
| Employment\_Student | 1=student, 0=not |
| Employment\_Military | 1=military, 0=not |
| Employment\_Retired | 1=retired, 0=not |
| Employment\_UnableWork | 1=unable to work, 0=not |
| MaritialStatus | 1=married, 2=living with partner, 3=divorced, 4=separated, 5=widowed, 6=never married |
| Education | 1=some high school, 9=doctorate |
| Q78\_ReflectionDifficultyFor | Reflection Condition: Difficulty providing reasons for buying (1=very difficult, 5=very easy) |
| Q79ReflectionDifficultyAgainst | Reflection Condition: Difficulty providing reasons against buying (1=very difficult, 5=very easy) |
| Q108\_DifficultyCounting | Distraction Condition: Difficulty completing counting exercise (1=very difficuly, 5=very easy) |
| Q109\_WasDistracted | Distraction Condition: While I was counting, I was still thinking about the product (1=strongly disagree, 7=strongly agree) |
| Prod\_Page\_Number | The webpage number where the selected product was displayed |
| Screener\_Duration\_sec | Time to complete the screener (seconds) |
| Screener\_RecordedDate | Date that the screener was completed |
| Screener\_Freq\_ImpulseBuying | How often do you make online impulse buys 1=never, 2=a few times per year, 3=a few times per month, 4= a few times per week, 5= Every day. |
| IBT5\_NEW | Recoded IBT Scale Item #5 (reverse scored) |
| IB\_SCALE | IBT Scale (Items 1-5) |
| NFC3\_NEW | Recoded NFC Scale Ite, #3 (reverse scored) |
| NFC\_SCALE | NFC Composit Score |
| DV\_Urge | Single variable representing the DV Urge to Buy for all three conditions (Note: Condition 3=Q5\_Initial\_Urge. Condition 2=Q17\_Grp2\_PostUrge. Condition 1=Q24\_Grp1\_PostUrge. |
| DV\_Intent | Single variable representing the DV Purchase Intent for all three conditions (Note: Condition 3=Q6\_Initial\_Urge. Condition 2=Q18\_Grp2\_PostUrge. Condition 1=Q25\_Grp1\_PostUrge. |
| ReflectionCondition | Dummy variable. 1=reflection condition. 0=not. |
| DistractionCondition | Dummy variable. 1=distraction condition. 0=not. |
| CHAR\_Reflect\_For\_1 | Reflection Condition: Number of characters in reason for buying #1 |
| CHAR\_Reflect\_For\_2 | Reflection Condition: Number of characters in reason for buying #2 |
| CHAR\_Reflect\_For\_3 | Reflection Condition: Number of characters in reason for buying #3 |
| CHAR\_Reflect\_For\_4 | Reflection Condition: Number of characters in reason for buying #4 |
| CHAR\_Reflect\_For\_5 | Reflection Condition: Number of characters in reason for buying #5 |
| Total\_Chars\_ForBuying | Reflection Condition: Total characters for all 5 reasons for buying |
| CHAR\_Reflect\_Against\_1 | Reflection Condition: Number of characters in reason against buying #1 |
| CHAR\_Reflect\_Against\_2 | Reflection Condition: Number of characters in reason for buying #2 |
| CHAR\_Reflect\_Against\_3 | Reflection Condition: Number of characters in reason against buying #3 |
| CHAR\_Reflect\_Against\_4 | Reflection Condition: Number of characters in reason against buying #4 |
| CHAR\_Reflect\_Against\_5 | Reflection Condition: Number of characters in reason against buying #5 |
| Total\_Chars\_AgainstBuying | Reflection Condition: Total characters for all 5 reasons against buying |
| Reflection\_TotalCharacters | Reflection Condition: total character for all 5 reasons against buying and 5 reasons for buying |
| DV\_POST\_INDEX | Indexed value of main DV, PRE value (averaging urge and intent scores): (DV\_Urge+DV\_Intent)/2. |
| DV\_PRE\_INDEX | Indexed value of main DV, POST value (averaging urge and intent scores): (Q5\_Initial\_Urge+Q6\_Initial\_Intent)/2. |
| NumberCorrect\_Table1 | Distraction Condition: The number of correctly summed rows from table 1 |
| NumberCorrect\_Table2 | Distraction Condition: The number of correctly summed rows from table 2 |
| NumberCorrect\_TOTAL | Distraction Condition: The number of correctly summed rows from table 1 +table 2 |
| TimeSpent\_Distraction | Distraction Condition: Time spent on the distraction intervention: seconds |
| ReflectionDiff\_Urge | Reflection Condition: The difference between Pre urge minus Post urge |
| ReflectionDiff\_Intent | Reflection Condition: The difference between Pre intent minus Post intent |
| DistractionDiff\_Intent | Distraction Condition: The difference between Pre intent minus Post intent |
| DistractionDiff\_Urge | Distraction Condition: The difference between Pre urge minus Post urge |
| NCFxReflection | Interaction term: NFC composit score x Reflection dummy variable |
| AverageDifficulty\_Reflection | Interaction term: Difficulty in completing x Reflection dummy variable |
| InterventionDifficulty | Single variable representing difficulty to complete the intervention for both distraction and reflection interventions |
| InterventionTimeSpent | Single variable representing time spent on the intervention for both distraction and reflection interventions |
| Male | 1=male, 0=not |
| IBTxReflection | Interaction term: IBT composit score x Reflection dummy variable |
| IBTxDistraction | Interaction term: IBT composit score x Distraction dummy variable |
| NCFxDistraction | Interaction term: NFC composit score x Distraction dummy variable |
| UrgeIntent\_DIFF | The difference between Pre index value minus Post index value (reminder index value=average of intent and urge scores) |
| PerfectCountingScore\_YN | Distraction Condition: 1=participant summed all 30 rows correctly, 0=did not |
| filter\_$ | SPSS variable for filtering data. |