

<b>Variables</b>	<b>Explanation</b>
<b>Participants_number</b>	<p>Participants' Number</p> <p>Overall there are 60 participants</p> <p>30 on each experiment</p> <p>Experiment 1: P01~P30</p> <p>Experiment 2: PCT01~PCT30</p>
<b>1,2,A,B definition</b>	<p>1: Task1 (Suppression task)</p> <p>2: Task2 (Control task)</p> <p>A (Product sets group A): Viewing product sets a1, a2, a3</p> <p>B (Product sets group B): Viewing product sets b1, b2, b3</p> <p>e.g., 1A2B means participants view product sets a1, a2, a3 in suppression condition, then view the products sets b1, b2, b3incontrol task.</p> <p>Further explantion see other variables</p>
<b>Rating_xyxy_zz_1</b>	<p>Replace x with 1 or 2, y with A or B in different task means the order and the product sets they viewed will be different.</p> <p>The value of this variable is based on the rating score for "I collect information about the product before purchasing it", range from “(1) Strongly Disagree; (2) Disagree; (3) Somewhat Disagree; (4) Neither Agree Nor Disagree; (5) Somewhat Agree; (6) Agree; (7) Strongly Agree” after participants viewing product</p> <p>For example:</p> <p>If I change xyxy to 1A2B mean participant view prduct sets group A first doing the suppression task then view product set group B in Control task.</p> <p>If I change zz to a1 means the value of this variables when participants view a1 product.</p> <p>Similarly, If I change xyxy to 2B1A mean participants view product sets group B first in Control task then Group A in Suppression task.</p> <p>If I also change zz into b1 means the value here is representing participants viewing b1 product set.</p>

## **Rating\_xyxy\_zz\_2**

Replace x with 1 or 2, y with A or B in different task means the order and the product sets they viewed will be different.

The value of this variable is based on the rating score for "I determine if the product is 'good' or 'bad' before the decision making about purchasing the product", range from "(1) Strongly Disagree; (2) Disagree; (3) Somewhat Disagree; (4) Neither Agree Nor Disagree; (5) Somewhat Agree; (6) Agree; (7) Strongly Agree" after participants viewing product For example:

If I change xyxy to 1A2B mean participant view product sets group A first doing the suppression task then view product set group B in Control task.

If I change zz to a1 means the value of this variables when participants view a1 product.

Similarly, If I change xyxy to 2B1A mean participants view product sets group B first in Control task then Group A in Suppression task.

If I also change zz into b1 means the value here is representing participants viewing b1 product set.

## **Timing\_xyxy\_zz\_Page Submit**

The decision time of Participants in different task viewing different product sets (task order depending on the number1 and 2 and viewing which three product sets according to alphabet A and B) and what specific product in that product sets

For example: Timing\_1A2B\_a1\_" means the decision time for people did the suppression task first following control task (1A2B) viewing the a1 product set.

## **Explain\_xyxy\_zz**

Participants answer which product they choose from zz product set (zz here means one of the a1, a2, a3, b1, b2, b3. (task order depending on the number1 and 2 and viewing which three product sets according to alphabet A and B) and why they choose that product.

## **inner speech QS\_1**

Rating VISQ ranging from "Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)" Score.

Qs.1 I think to myself in words using brief phrases and single words rather than full sentences

**inner speech QS\_2**

Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.

Qs.2 When I am talking to myself about things in my mind, it is like I am going back and forward asking myself questions and then answering them

**inner speech QS\_3**

Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.

Qs.3 I hear the voice of another person in my head. For example, when I act in a certain way I hear my mother’s voice in my mind

**inner speech QS\_4**

Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.

Qs.4 I experience the voices of other people asking me questions in my head

**inner speech QS\_5**

Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.

Qs.5 I hear other people’s voices nagging me in my head

**inner speech QS\_6**

Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.

Qs.6 My thinking in words is more like a dialogue with myself, rather than my own thoughts in a monologue

**inner speech QS\_7**

Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.

Qs.7 I think to myself in words using full sentences

**inner speech QS\_8**

Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.

Qs.8 My thinking to myself in words is like shorthand notes, rather than full, proper, grammatical English

**inner speech QS\_9**

Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.

Qs.9 I think in inner speech about what I have done, and whether it was right or not

<b>inner speech QS_10</b>	<p>Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.</p> <p>Qs.10 When I am talking to myself about things in my mind, it is like I am having a conversation with myself</p>
<b>inner speech QS_11</b>	<p>Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.</p> <p>Qs.11 I talk silently in my head telling myself to do things</p>
<b>inner speech QS_12</b>	<p>Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.</p> <p>Qs.12 I hear other people’s actual voices in my head, saying things that they have never said to me before</p>
<b>inner speech QS_13</b>	<p>Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.</p> <p>Qs.13 I talk back and forward to myself in my mind about things</p>
<b>inner speech QS_14</b>	<p>Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.</p> <p>Qs.14 My thinking in words is shortened compared to my normal out-loud speech. For example, rather than saying to myself things like ‘I need to go to the shops,’ I will just say ‘shops’ to myself in my head</p>
<b>inner speech QS_15</b>	<p>Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.</p> <p>Qs.15 If I were to write down my thoughts on paper, they would read like a normal grammatical sentence</p>
<b>inner speech QS_16</b>	<p>Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.</p> <p>Qs.16 I hear other people’s actual voices in my head, saying things that they actually once said to me</p>
<b>inner speech QS_17</b>	<p>Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.</p> <p>Qs.17 I talk silently in my inner speech telling myself not to do things</p>

<b>inner speech QS_18</b>	<p>Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.</p> <p>Qs.18 I evaluate my behaviour using my inner speech. For example, I say to myself, ‘that was good’ or ‘that was stupid’</p>
<b>inner speech QS_19</b>	<p>Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.</p> <p>Qs.19 I talk to myself silently in an encouraging way</p>
<b>inner speech QS_20</b>	<p>Rating VISQ ranging from “Never (1), Very rarely (2), Rarely (3), Sometimes (4), Often (5), Very often (6), All the time (7)” Score.</p> <p>Qs.20 In my head I talk to myself a critical way</p>
<b>compare_task1_and_2</b>	<p>Answering "How do you feel about the counting and without counting task when you are viewing the products during the mock purchasing process?" in experiment 1</p>
<b>How_to_decide</b>	<p>Answering "What is the difference when you make decision conditions 1. With counting and 2. Without counting?" in experiment 1</p>
<b>innerspeech_consider</b>	<p>Answering "Does inner speech appear in the purchasing process? If yes, what do you say to yourself?" in experiment 1</p>
<b>Feeling_Counting</b>	<p>Answering "How did you feel during the last three rounds of purchasing decisions?" after suppression task</p>
<b>How_Counting</b>	<p>Answering "How did you make these purchasing decisions in last three rounds?" after suppression task in experiment2</p>
<b>innerspeech_Counting</b>	<p>Answering "Did you use inner speech (talk to yourself in the mind) during the last three rounds of purchasing decisions? If yes, what did you say to yourself?" after suppression task in experiment 2</p>
<b>Feeling_Tapping</b>	<p>Answering "How did you feel during the last three rounds of purchasing decisions?" after control task in experiment 2</p>
<b>How_Tapping</b>	<p>Answering "How did you make these purchasing decisions in last three rounds?" after control task in experiment 2</p>

**innerspeech\_Tapping**

Answering "Did you use inner speech (talk to yourself in the mind) during the last three rounds of purchasing decisions? If yes, what did you say to yourself?" after control task in experiment 2