








**Table S1.** Experimental design.

	Study 1	Study 2	Study 3	Study 4
Group 1	<p>Incongruent background color</p> 	<p>Dynamic scent imagery</p> 	<p>Presence of brand jingle (music available online: <a href="https://www.youtube.com/">https://www.youtube.com/</a>, accessed on 14 October 2011)</p> 	<p>Bundled pricing</p> 
Group 2	<p>Congruent background color</p> 	<p>Static scent imagery</p> 	<p>Absence of brand jingle</p> 	<p>Single pricing</p> 