Murawski, Harris, Bode, Domínguez D., and Egan: Led into temptation? Rewarding brand logos bias incidental economic decisions

**Table S4: Mixed-effects model of priming effect**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Priming premium model (III)** | | |
| k |  | **0.023\*\*\*** (0.004) |  |
| a |  | **0.063\*\*\*** (0.004) |  |
| omega |  | **0.715\*\*\*** (0.152) |  |
|  |  |  |  |
| N |  | 2,800 |  |
| LL |  | -1,098 |  |
| AIC |  | 2,209 |  |