**Study 1 and Study 2:** These studies rely on proprietary data covered by a Non-Disclosure Agreement with the collarboating firms. Therefore, we propose the following alternative disclosure plan that is in keeping with the spirit of replicability while respecting the specific situation:

* **Synthetic Data Generation**: We will generate synthetic data sets that capture the underlying distributions, relationships, and structures present in the original data. This ensures that the synthetic data retains the essential characteristics of the actual data without revealing any confidential or sensitive information.
* **Evidence of Representativeness**: To validate the representativeness of the synthetic data, we will conduct a series of diagnostic tests comparing summary statistics, distributions, and key relationships between the original and synthetic data. We will provide a comprehensive report detailing these comparisons, ensuring that the synthetic data is a reliable surrogate for the actual data.
* **R Code Provision**: We will supply the complete R code used in our research, which will include both the analysis and the synthetic data generation process. This will allow other researchers to replicate our analyses using the synthetic data sets and even generate new synthetic versions if desired.
* **Support and Clarifications**: We are committed to assisting researchers who wish to work with our synthetic data. Should there be any questions or if further clarifications are needed regarding the data or our methodologies, we will provide timely support.

**Study 3:** This studyis a scenario experiment, for which we will comply with JMR’s Policy for Research Transparency. That is, we will submit all materials required to replicate and validate this paper’s results if it is conditionally accepted.