

Variable	Variable Label	Value Label
vpn_code	code of participant	
age	age	
sex	sex	1 = female; 2 = male
language	is German mother tongue	1=yes; 2=no
language_proficiency	knowledge of German language	1=native speaker; 2=fluent; 3=good; 4=basic; 5=less
datetime	datetime of survey start	
duration	time to complete survey	
devx	deviation on x-axis (validation)	
devy	deviation on y-axis (validation)	
TR	tracking ratio	
Zrook	buying impulsiveness	
baseline	pupil diameter baseline	
neut_mean	mean pupil diameter neutral scenes	
pos_mean	mean pupil diameter positive scenes	
hed_mean	mean pupil diameter hedonic shopping scenes	
uti_mean	mean pupil diameter utilitarian shopping scenes	
diam_neut	task-evoked pupil dilation (neutral scenes)	
diam_pos	task-evoked pupil dilation (positive scenes)	
diam_hed	task-evoked pupil dilation (hedonic shopping scenes)	
diam_uti	task-evoked pupil dilation (utilitarian shopping scenes)	
diam_shop	task-evoked pupil dilation (shopping scenes)	
diam_nonshop	task-evoked pupil dilation (non-shopping scenes)	
like_neut	mean liking neutral scenes	
like_pos	mean liking positive scenes	
like_shop_g	mean liking utilitarian shopping scenes	
like_shop_c	mean liking hedonic shopping scenes	
like_nonshop	mean liking non-shopping scenes	
like_shop	mean liking shopping scenes	
value_neut	mean valence neutral scenes	
value_pos	mean valence positive scenes	
value_shop_g	mean valence utilitarian shopping scenes	
value_shop_c	mean valence hedonic shopping scenes	
value_nonshop	mean valence non-shopping scenes	
value_shop	mean valence shopping scenes	