Supplemental Materials

**Demand Curve Analysis**

Data were transformed using the inverse hyperbolic sine transformation, which allows for the accommodation of zero demand values but is log-like for prices greater than about 5. Curves were then fit with a modified version of the ZBE model of demand1:

|  |  |
| --- | --- |
| $$IHS\left(y\right)=IHS\left(Q\_{0}\right)+k\*(e^{-αQ\_{0}x})-1$$ | (1) |
| where $IHS\left(Q\_{0}\right)=log\_{10}(0.5 Q\_{0}+ \sqrt{0.25 Q\_{0}^{ 2}+1 } )$  |  |

With this equation, *Q0* is an estimate of the maximum level of demand, and α is an estimate of the rate of change in elasticity normalized to the transformed maximum level of demand, *Q0*. Usually there is no *k* parameter in the ZBE model, which is instead replaced with IHS(*Q0*), as the span of the data is assumed to be between IHS(*Q0*) and 0. However, in this dataset, the lower asymptote was above zero, causing poor fits to data at the highest prices. We therefore used *k* as a scaling parameter and shared that value across all three watch types. A demand curve template for GraphPad Prism 8.0 available from the Institutes for Behavior Resources ([www.ibrinc.org](http://www.ibrinc.org)) was used to fit Eq. 1 to the pooled consumption data and estimate the two parameters.

**References**

1. Gilroy SP, Kaplan BA, Schwartz LP, Reed DD, Hursh SR. A zero‐bounded model of operant demand. *Jrnl Exper Analysis Behavior*. 2021;115(3):729-746. doi:10.1002/jeab.679