

1. APPENDIX 1: Questionnaires

1.1 Questionnaire for Experiment 1

COFFEE TASTING

How flavourful is the coffee?

Not flavourful at all 1 2 3 4 5 6 7 **Really flavourful**

How sweet is the coffee?

Not sweet at all 1 2 3 4 5 6 7 **Really sweet**

How acidic is the coffee?

Not acidic at all 1 2 3 4 5 6 7 **Really acidic**

How balanced is the coffee?

Not balanced at all 1 2 3 4 5 6 7 **Very much
balanced**

How warm did you feel the coffee was?

Very cold 1 2 3 4 5 6 7 **Very warm**

How much did you enjoy the coffee?

Not at all 1 2 3 4 5 6 7 **Very much**

How much did you like the experience of drinking this coffee?

Not at all 1 2 3 4 5 6 7 **Very much**

How likely is it that you will purchase this coffee?

Not likely 1 2 3 4 5 6 7 **Very likely**

How likely is this coffee to be your first-choice next time you order coffee?

Not likely 1 2 3 4 5 6 7 **Very likely**

How likely are you to exert a great deal of effort to purchase this coffee?

Not likely 1 2 3 4 5 6 7 **Very likely**

How experienced are you with coffee?

Not experienced 1 2 3 4 5 6 7 **Very experienced**

Please consider the coffee and indicate to what extent you agree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The virtual environment seemed real to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I had a sense of acting in the virtual environment, rather than operating something from outside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My experience in the virtual environment seemed consistent with my experiences in the real world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
While I was in the virtual environment, I had a sense of "being there"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was completely captivated by the virtual world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much more would you pay for the coffee that you just tasted relative to a usual cup of coffee (in NOK)?

_____ NOK

How often do you often drink coffee?

- I don't drink coffee
- A few times a month
- A few times a week
- Every day
- Several cups a day

Do you usually add something to your coffee? If yes, what?

- Milk
- Cream

- Sugar
- Cinnamon
- Salt
- Alcohol
- Other
- I do not add anything

How old are you? (numbers only, no text)

Please indicate your gender

- Male
- Female
- Non-binary
- Prefer not to answer

1.2 Questionnaire for Experiment 2

COFFEE TASTING

How flavourful do you expect a cup of coffee to be?

Not flavourful at all 1 2 3 4 5 6 7 **Really flavourful**

How sweet do you expect a cup of coffee to be?

Not sweet at all 1 2 3 4 5 6 7 **Really sweet**

How acidic do you expect a cup of coffee to be?

Not acidic at all 1 2 3 4 5 6 7 **Really acidic**

How balanced do you expect a cup of coffee to be?

Not balanced at all 1 2 3 4 5 6 7 **Very much balanced**

How warm do you expect a cup of coffee to be?

Very cold 1 2 3 4 5 6 7 **Very warm**

How much would you enjoy tasting cup of coffee in a virtual reality environment?

Not at all 1 2 3 4 5 6 7 **Very much**

How much would you like the experience of tasting cup of coffee in a virtual reality environment?

Not at all 1 2 3 4 5 6 7 **Very much**

How likely is it that you would purchase a cup of coffee?

Not likely 1 2 3 4 5 6 7 **Very likely**

How likely is it that the cup of coffee will be your first-choice next time you order coffee?

Not likely 1 2 3 4 5 6 7 **Very likely**

How likely are you to exert a great deal of effort to purchase a cup of coffee?

Not likely 1 2 3 4 5 6 7 **Very likely**

How experienced are you with coffee?

Not experienced 1 2 3 4 5 6 7 **Very experienced**

Please consider the coffee and indicate to what extent you agree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The virtual environment seemed real to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I had a sense of acting in the virtual environment, rather than operating something from outside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My experience in the virtual environment seemed consistent with my experiences in the real world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
While I was in the virtual environment, I had a sense of "being there"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was completely captivated by the virtual world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How "much more" would you pay for the coffee that you just imagined to taste in a virtual reality environment relative to a usual cup of coffee (in EUR)?

_____ **EUR**

How often do you often drink coffee?

I don't drink coffee

- A few times a month
- A few times a week
- Every day
- Several cups a day

Do you usually add something to your coffee? If yes, what? You can choose multiple ingredients from the following.

- Milk
- Cream
- Sugar
- Cinnamon
- Salt
- Alcohol
- Other
- I do not add anything

How old are you? (numbers only, no text)

Please indicate your gender

- Male
- Female
- Non-binary
- Prefer not to answer

2. APPENDIX 2: Tables Experiment 1

2.1 Mann-Whitney U-test

Measure	Median		U-value	z-value	p-value
	Instructions	No instructions			
Experience	4.33	5.00	318.50	-.360	.719
Frequency	3.00	3.00	336.50	-.028	.977
Gender	2.00	2.00	329.50	-.186	.853
Age	23.00	23.00	300.50	-.695	.487
Add to coffee	1.00	1.50	312.50	-.518	.604

Note. The Mann-Whitney U test was not possible to execute for “alcohol”.

2.2 Pairwise comparison between «immersion» score and the different attention levels.

Measure	Attention	Attention	Mean difference	Sig.
Immersion	No instructions	Instructions	-.738	.017

Note: Significant vales are highlighted in bold.

2.3 Pairwise comparison between “flavourful” score and the different coloured VR atmospheres.

Measure	Environmental colour hue	Environmental colour hue	Mean difference	Sig.
Flavourful	Red	Green	-.096	>.999
		White	-.635	.025
	Green	Red	.096	>.999
		White	-.538	.093
	White	Red	.635	.025
		Green	.538	.093

Note: Significant vales are highlighted in bold.

2.4 Pairwise comparison between “flavourful”, and “sweet” score and the different attention levels.

Measure	Attention	Attention	Mean difference	Sig.
Flavourful	Instruction	No instruction	.910	.007
Sweet	Instruction	No instruction	.795	.014

Note: Significant vales are highlighted in bold.

2.5 Pairwise comparison between “balanced” score and attention for the green VR atmosphere.

Measure	Attention	Attention	Mean difference	Sig.
Balanced	Instruction	No instruction	1.346	.001

Note: Significant vales are highlighted in bold.

2.6 Pairwise comparison between “balanced” score and “drink experience likeability” score and the different coloured VR atmospheres for the group that was not instructed to pay attention.

Measure	Environmental colour hue	Environmental colour hue	Mean difference	Sig.
Balanced	Red	Green	.615	.432
		White	-.423	.511
	Green	Red	-.615	.432
		White	-1.038	.017
	White	Red	.423	.511
		Green	1.038	.017
Drink experience likeability	Red	Green	.269	>.999
		White	-.808	.119
	Green	Red	-.269	>.999

	White	-1.077	.021
	Red	.808	.119
White	Green	1.077	.021

Note: Significant vales are highlighted in bold.

2.7 Pairwise comparison between “balanced” score, “enjoyment of taste” score, and “drink experience likeability” score and the different coloured VR atmospheres for the group that was instructed to pay attention.

Measure	Environmental colour hue	Environmental colour hue	Mean difference	Sig.
Balanced	Red	Green	-.731	.124
		White	-.769	.061
	Green	Red	.731	.124
		White	-.038	>.999
	White	Red	.769	.061
		Green	.038	>.999
Enjoyment of taste	Red	Green	-.923	.050
		White	-.615	.389
	Green	Red	.923	.050
		White	.308	>.999
	White	Red	.615	.389
		Green	-.308	>.999
Drink experience likeability	Red	Green	-1.077	.031
		White	-.654	.383
	Green	Red	1.077	.031
		White	.423	.832
	White	Red	.654	.383
		Green	-.423	.832

Note: Significant vales are highlighted in bold.

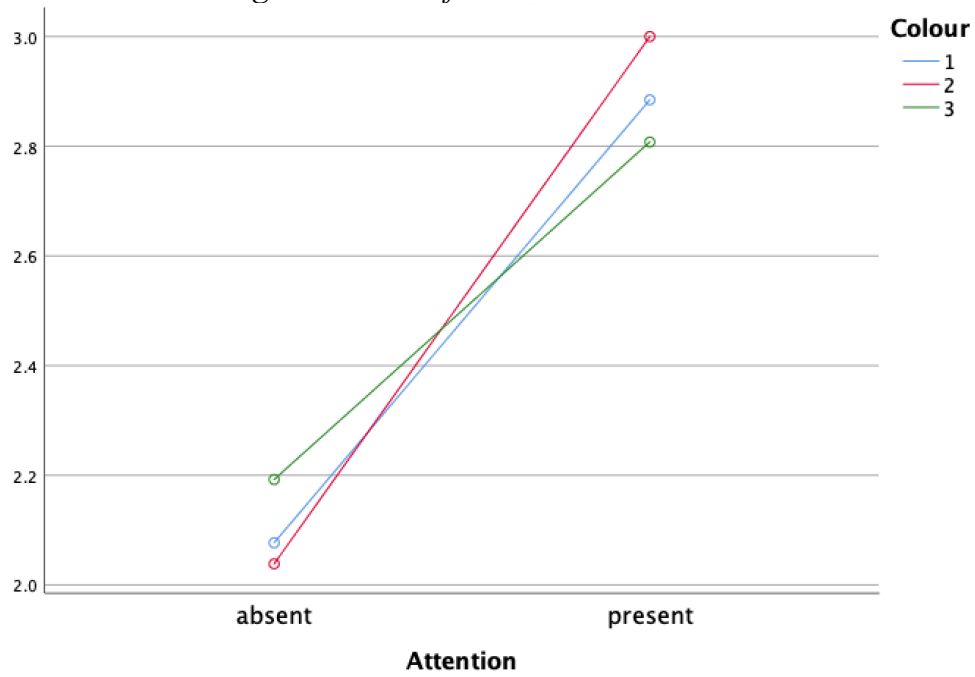
2.8 Descriptive statistics for the dependent variables as a function of environmental colour hue and attention

Measure	Attention	Mean	Std. deviation
Flavourful (red)	No instructions	3.19	1.65
	Instructions	3.85	1.76
	Total	3.52	1.72
Flavourful (green)	No instructions	2.92	1.41
	Instructions	4.31	1.32
	Total	3.62	1.52
Flavourful (white)	No instructions	3.81	1.81
	Instructions	4.50	1.18
	Total	4.15	1.55
Sweet (red)	No instructions	2.08	1.23
	Instructions	2.88	1.68
	Total	2.48	1.52
Sweet (green)	No instructions	2.04	1.11
	Instructions	3.00	1.74
	Total	2.52	1.53
Sweet (white)	No instructions	2.19	1.44
	Instructions	2.81	1.44
	Total	2.50	1.46
Acidic (red)	No instructions	4.12	1.80
	Instructions	3.96	1.43
	Total	4.04	1.61
Acidic (green)	No instructions	3.69	1.79
	Instructions	3.92	1.32
	Total	3.81	1.56
Acidic (white)	No instructions	3.85	1.64
	Instructions	3.88	1.31

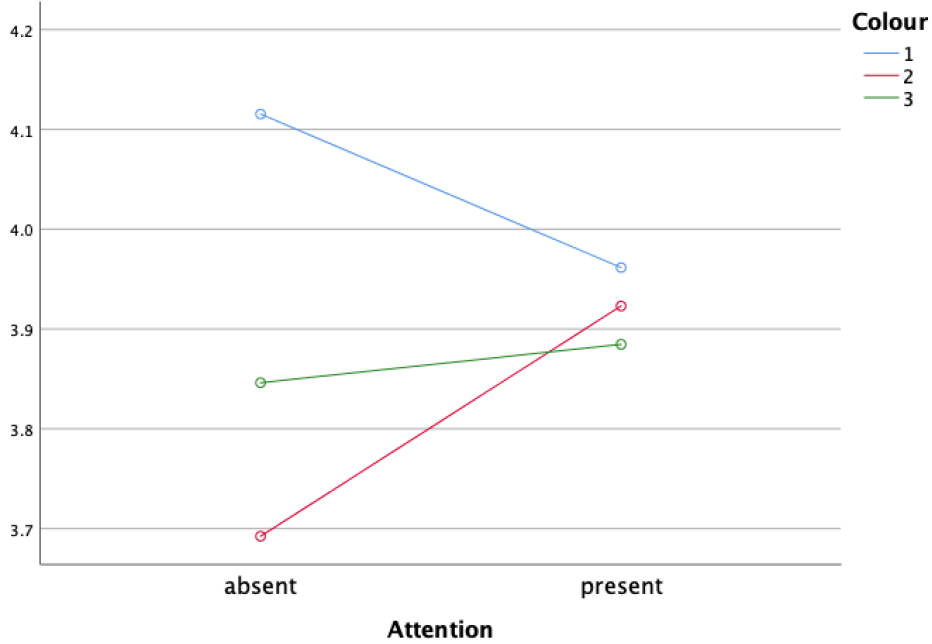
	Total	3.87	1.47
Balanced (red)	No instructions	3.46	2.04
	Instructions	3.46	1.30
	Total	3.46	1.70
Balanced (green)	No instructions	2.85	1.35
	Instructions	4.19	1.27
	Total	3.52	1.46
Balanced (white)	No instructions	3.88	1.56
	Instructions	4.23	1.18
	Total	4.06	1.38
Warm (red)	No instructions	6.00	1.20
	Instructions	5.46	1.36
	Total	5.73	1.30
Warm (green)	No instructions	6.08	.89
	Instructions	5.77	1.28
	Total	5.92	1.10
Warm (white)	No instructions	5.85	1.19
	Instructions	6.04	1.15
	Total	5.94	1.16
Taste enjoyment (red)	No instructions	3.81	2.06
	Instructions	3.35	1.74
	Total	3.58	1.90
Taste enjoyment (green)	No instructions	3.38	1.58
	Instructions	4.27	1.73
	Total	3.83	1.70
Taste enjoyment (white)	No instructions	3.92	1.67
	Instructions	3.96	1.54
	Total	3.94	1.59
Drink experience likeability (red)	No instructions	4.04	1.87
	Instructions	3.65	1.67

	Total	3.85	1.76
Drink experience	No instructions	3.77	1.90
likeability (green)	Instructions	4.73	1.61
	Total	4.25	1.81
Drink experience	No instructions	4.85	1.46
likeability (white)	Instructions	4.31	1.78
	Total	4.58	1.64
Purchase intention	No instructions	3.22	1.78
(red)	Instructions	2.76	1.36
	Total	2.99	1.59
Purchase intention	No instructions	3.17	1.50
(green)	Instructions	3.46	1.80
	Total	3.31	1.65
Purchase intention	No instructions	3.68	1.58
(white)	Instructions	3.35	1.37
	Total	3.51	1.47
Willingness to pay	No instructions	20.23	13.40
more (red)	Instructions	18.00	25.77
	Total	19.12	20.37
Willingness to pay	No instructions	18.00	10.84
more (green)	Instructions	21.08	22.60
	Total	19.54	17.62
Willingness to pay	No instructions	20.65	13.46
more (white)	Instructions	21.46	23.82
	Total	21.06	19.16

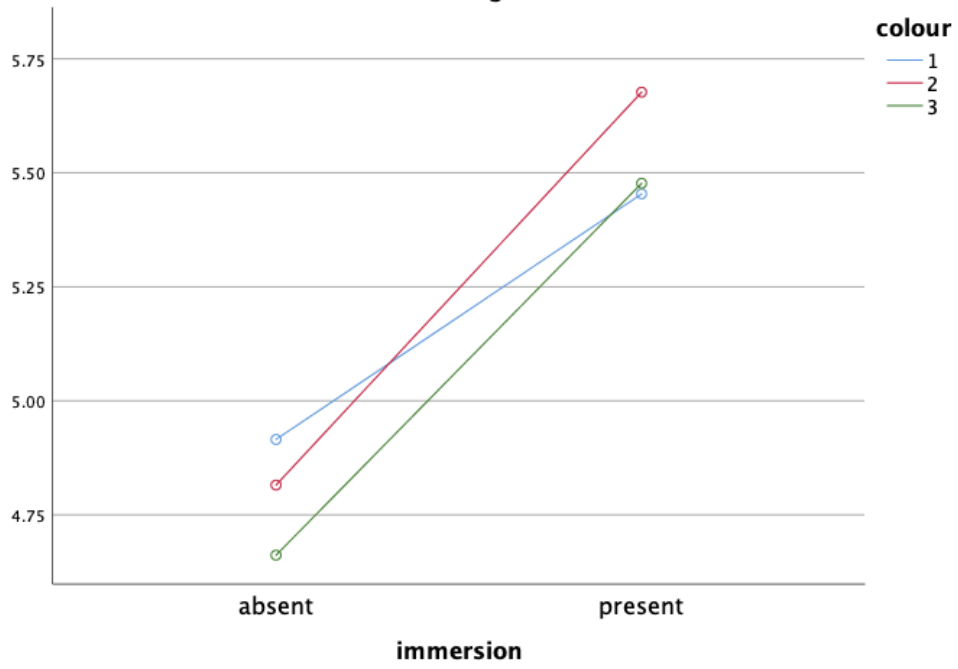
2.9 Estimated marginal means of sweet



2.10 Estimated marginal means of acidic



2.11 *Estimated marginal means of immersion*



3. APPENDIX 3: Tables Experiment 2

3.1 Mann-Whitney U-test

Measure	Median		U-value	z-value	p-value
	Instructions	No instructions			
Experience	5	6	1519.50	-1.365	.172
Frequency	4	4	1608.50	-.891	.373
Gender	2	2	1812.50	.264	.792
Age	31	30	1956.50	.992	.321
Add: Milk	1	1	1034.00	<.001	>.999
Add: Cream	1	1	42.00	<.001	>.999
Add: Sugar	1	1	299.00	<.001	>.999
Add: Cinnamon	1	1	7.50	<.001	>.999
Add: Salt	1	1	.50	<.001	>.999
Add: Other	1	1	25.00	<.001	>.999
Add: Nothing	1	1	33.00	<.001	>.999

Note. The Mann-Whitney U test was not possible to execute for “alcohol”.

3.2 Pairwise comparison between “warm” score and “drink experience likeability” score and the different coloured VR atmospheres.

Measure	Environmental	Environmental	Mean difference	Sig.
	colour hue	colour hue		
Warm	Red	Green	.177	.127
		White	-.135	.124
	Green	Red	-.177	.127
		White	-.312	<.001
	White	Red	.135	.124
		Green	.312	<.001
	Red	Green	.226	.140
		White	-.203	.103

Drink	Green	Red	-.226	.140
experience		White	-.429	.002
likeability	White	Red	.203	.103
		Green	.429	.002

Note: Significant vales are highlighted in bold.

3.3 Descriptive statistics on willingness to pay more

Measure	Minimum	Maximum	Std. deviation	Total mean	Mean instructions	Mean no instructions
Willingness to pay more	-1.00	10.00	1.83	1.45	1.50	1.41

3.4 Descriptive statistics for the dependent variables as a function of environmental colour hue and attention

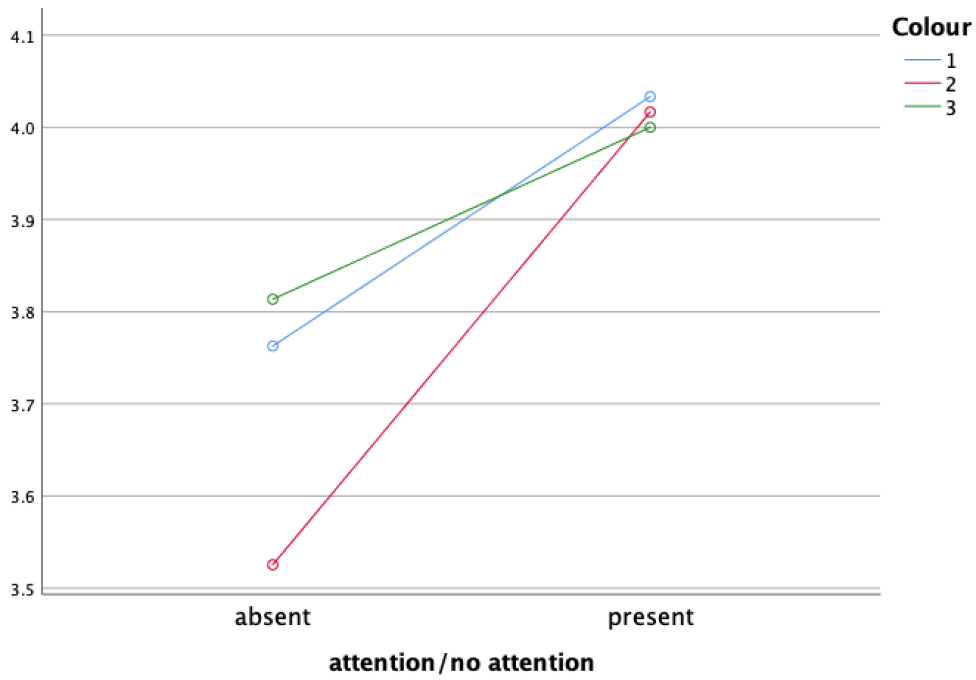
Measure	Attention	Mean	Std. deviation
Flavourful (red)	No instructions	5.63	1.43
	Instructions	5.60	1.42
	Total	5.61	1.42
Flavourful (green)	No instructions	5.44	1.57
	Instructions	5.48	1.33
	Total	5.46	1.45
Flavourful (white)	No instructions	5.68	1.42
	Instructions	5.65	1.25
	Total	5.66	1.33
Sweet (red)	No instructions	3.76	1.90
	Instructions	4.03	1.63
	Total	3.90	1.76
Sweet (green)	No instructions	3.53	1.88
	Instructions	4.02	1.76

	Total	3.77	1.83
Sweet (white)	No instructions	3.81	1.87
	Instructions	4.00	1.80
	Total	3.91	1.83
Acidic (red)	No instructions	3.25	1.66
	Instructions	2.97	1.62
	Total	3.11	1.64
Acidic (green)	No instructions	3.15	1.81
	Instructions	3.23	1.61
	Total	3.19	1.70
Acidic (white)	No instructions	2.98	1.68
	Instructions	3.00	1.66
	Total	2.99	1.66
Balanced (red)	No instructions	5.25	1.23
	Instructions	5.00	1.45
	Total	5.13	1.34
Balanced (green)	No instructions	5.22	1.33
	Instructions	4.90	1.31
	Total	5.06	1.32
Balanced (white)	No instructions	5.31	1.37
	Instructions	4.97	1.38
	Total	5.13	1.38
Warm (red)	No instructions	5.88	1.37
	Instructions	6.05	1.10
	Total	5.97	1.24
Warm (green)	No instructions	5.68	1.55
	Instructions	5.90	1.27
	Total	5.79	1.41
Warm (white)	No instructions	6.07	1.30
	Instructions	6.13	1.08

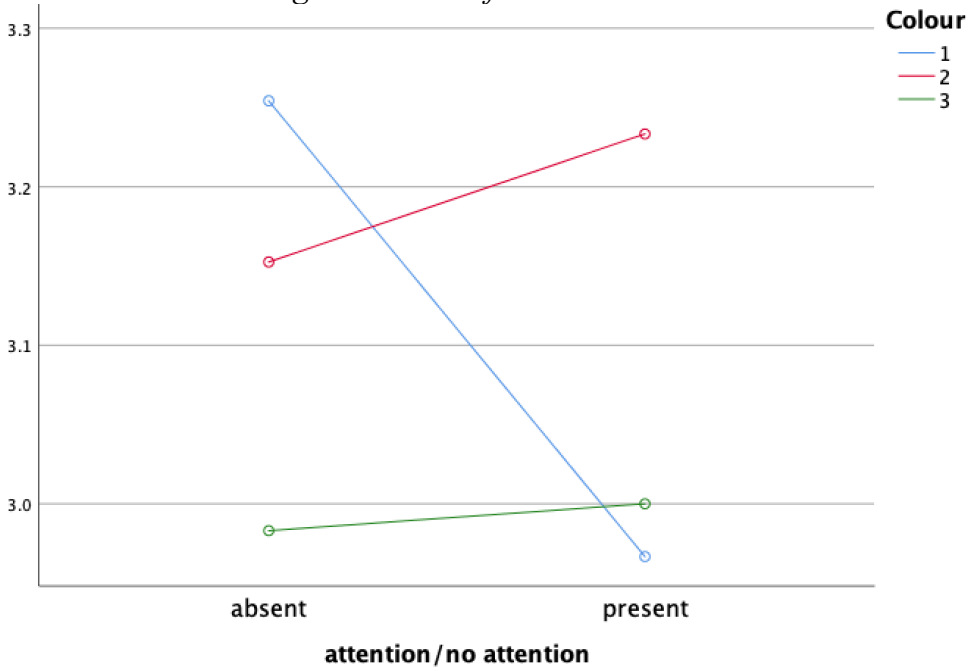
	Total	6.10	1.19
Taste enjoyment	No instructions	4.19	2.06
(red)	Instructions	3.98	2.08
	Total	4.08	2.07
Taste enjoyment	No instructions	4.10	2.15
(green)	Instructions	3.92	2.06
	Total	4.01	2.10
Taste enjoyment	No instructions	4.17	2.21
(white)	Instructions	4.02	1.77
	Total	4.09	1.99
Drink experience	No instructions	4.12	1.97
likeability (red)	Instructions	4.10	2.15
	Total	4.11	2.05
Drink experience	No instructions	3.97	1.89
likeability (green)	Instructions	3.80	1.91
	Total	3.88	1.90
Drink experience	No instructions	4.46	2.12
likeability (white)	Instructions	4.17	1.94
	Total	4.31	2.03
Purchase intention	No instructions	4.37	1.68
(red)	Instructions	4.33	1.73
	Total	4.35	1.70
Purchase intention	No instructions	4.35	1.74
(green)	Instructions	4.08	1.63
	Total	4.21	1.68
Purchase intention	No instructions	4.55	1.64
(white)	Instructions	4.27	1.61
	Total	4.41	1.62

Note: Significant vales are highlighted in bold.

3.5 Estimated marginal means of sweet



3.6 Estimated marginal means of acidic



3.7 Estimated marginal means of immersion

