

S2 Appendix. Calculation of the decoy options.

Attribute (probability/amount) of the **Decoy** = Attribute of the **Target** – [Attribute of the **Target** x Step(15%/30%/45%/60%)]

Set 1: An example of decoys on the amount attribute for the 4 different steps of *value distance*

	Competitor	Target	Decoy(15)	Decoy(30)	Decoy(45)	Decoy(60)
Probability	45%	21%	21%	21%	21%	21%
Amount	27₩	59₩	50₩	41₩	32₩	24₩
EV	12.2	12.3	10.5	8.7	6.7	5

Set 2: An example of decoys on the probability attribute for the 4 different steps of *value distance*

	Competitor	Target	Decoy(15)	Decoy(30)	Decoy(45)	Decoy(60)
Probability	61%	32%	27%	22%	18%	13%
Amount	22₩	42₩	42₩	42₩	42₩	42₩
EV	13.4	13.4	11.4	9.4	7.3	5.3