

The Impact of Including, Adding and Subtracting a Tax on Demand

Naomi E. Feldman and Bradley J. Ruffle

Online Appendix

Figure 1: Tax-Exclusive Pricing

Good Name	Company	Quantity	Picture	Price per Unit	Quantity Wanted	Total	
קרם ידיים	Dr. Fisher	150 ml		₪ 4.14	2	₪ 8.29	
דאודורנט	Axe Deodorant	100 g		₪ 5.85	1	₪ 5.85	
תבילת מסטיקים	Must	28 g		₪ 1.22	3	₪ 3.66	
מסחת שיניים	Colgate Toothpaste	125 ml		₪ 4.41	2	₪ 8.81	
עט מרקר להדגשה	Stabilo Boss Marker	1		₪ 0.94	1	₪ 0.94	
To Checkout, press on shopping cart						₪ 27.55	סה"כ לקניה

Please choose quantities. For each good, specify in column G the wanted quantity and press the shopping cart to proceed

(a) Cart

Your purchasing decision for round: 6

Good Name	Company	Quantity	Chosen Quantity	Amount including VAT
Hand Cream	Dr. Fisher	150 ml	2	₪ 9.61
Deodorant	Axe Deodorant	100 g	1	₪ 6.78
Chewing Gum	Must	28 g	3	₪ 4.24
Toothpaste	Colgate Toothpaste	125 ml	2	₪ 10.23
Marker Pen	Stabilo Boss Marker	1	1	₪ 1.09

Go back Change Quantities Purchase / Finish round

Total including VAT: ₪ 31.96
Change in cash: ₪ 18.04

(b) Checkout

Notes: Shopping cart and checkout screenshots for the tax-exclusive treatment for a randomly chosen bundle of goods.

Figure 2: Tax-Inclusive Pricing

Good Name	Company	Quantity	Picture	Price per Unit	Quantity Wanted	Total
קרם ידיים	Dr. Fisher	150 ml		₪ 4.81	2	₪ 9.61
דאודורנט	Axe Deodorant	100 g		₪ 6.78	1	₪ 6.78
חבילת מסטיקים	Must	28 g		₪ 1.41	3	₪ 4.24
משתת שיניים	Colgate Toothpaste	125 ml		₪ 5.11	2	₪ 10.23
עט מרקר להדגשה	Stabilo Boss Marker	1		₪ 1.09	1	₪ 1.09
To Checkout, press on shopping cart					₪ 31.96	Total

Please choose quantities.
For each good, specify in column G the wanted quantity and press the shopping cart to proceed

(a) Cart

Your purchasing decision for round: 6

Good Name	Company	Quantity	Chosen Quantity	Amount including VAT
1 Hand Cream	Dr. Fisher	150 ml	2	₪ 9.61
2 Deodorant	Axe Deodorant	100 g	1	₪ 6.78
3 Chewing Gum	Must	28 g	3	₪ 4.24
4 Toothpaste	Colgate Toothpaste	125 ml	2	₪ 10.23
5 Marker Pen	Stabilo Boss Marker	1	1	₪ 1.09

Go back Change Quantities Purchase / Finish round

Total including VAT: ₪ 31.96
Change in cash: ₪ 18.04

(b) Checkout

Notes: Shopping cart and checkout screenshots for the tax-inclusive treatment for a randomly chosen bundle of goods.

Figure 3: Tax-Deduction Pricing

Good Name	Company	Quantity	Picture	Price per Unit	Quantity Wanted	Total	
Hand Cream	Dr. Fisher	150 ml		₹ 5.58	2	₹ 11.15	
Deodorant	Axe Deodorant	100 g		₹ 7.87	1	₹ 7.87	
Chewing Gum	Must	28 g		₹ 1.64	3	₹ 4.92	
Toothpaste	Colgate Toothpaste	125 ml		₹ 5.93	2	₹ 11.86	
Marker Pen	Stabilo Boss Marker	1		₹ 1.27	1	₹ 1.27	
To Checkout, press on shopping cart						₹ 37.08	Total

Please choose quantities. For each good, specify in column G the wanted quantity and press the shopping cart to proceed

(a) Cart

Your purchasing decision for round: 6

Good Name	Company	Quantity	Chosen Quantity	Amount after VAT return
1 Hand Cream	Dr. Fisher	150 ml	2	₹ 9.61
2 Deodorant	Axe Deodorant	100 g	1	₹ 6.78
3 Chewing Gum	Must	28 g	3	₹ 4.24
4 Toothpaste	Colgate Toothpaste	125 ml	2	₹ 10.23
5 Marker Pen	Stabilo Boss Marker	1	1	₹ 1.09

Total including VAT:	₹ 31.96
Change in cash	₹ 18.04

(b) Checkout

Notes: Shopping cart and checkout screenshots for the tax-deduction treatment for a randomly chosen bundle of goods.