

## Using Event-Related Potentials (ERP) to identify the purchase intention of a consumer for familiar brands

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**Keywords:** Consumer behavior; Electroencephalography (EEG); Event-related potentials (ERP); Unconscious mental processes

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**Table S1.** Results of the paired sample t-test with statistical insignificance.

ERP	Region	Liked		Disliked		df	T	p-value
		Mean	S.D.	Mean	S.D.			
P1	Parietal Temporal	-0.107	0.210	-0.036	0.290	26	-0.946	0.823
	Parietal Occipital	-0.098	0.363	0.140	0.523	26	-1.727	0.952
N1	Parietal Temporal	0.092	0.289	-0.019	0.540	26	0.948	0.824
P300	Frontal	0.019	0.196	-0.011	0.314	26	0.451	0.672
	Central	0.019	0.240	0.202	0.545	26	-1.475	0.076
	Parietal Occipital	-0.023	0.249	-0.002	0.438	26	-0.223	0.413
N400	Central	0.001	0.170	-0.020	0.196	26	0.566	0.288
	Parietal Temporal	-0.019	0.102	0.010	0.111	26	-1.153	0.870
	Parietal Occipital	0.006	0.149	0.035	0.104	26	-0.926	0.818
LPN	Frontal	-0.061	0.163	-0.049	0.212	26	-0.205	0.420
	Central	-0.099	0.291	-0.119	0.492	26	0.205	0.580
	Parietal Temporal	-0.016	0.142	-0.016	0.158	26	-0.009	0.496
	Parietal Occipital	0.097	0.219	0.076	0.229	26	0.301	0.617
LPP	Frontal	0.071	0.174	0.062	0.215	26	0.164	0.565
	Central	0.099	0.197	0.093	0.333	26	0.095	0.537
	Parietal Temporal	0.016	0.144	-0.006	0.167	26	0.540	0.703
	Parietal Occipital	-0.078	0.212	-0.068	0.213	26	-0.181	0.429