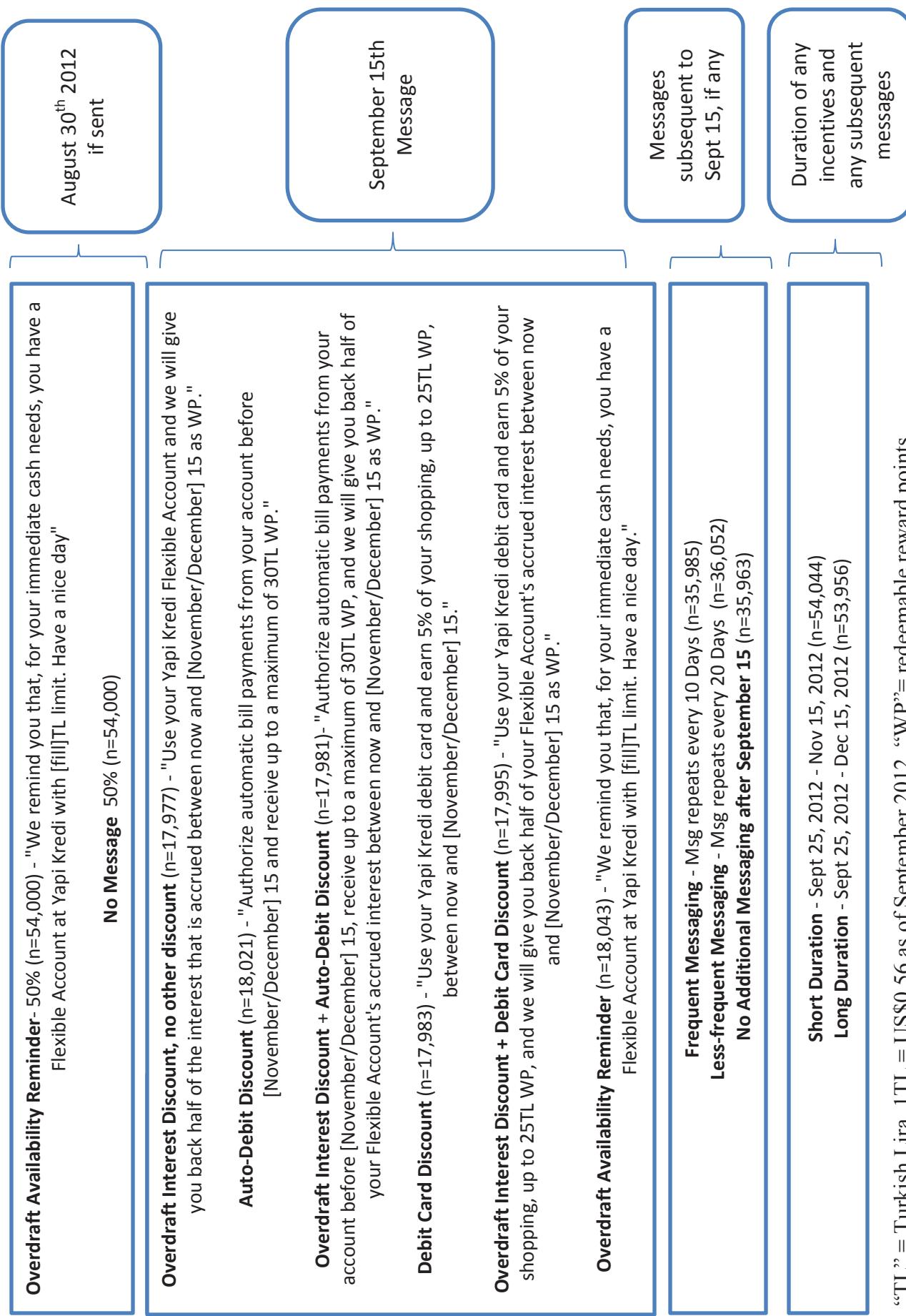


Figure 1. Experimental Design



“TL” = Turkish Lira. 1 TL = US\$0.56 as of September 2012. “WP”= redeemable reward points.
Yapi Kredi = the implementing bank.