Table S1. Effect of intergroup comparison under high and low strength of comparison. (Using different cutoff values as the grouping criteria).

	Using 1st as the Cutoff Value			Using 2nd as the Cutoff Value		
	Model 1	**Model 2**	**Cross-Model**	**Model 3**	**Model 4**	**Cross-Model**
	1st	**2nd–25th**	**Difference**	**1st–2nd**	**3rd–25th**	**Difference**
B	11.551	6.870 **	4.681	12.029 *	6.640 **	5.389
SE	(8.000)	(3.076)	(4.948)	(7.101)	(3.122)	(4.198)
N	133	215		136	212	
R^2	0.016	0.023		0.021	0.021	

* $p < 0.10$, ** $p < 0.05$.

Table S2. Effect of intergroup comparison under high and low strength of comparison. (Using different cutoff values as the grouping criteria).

	Using 4th as the Cutoff Value			Using 5th as the Cutoff Value		
	Model 5	**Model 6**	**Cross-Model**	**Model 7**	**Model 8**	**Cross-Model**
	1st–4th	**5th–25th**	**Difference**	**1st–5th**	**6th–25th**	**Difference**
B	11.779 *	6.379 **	5.400	10.048 *	6.471 *	3.577
SE	(6.115)	(3.202)	(3.584)	(5.289)	(3.313)	(3.428)
N	141	207		148	200	
R^2	0.026	0.019		0.024	0.019	

* $p < 0.10$, ** $p < 0.05$.

Table S3. Moderating effect of prior water usage under different strength of comparison. (Using different cutoff values as the grouping criteria).

	Using 1st as the Cutoff Value			Using 2nd as the Cutoff Value		
	High-Strength	**Low-Strength**	**Reverse-Treated**	**High-Strength**	**Low-Strength**	**Reverse-Treated**
B	−0.682	−9.830 ***	−18.487	−5.096	−9.429 **	−18.487
SE	(7.972)	(3.762)	(12.536)	(6.963)	(3.875)	(12.536)
N	133	215	138	136	212	138
R^2	0.241	0.196	0.191	0.237	0.196	0.191

This table only reports results about the effect of the multiplicative term, which indicates whether the moderating effect of prior water usage exists. ** $p < 0.05$, *** $p < 0.01$.

Table S4. Moderating effect of prior water usage under different strength of comparison. (Using different cutoff values as the grouping criteria).

	Using 4th as the Cutoff Value			Using 5th as the Cutoff Value Using 4th as the Cutoff Value Using 5th as the Cutoff Value		
	High-Strength	**Low-Strength**	**Reverse-Treated**	**High-Strength**	**Low-Strength**	**Reverse-Treated**
B	−6.011	−9.266 **	−18.487	−4.677	−10.351 **	−18.487
SE	(6.330)	(3.955)	(12.536)	(5.345)	(4.214)	(12.536)
N	141	207	138	148	200	138
R^2	0.239	0.196	0.191	0.245	0.193	0.191

This table only reports results about the effect of the multiplicative term, which indicates whether the moderating effect of prior water usage exists. ** $p < 0.05$.