

Supplementary Materials: The Questionnaire of the Experiment.

Anran Zhang, Alex Scodellaro , Bo Pang, Hui-Yi Lo and Zhengliang Xu

Which of the following two fruits do you like best?

A. Apple



B. Watermelon



(The respondents who choose ‘Apple’ would enter the scenario and answer the questions on the pages 8-15 of this file)



“Weichuan” is a food manufacture in Taiwan.

1. Do you agree the following statement regarding Weichuan?

	1	2	3	4	5	6	7
Weichuan is a company I have a good feeling about.							
Weichuan is a company that I trust.							
Weichuan is a company that I admire and respect.							
Weichuan has a good overall reputation.							

Note: 1 = strongly disagree, 2 = very disagree, 3 = a little disagree, 4 = general, 5 = a little agree, 6 = very agree, 7 = strongly agree. (same below)

[next page]

Currently, Weichuan decides to carry out a new aid program. This new aid program will provides a fund budget, 2% of annual sales revenue, for supporting activities of public welfare. Moreover, this fund will first use in aiding *Adolescent Learn-Education* activities. Please answer the following questions regarding this new aid program of Weichuan.

1. The following statements are relative to *Adolescent Learn-Education* Aid Program of Weichuan. According to your own thought, please answer the following questions.

	1	2	3	4	5	6	7
Weichuan feels morally obligated to help.							
Weichuan has a long-term interest in the community.							
Weichuan’s owners or employees believe in this cause.							
Weichuan wants to make it easier for consumers who care about the cause to support it.							
Weichuan is trying to give something back to the community.							
Weichuan feels their customers expect it.							
Weichuan feels society in general (i.e. consumers) expect it.							
Weichuan feels their stockholders expect it.							
Weichuan feels their employees expect it.							
Weichuan will get more customers by making this offer.							
Weichuan will keep more of their customers by making this offer.							
Weichuan hopes to increase profits by making this offer.							
Weichuan is taking advantage of the nonprofit organization to help their own business.							
Weichuan is taking advantage of the cause to help their own business.							
Weichuan wants it as a tax write-off.							
Weichuan wants to get publicity.							

[next page]

1. How do you feel toward Weichuan now?

Bad	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Good
Unfavorable	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Favorable
Negative	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Positive
Dislike	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Like

[next page]

1. Weichuan decide using this fund budget to support the *Adolescent Learn-Education* , what do you think about this aid program of Weichuan?

Incompatible	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Compatible
Unbelievable	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Believable
Make no sense	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Make sense



“IME” is a food manufacture in Taiwan.

1. Do you agree the following statement regarding IME?

	1	2	3	4	5	6	7
IME is a company I have a good feeling about.							
IME is a company that I trust.							
IME is a company that I admire and respect.							
IME has a good overall reputation.							

[next page]

Currently, IME decides to carry out a new aid program. This new aid program will provides a fund budget, 2% of annual sales revenue, for supporting activities of public welfare. Moreover, this fund will first use in aiding *Adolescent Learn-Education* activities. Please answer the following questions regarding this new aid program of IME.

1. The following statements are relative to *Adolescent Learn-Education* Aid Program of IME. According to your own thought, please answer the following questions.

	1	2	3	4	5	6	7
IME feels morally obligated to help.							
IME has a long-term interest in the community.							
IME's owners or employees believe in this cause.							
IME wants to make it easier for consumers who care about the cause to support it.							
IME is trying to give something back to the community.							
IME feels their customers expect it.							
IME feels society in general (i.e. consumers) expect it.							
IME feel their stockholders expect it.							
IME feels their employees expect it.							
IME will get more customers by making this offer.							
IME will keep more of their customers by making this offer.							
IME hopes to increase profits by making this offer.							
IME is taking advantage of the nonprofit organization to help their own business.							
IME is taking advantage of the cause to help their own business.							
IME wants it as a tax write-off.							
IME wants to get publicity.							

[next page]

1. How do you feel toward IME now?

Bad	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Good
Unfavorable	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Favorable
Negative	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Positive
Dislike	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Like

[next page]

1. IME decide using this fund budget to support the *Youth Learn-Education (Consumer Food Safety)*, what do you think about this aid program of IME.

Incompatible	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Compatible
Unbelievable	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Believable
Make no sense	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Make sense



“UNI” is a food manufacture in Taiwan.

1、 Do you agree the following statement regarding UNI?

	1	2	3	4	5	6	7
UNI is a company I have a good feeling about.	1	2	3	4	5	6	7
UNI is a company that I trust.	1	2	3	4	5	6	7
UNI is a company that I admire and respect	1	2	3	4	5	6	7
UNI has a good overall reputation.	1	2	3	4	5	6	7

[next page]

Currently, UNI decides to carry out a new aid program. This new aid program will provides a fund budget, 2% of annual sales revenue, for supporting activities of public welfare. Moreover, this fund will first use in aiding *Adolescent Learn-Education* activities. Please answer the following questions regarding this new aid program of UNI.

1. The following statements are relative to *Adolescent Learn-Education* Aid Program of UNI. According to your own thought, please answer the following questions.

	1	2	3	4	5	6	7
UNI feels morally obligated to help.							
UNI has a long-term interest in the community.							
UNI's owners or employees believe in this cause.							
UNI wants to make it easier for consumers who care about the cause to support it.							
UNI is trying to give something back to the community.							
UNI feels their customers expect it.							
UNI feels society in general (i.e. consumers) expect it.							
UNI feels their stockholders expect it.							
UNI feels their employees expect it.							
UNI will get more customers by making this offer.							
UNI will keep more of their customers by making this offer.							
UNI hope to increase profits by making this offer.							
UNI is taking advantage of the nonprofit organization to help their own business.							
UNI is taking advantage of the cause to help their own business							
UNI wants it as a tax write-off.							
UNI wants to get publicity.							

[next page]

1. How do you feel toward UNI now?

Bad	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Good
Unfavorable	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Favorable
Negative	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Positive
Dislike	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Like

[next page]

1. UNI decide using this fund budget to support the *Adolescent Learn-Education*, what do you think about this aid program of UNI.

Incompatible	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Compatible
Unbelievable	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Believable
Make no sense	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Make sense

1. What's your gender?

- ☐ Male
- ☐ Female

2. What's your age?

- ☐ 18years old and below
- ☐ 18~24 years old
- ☐ 25~29 years old
- ☐ 30~34 years old
- ☐ 35~39 years old
- ☐ 40~44 years old
- ☐ 45~49 years old
- ☐ 50~54 years old
- ☐ 55~59 years old
- ☐ 60~64 years old
- ☐ 65~69 years old
- ☐ 70~74 years old
- ☐ 75~79 years old
- ☐ 80 years old and above

3. What's your education level?

- ☐ Junior middle school and below
- ☐ Senior high school
- ☐ College (including technological academy)
- ☐ Master
- ☐ Doctor

4. What's your monthly income?

- ☐ NT\$ 15000 and below
- ☐ NT\$ 15,001~25,000
- ☐ NT\$ 25,001~35,000
- ☐ NT\$ 35,001~45,000
- ☐ NT\$ 45,001~55,000
- ☐ NT\$ 55,001~65,000
- ☐ NT\$ 65,001~75,000
- ☐ NT\$ 75,001~85,000
- ☐ NT\$ 85,001 and above

(The respondents who choose ‘Watermelon’ would enter the scenario and answer the questions below)



“Weichuan” is a food manufacture in Taiwan.

1. Do you agree the following statement regarding Weichuan?

	1	2	3	4	5	6	7
Weichuan is a company I have a good feeling about.							
Weichuan is a company that I trust.							
Weichuan is a company that I admire and respect.							
Weichuan has a good overall reputation.							

Note: 1 = strongly disagree, 2 = very disagree, 3 = a little disagree, 4 = general, 5 = a little agree, 6 = very agree, 7 = strongly agree. (same below)

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Currently, Weichuan decides to carry out a new aid program. This new aid program will provides a fund budget, 2% of annual sales revenue, for supporting activities of public welfare. Moreover, this fund will first use in aiding *Consumer Food Safety* activities. Please answer the following questions regarding this new aid program of Weichuan.

1. The following statements are relative to *Consumer Food Safety* Program of Weichuan. According to your own thought, please answer the following questions.

	1	2	3	4	5	6	7
Weichuan feels morally obligated to help.							
Weichuan has a long-term interest in the community.							
Weichuan’s owners or employees believe in this cause.							
Weichuan wants to make it easier for consumers who care about the cause to support it.							
Weichuan is trying to give something back to the community.							
Weichuan feels their customers expect it.							
Weichuan feels society in general (i.e. consumers) expect it.							
Weichuan feels their stockholders expect it.							
Weichuan feels their employees expect it.							
Weichuan will get more customers by making this offer.							
Weichuan will keep more of their customers by making this offer.							
Weichuan hopes to increase profits by making this offer.							
Weichuan is taking advantage of the nonprofit organization to help their own business.							
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Weichuan wants it as a tax write-off.							
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1. How do you feel toward Weichuan now?

Bad	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Good
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[next page]

1. Weichuan decide using this fund budget to support the *Consumer Food Safety* , what do you think about this aid program of Weichuan?

Incompatible	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Compatible
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Incompatible	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Compatible
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Dislike	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Like

[next page]

1. UNI decide using this fund budget to support the *Consumer Food Safety*, what do you think about this aid program of UNI.

Incompatible	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Compatible
Unbelievable	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Believable
Make no sense	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	Make sense

1. What's your gender?

- ☐ Male
- ☐ Female

2. What's your age?

- ☐ 18years old and below
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- ☐ 50~54 years old
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- ☐ 75~79 years old
- ☐ 80 years old and above

3. What's your education level?

- ☐ Junior middle school and below
- ☐ Senior high school
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- ☐ Doctor

4. What's your monthly income?

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- ☐ NT\$ 45,001~55,000
- ☐ NT\$ 55,001~65,000
- ☐ NT\$ 65,001~75,000
- ☐ NT\$ 75,001~85,000
- ☐ NT\$ 85,001 and above