

Sustainable consumer behaviours: the effects of identity, environment value and marketing promotion

Supplementary Materials: Questionnaire

Black: Text to be seen by the respondents in the form of instructions, questions and responses

Blue: The Title or procedure or variable name- only for the designer

Red: Instructions for the designer- skip, display, validate or loop logic

Green: A new block required

[Purple]: Code value to be used for programming survey responses and tips

[Block 1]

Information sheet

Participant Information Leaflet

Introduction

You are invited to take part in a research study. Before you decide, you need to understand why the research is being done and what it would involve for you. Please take the time to read the following information carefully. Talk to others about the study if you wish.

Please ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

Who is organizing and funding the study?

Bei Wang organizes this study as a part of her dissertation course in University of Warwick.

What is the study about?

The project aims to find the method to encourage more customers to increase their sustainable customer behavior by exploring the intrinsic motivation of customers and external effects of marketing programs. Some people will be given information to prime individuals value and morality identity and some will not. We are interested to see whether this matters in people's decision making about final purchase.

What would taking part involve?

Participants will be randomly divided into two group and one group will be exposed to the advertisement. Secondly, participants will be asked to fill the questionnaires that are expected to finish within three to five minutes. The answers will be recorded and analyzed by the researchers.

Do I have to take part?

No. Participation in this study is completely voluntary and choosing not to take part will not affect you [or your medical care/student grades etc.] in any way.

What are the possible benefits of taking part in this study?

The participants will contribute to the study of sustainable consumer behavior, which could benefit society. The participants could also choose to enter into a prize draw to win 25 pounds after finishing the questionnaire by leaving their contact details or not. The winner will be contacted in the August and need to respond within one week. The money could be transferred in the form of an Amazon voucher or by Alipay directly.

What are the possible disadvantages, side effects or risks, of taking part in this study?

No disadvantages, side effects or risks, of taking part in this study are expected.

Expenses and payments

No expenses and payments are needed to take part in this study.

Will my taking part be kept confidential?

The data will be collected by Qualtrics platforms, analyzed by SPSS and stored in the researcher's personal devices. In the data collecting process, participants could choose to leave their name and email address to take part in the prize draw or not. In the data analyzing process, the email address and name of participants will be

removed from the research data and will be replaced with a participant number. The email address and name of participants will be stored separately without the key to identification. Principally, all the data and the working progress will only be assessed by the researcher and will not be transferred or shared to other organizations outside of the University. Only when the participant discloses that they, and/or others, may be at risk of harm, will it be reported to the relevant authorities as a duty of care. After the research, the data will still be stored in the researcher's personal devices for ten years in the case of any security. The data will be deleted permanently in September 2032.

What will happen to the data collected about me?

As a publicly-funded organization, the University of Warwick have to ensure that it is in the public interest when we use personally-identifiable information from people who have agreed to take part in research. This means that when you agree to take part in a research study, such as this, we will use your data in the ways needed to conduct and analyses the research study.

We will be using information from [you and/or your medical records] in order to undertake this study and will act as the data controller for this study. We are committed to protecting the rights of individuals in line with data protection legislation. The University of Warwick will keep information about you [for 10 years after the study has finished/ until 2032].

In the data collecting process, participants could choose to leave their name and email address to take part in the prize draw or not. After finishing data collection, around the beginning of August, the email address and name of participants will be removed from the research data and will be replaced with a participant number. The email address and name of participants will be stored separately without the key to identification. This means that research data will be anonymized as quickly as possible after finishing data collection process and it will not be possible to withdraw your data after this point.

Data Sharing

Data will not be shared outside the University for this study.

Your rights to access, change or move your information are limited, as we need to manage your information in specific ways in order for the research to be reliable and accurate. The University of Warwick has in place policies and procedures to keep your data safe.

This data may also be used for future research, including impact activities following review and approval by an independent Research Ethics Committee and subject to your consent at the outset of this research project.

For further information, please refer to the University of Warwick Research Privacy Notice which is available here: _

<https://warwick.ac.uk/services/idc/dataprotection/privacynotices/researchprivacynotice> or by contacting the Information and Data Compliance Team at GDPR@warwick.ac.uk.

What will happen if I don't want to carry on being part of the study?

Participation is entirely voluntary and you could withdraw participation from the study without giving a reason. If you would like to withdraw your participation, please contact Bei.Wang.1@warwick.ac.uk. Please note that the identification information (email and address) is optional in the questionnaire, which means that the participation could be only withdrawn if you fill this information. Additionally, since the research data will be anonymized as quickly as possible after finishing the data collection process, it will not be possible to withdraw your participation after this point. To safeguard your rights, we will use the minimum personally-identifiable information possible and keep the data secure in line with the University's Information and Data Compliance policies.

What will happen to the results of the study?

The result will be used in the dissertation of Bei Wang and may possibly be submitted to journals for publication.

Who has reviewed the study?

This study has been reviewed and given favourable opinion by WBS, which reports to the University of Warwick's Humanities and Social Science Research Ethics Committee (HSSREC).

Who should I contact if I want further information?

Please contact researcher Bei Wang <Bei.Wang.1@warwick.ac.uk > or supervisor Alina Udall <alinamiaudall@bath.edu > for further information.

Who should I contact if I wish to make a complaint?

Any complaint about the way you have been dealt with during the study or any possible harm you might have suffered will be addressed. Please address your complaint to the person below, who is a senior University of Warwick official entirely independent of this study:

Head of Research Governance

Research & Impact Services

University House

University of Warwick

Coventry

CV4 8UW

Email: researchgovernance@warwick.ac.uk

Tel: 024 76 522746

If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer, Anjeli Bajaj, Information and Data Director who will investigate the matter: DPO@warwick.ac.uk.

If you are not satisfied with our response or believe we are processing your personal data in a way that is not lawful you can complain to the Information Commissioner's Office (ICO).

Thank you for taking the time to read this Participant Information Leaflet

[\[Click the next button\]](#)

[Block 2]**Consent form**

I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.

I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason.

I understand that data collected during the study, may be looked at by individuals from The University of Warwick, where it is relevant to my taking part in this study. I give permission for these individuals to have access to my data. And I am happy for my data to be used in future research, including impact activities following review and approval by an independent Research Ethics Committee and subject to your consent at the outset of this research project.

I agree to take part in the above study.

- Yes
- No

[Force Response. Move on to the next block only when all 'Yes' is selected]

[Block 3]

Demographic information

[where did the below come from]

Age

What is your year of birth?

[Text-entry] [Force Response]

Gender

What is your gender?

- Male
- Female
- Non-binary/ third gender
- Prefer not to say

[Multiple choice- allow one answer] [Force Response]

Nationality

What is your nationality? (Based on what qualtrics offer)

- Asian-Chinese
- Asian-Others
- White
- Black or African American
- American Indian or Alaska Native
- Native Hawaiian or Pacific Islander
- Other [text entry]

[Multiple choice- allow one answer] [Force Response]

[Block 4a]

EXPERIMENTAL CONDITION - YES Altruistic Value Primed with Promotion

[If people begin this **Block 4a** they will then not complete **Block 4b** - Equal randomizing so that people arrive either in this block or the other block and you get participant in both surveys evenly]

[Advert adapted from: Choi, W. J. & Winterich, K. P. (2013) Can brands move in from the outside? How moral identity enhances out-group brand attitudes. Journal of Marketing, 77 (2): 96-111]

Please take 10 seconds to look at the advertisement below.



[Keep this on screen for 10 seconds and they are not allowed to move on to the next until this time has passed]

[Block 4b]

NON-EXPERIMENTAL CONDITION - NO Altruistic Value Primed with Promotion

[If people begin this **Block 4b** they will then not complete **Block 4a** - Equal randomizing so that people arrive either in this block or the other block and you get participant in both surveys evenly]

[Advert adapted from: Choi, W. J. & Winterich, K. P. (2013) Can brands move in from the outside? How moral identity enhances out-group brand attitudes. Journal of Marketing, 77 (2): 96-111]

Please take 10 seconds to look at the advertisement below.



[Keep this on screen for 10 seconds and they are not allowed to move on to the next until this time has passed]

[Block 5]

Altruistic Value Manipulation Check

[Present as a Matrix Table in the survey only]

Please indicate from 1 = very strongly disagree to 7 = very strongly agree to what extent the following characteristics describe a watch brand, 'Mardi'.

Caring

Fair

Friendly

Generous

Kind

[If the participants see the block 4a and give a high score, it means we try to prime their value successfully. But it doesn't mean that the prime could have effect on the value]

[Block 6]

[Present as a Matrix Table in the survey only]

Altruistic Value

[Derived from - Bouman, T., Steg, L. & Kiers, H. A. (2018) Measuring values in environmental research: a test of an environmental portrait value questionnaire. Frontiers in psychology, 9 564.]

How much like you is this person?

1 = Strongly disagree,

2 = Disagree,

3 = Somewhat Disagree

4 = Neither agree nor disagree

5 = Somewhat Agree,

6 = Agree

7 = Strongly agree

It is important to [me]

...that every person has equal opportunities.

...to take care of those who are worse off.

...that every person is treated justly.

...that there is no war or conflict.

...to be helpful to others.

[Multiple choice- allow one answer] [Force Response]

[Block 7]

[Matrix Table]

Moral Identity Internalisation - Moral Self-Identity

[Adopted from- Aquino, K. & Reed II, A. (2002) The self-importance of moral identity. Journal of personality and social psychology, 83 (6): 1423.]

Listed below are some characteristics that may describe a person [**caring, compassionate, fair, friendly, generous, helpful, hardworking, honest, kind**].

The person with these characteristics could be you or it could be someone else. For a moment, visualise in your mind the kind of person who has these characteristics.

Imagine how that person would think, feel, and act. When you have a clear image of what this person would be like, please indicate how strongly you agree or disagree with each of these statements:

1 = Strongly disagree,

- 2 = Disagree,
3 = Somewhat Disagree
4 = Neither agree nor disagree
5 = Somewhat Agree,
6 = Agree
7 = Strongly agree

Q1: It would make me feel good to be a person who has these characteristics

Q2: Being someone who has these characteristics is an important part of who I am

Q3: I would be ashamed to be a person who has these characteristics [reverse coded]

Q4: Having these characteristics is not really important to me [reverse coded]

Q5: I strongly desire to have these characteristics

[Multiple choice- allow one answer] [Force Response]

[Block 8]

[Matrix Table]

Moral Identity Symbolization - Represents Moral Social Identity

[Adopted from- Aquino, K. & Reed II, A. (2002) The self-importance of moral identity. Journal of personality and social psychology, 83 (6): 1423.]

Listed below are some characteristics that may describe a person [**caring, compassionate, fair, friendly, generous, helpful, hardworking, honest, kind**].

The person with these characteristics could be you or it could be someone else. For a moment, visualize in your mind the kind of person who has these characteristics. Imagine how that person would think, feel, and act. When you have a clear image of what this person would be like, please indicate how strongly you agree or disagree with each of these statements:

- 1 = Strongly disagree,
2 = Disagree,
3 = Somewhat Disagree,
4 = Neither agree nor disagree,
5 = Somewhat Agree,
6 = Agree,
7 = Strongly agree

Q1: I often wear clothes that identify me as having these characteristics

Q2: The types of things I do in my spare time (e.g., hobbies) clearly identify me as having these characteristics

Q3: The kinds of books and magazines that I read identify me as having these characteristics

Q4: The fact that I have these characteristics is communicated to others by my membership in certain organizations

Q5: I am actively involved in activities that communicate to others that I have these characteristics.

[Multiple choice- allow one answer] [Force Response]

[Block 9]

[Present as a Matrix Table in the survey]

Sustainable consumer behavior- both social-economic and ecological aspect

[Adopted from-Sudbury-Riley, L. & Kohlbacher, F. (2016) Ethically minded consumer behaviour: Scale review, development, and validation. *Journal of Business Research*, 69 (8): 2697-2710.]

Please indicate from 1 = almost never true to 7 = almost always true to what extent will you actually do?

Q1: When there is a choice, I always choose the product that contributes to the least amount of environmental damage.

Q2: I have switched products for environmental reasons.

Q3: If I understand the potential damage to the environment that some products can cause, I do not purchase those products.

Q4: I do not buy household products that harm the environment.

Q5: Whenever possible, I buy products packaged in reusable or recyclable containers.

Q6: I make every effort to buy paper products (toilet paper, tissues, etc.) made from recycled paper.

Q7: I will not buy a product if I know that the company that sells it is socially irresponsible.

Q8: I do not buy products from companies that I know use sweatshop labor, child labor, or other poor working conditions.

Q9: I have paid more for environmentally friendly products when there is a cheaper alternative.

Q10: I have paid more for socially responsible products when there is a cheaper alternative.

[Multiple choice- allow one answer] [Force Response]

[Block 10]

Information for Lottery

Thank you for finishing the survey. You could choose to leave your email address to enter into prize draw to win a £ 25 Amazon voucher. The winner will be contacted in August and need to respond within one week.

Email

What's your email address?

[Open text box]