

Supplementary Material S1. Stimuli

■ Corporate Introduction

The Anwei Group consists of three subsidiaries: Anwei food, Anwei mineral water and Anwei beverage. Recently, one affiliate, Anwei mineral water, actively promoted a social responsibility activity.

■ Promotion Poster

Spending Money



Poster Content:

Anwei mineral water is launching a “you buy, I plant” campaign for the benefit of environmental protection. We sincerely invite you to join us.

A way of participating is to buy Anwei mineral water. For every bottle of mineral water you buy, 1% will be donated by Anwei for planting trees. You can purchase offline (e.g., convenience stores, supermarkets) or online (e.g., various shopping websites). For more information, you can scan the Quick Response (QR) code in our poster or visit our official website directly: www.anwei.com.

Spending Time



Poster Content:

Anwei mineral water is launching a “you walk, I plant” campaign for the benefit of environmental protection. We sincerely invite you to join us.

To participate, download the Anwei app to plant a virtual tree using “green energy” points. Once sufficient points have been accumulated, the virtual tree will grow, and a real tree will be planted by Anwei. Just by walking every day, “green energy” points can be obtained. You can donate your “green energy” points to friends as gifts. You can use friends’ points to plant your tree(s). In addition, trees can be planted with others (family, friends, colleagues, etc.). For more information, you can scan the Quick Response (QR) code in our poster or visit our official website directly: www.anwei.com.

Supplementary Material S2. Measurement items and source

Variables	Measures
Perceived value (PV) <i>source: Schwartz, 1992& 1994, Sweeney et al., 2001; Cheng et al., 2019</i>	
Stimulation (Stim)	
Stim1	Novelty
Stim2	New
Stim3	An exciting life
Security (Secu)	
Secu1	Social order
Secu2	Healthy
Secu3	Sense of belonging
Hedonism (Hedo)	
Hedo1	Fun
Hedo2	Pleasure
Hedo3	Enjoying life
Achievement (Achi)	
Achi1	Capable
Achi2	Influential
Achi3	Self-respect
Achi4	Respect and support
Universalism (Univ)	
Univ1	Protecting the environment
Univ2	A world of beauty
Univ3	Unity with nature
Perceived CSR (CSR) <i>source: Inoue et al., 2017; Maignan, 2001; Ferrell et al., 2019; Baskentli et al., 2019; Folse et al. 2010</i>	
CSR1	Anwei does a lot of good for the environment.
CSR2	Anwei helps to solve environment problems
CSR3	Anwei allocates some of their resources to public welfare activities.
CSR4	Anwei is socially responsible.
Participation intention (PI) <i>source: Grau & Folse, 2007; Folse et al., 2010</i>	

PI1	I think this activity is a good idea.
PI2	I would be willing to participate in this activity.
PI3	It is likely that I would contribute to this activity by scanning QR code in the posters or visit the web site to get involved in this activity.
PI4	I would consider purchasing/walking in order to provide help to the cause.
PI5	I have the idea to participate in the activity with others in together

Attitude (AT) *source: Folse et al., 2010*

AT1	Dislike/like
AT2	Negative/positive
AT3	Bad/good
AT4	Unfavorable/favorable
