

Effect of Sustainability Awareness Messages on Knowledge Gain Survey on Google Forms

Disclaimer:

This research involves a hypothetical shopping assistant developed for academic purposes. Product descriptions were retrieved from Amazon using **Algopix** (<https://algopix.com>). To maintain neutrality, product names, brand names, and merchant details have been anonymised and replaced with placeholders: **PRODUCT-NAME** for the product, **BRAND-NAME** for the brand, and **MERCHANT-NAME** for the merchant. Additionally, any rating information provided in the study is synthesised for research purposes and does not reflect real customer reviews or product evaluations.

All examples presented in this study are for **illustrative purposes only** and should not be understood as endorsements, promotions, or critiques of any specific brand, retailer, or platform, including Amazon. This study is conducted independently and has no affiliation, sponsorship, or commercial partnership with Amazon or any of the indicated products or brands.

The information provided in this study does not imply consumer advice, recommendations, or factual representations of real-world products or pricing. The research team is not liable in case someone buys these products and may have any negative experience.

Contact:

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Thank you for taking part in this study.

Consent *

I have read and understood the information about the evaluation of research on using sustainability awareness messages to support learning and informed decision making in the context of online shopping conducted at the School of Computing, University of Leeds, UK. On this basis I agree to participate in this online survey, and I consent to publication of the results of the evaluation with the understanding that confidentiality will be preserved. I also understand that I may at any time withdraw from the online survey, including withdrawal of any information I have provided. I also understand that it is my responsibility to add my Worker ID on the Amazon Mechanical Turk assignment screen for payment arrangements. I note that the survey is fully compliant with General Data Protection Regulation (GDPR). Also, this survey has been reviewed and approved by the Research Ethics Committee of the Faculty of Engineering and Physical Sciences , University of Leeds, UK.

Your Profile

Note that all your answers are kept in an anonymous way.

Enter your AMT Worker ID: you can find this on your Dashboard or in the upper left corner of the [new Worker website](#). **It is needed to proceed the payment at the end of the study.** *

Your answer

Is English your native language? *

- Yes
- No

Gender: *

- Male
- Female
- Option 3

Educational Level: *

- Secondary school or equivalent
- Bachelor's degree
- Graduate or professional degree (e.g., Master's, PhD, JD, MD)
- Other: _____

Employment Status: *

- Employed
- Self-employed
- Unemployed
- Student
- Retired
- Other: _____

How often do you shop online? *

- Never
- Occasionally
- Every month
- Every week
- Every day

What is your age group? *

- 18-25
- 26-35
- 36-45
- 46-55
- 55+

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Clear form

Product Examples: First Round

Below you will be presented with food product examples. Given the available information you will be asked whether you would buy this product and what influenced your decision.

Product 1:

Product Title

2x 400g GOLDEN BREADCRUMBS PREMIUM HIGH QUALITY FROM BRAND-NAME 0.8kg

4.1 ★★★★☆ ✓ 75 ratings.
£4.49 (€5.61 / kg)



Product Description

Semi-finished products that almost cook themselves! PREMIUM QUALITY GOLDEN BREADCRUMBS from BRAND-NAME (2x400g) 0.8kg 2 x 400g packs Made in EU BRAND-NAME Breadcrumbs. With BRAND-NAME Breadcrumbs, you can make your take-away favourites at home. With a subtle seasoning for extra flavour, these golden breadcrumbs are an easy way to add a crispy coating to meat or vegetables or create a crunchy topping on pasta bakes. The bread crumbs are ready to use straight from the pack, so you can whip up chicken nuggets or homemade fish fingers in no time. Simply dip your meat, fish or veggies in a beaten egg, then coat in our bread crumbs before baking, grilling or frying. They're also great for thickening soups or mixing into your burger patties or spicy meatballs for extra texture and flavour. Low in fat and saturates. A quick and easy crispy coating or crunchy topping. Use as a crispy topping for fish and chicken Suitable for vegetarians Nutritional value per 100 g of product: Energy 1477 kJ / 353 kcal Fat 1.3 g of which saturates 0.6 g Carbohydrate 70.2 g of which sugars 3.6 g Fiber 3.7 g Protein 11.5 g Salt 0.5 g.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does each of the following factors influenced your decision to buy this * product:

	Very Low	Low	High	Very High
Product description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rating score	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with this kind of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following sustainability factors influenced your decision (you can choose more than one): *

- Health restrictions (e.g.: allergies)
- Societal concerns (e.g.: Fair Trade, worker rights)
- Environmental concerns (e.g.: carbon footprint)
- Economic concerns (e.g.: local products)

Product 2:

Product Title

BRAND-NAME Fruit Granola 350g - Award Winning, No Added Wheat



4.5 ★★★★☆ 2,012 ratings

£9.99 (£2.85 /100 g)

Product Description

Fruit Granola by BRAND-NAME is an extremely crispy, nearly cookie combination of baked cereals and fruits: strawberry, raspberry, cranberry and chokeberry. Because of its high content of fibre, which facilitates digestion and supports slimming, it is an element of a well-balanced everyday diet. It is a rich source of vitamins and minerals. Fruits contained in muesli facilitate digestion and have antioxidant properties (they neutralize the influence of free radicals). Granola is a proposal for nutritious breakfast, it may be added to milk, yoghurt, kefir or juice. Simultaneously, it is a tasty and healthy snack, you may crunch it between meals. Ingredients: Cereal products 67% (rolled oats, barley flour, corn flour, corn meal, rice flour), unrefined cane sugar, palm oil, glucose syrup, coconut flakes, freeze-dried fruits 1.7% (strawberry, chokeberry, raspberry, cranberry), cane treacle, inulin, sugar, Himalayan salt, raising agent: sodium carbonate; barley malt extract, salt, emulsifier: lecithin (of soya); sugar, flavour, sunflower oil. It may contain traces of peanuts and other nuts and milk. Weight: 350g.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does each of the following factors influenced your decision to buy this * product:

	Very Low	Low	High	Very High
Product description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rating score	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with this kind of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following sustainability factors influenced your decision (you can choose more than one): *

- Health restrictions (e.g.: allergies)
- Societal concerns (e.g.: Fair Trade, worker rights)
- Environmental concerns (e.g.: carbon footprint)
- Economic concerns (e.g.: local products)

Product 3:

Product Title

BRAND-NAME Praline Sweets with Cashew Nuts, 175g



4.2 ★★★★☆ 19 ratings

£3.63

Product Description

The classics of the BRAND-NAMES praline-series, pure, creamy light filling contains plenty of cashew and dairy products. Bigger bits of nuts left in the well grinded pulp of nuts to add the enjoyment. Coated in real chocolate and does not contain preservatives. Praline of mild and balanced bouquet of tastes without dominating components. A favourite of the many and good for enjoying all sorts of situations: loners in their privacy, cosy family weekends to bring balm to your work stress or for a sweet mouthful at school etc. Ingredients: Sugar, cashew nut 22%, vegetable fat (palm kernel, palm oil), whole milk powder, cocoa mass, cocoa butter, whey powder (milk), emulsifier (lecithin), vanillin. Preservative free. May contain traces of nuts, peanuts, cereals containing gluten and egg products.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does each of the following factors influenced your decision to buy this * product:

	Very Low	Low	High	Very High
Product description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rating score	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with this kind of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following sustainability factors influenced your decision (you can choose more than one): *

- Health restrictions (e.g.: allergies)
- Societal concerns (e.g.: Fair Trade, worker rights)
- Environmental concerns (e.g.: carbon footprint)
- Economic concerns (e.g.: local products)

Product 4:

Product Title

Macaroni Pasta 3 x 500g 100% Durum



4.5 ★★★★★ 7 ratings

£6.99 (£13.98 / kg)

Product Description

Pasta as in Italy , 100% durum wheat ORIGINAL 100% DURUM WHEAT SEMOLINA PASTA CORNETTI RIGATI NR150 from BRAND-NAME (3x500g) 1.5kg High quality durum wheat pasta Premium Durum wheat semolina pasta. 3 x 500g packs dried pasta Perfect for bring out the taste of any sauce Cooking time 7 minutes Made in EU Premium pasta ideal for a full-bodied sauce, this pasta with its spiral shape and thickness will bring all the flavour out of your dish. Nutritional value per 100 g of product: Energy362 kcal / 1532 kJ Fat2,2 g of which saturates0,4 g Carbohydrate72, 0 g of which sugars3,4 g Fiber4,8 g Protein11,2 g Salt0,01 g.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does each of the following factors influenced your decision to buy this * product:

	Very Low	Low	High	Very High
Product description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rating score	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with this kind of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following sustainability factors influenced your decision (you can choose more than one): *

- Health restrictions (e.g.: allergies)
- Societal concerns (e.g.: Fair Trade, worker rights)
- Environmental concerns (e.g.: carbon footprint)
- Economic concerns (e.g.: local products)

Product 5:

Product Title

BRAND-NAME Wheat Flat Bread with Tomato and Basil 130 g



3.9 ★★★★☆ 38 ratings

£3.90 (£3.00 /100 g)

Product Description

Wheat flat bread with tomatoes and BRAND-NAME basil, 130 g BRAND-NAME are high-quality Lithuanian flatbreads baked according to a special recipe without food additives or preservatives. Carefully selected, baked in a special oven with herbs and spices, they are an ideal, healthy snack at any time of day. High in fibre, vegan. Ingredients: wheat flour (43.4%), water, rye wholemeal flour, rye bran, rapeseed oil, yeast, dried tomatoes (3%), flaxseed, sesame seeds, sea salt, sugar, dried basil (0.7%). Nutritional value per 100 g: energy value 1654 kJ / 393 kcal. Fats 9.5 g of which saturated fatty acids 1.1 g carbohydrates 57.7 g of which sugar 5.2 g fibre 10.6 g protein 13.9 g salt 1.7 g Allergens: wheat and rye flour, sesame. May contain traces of milk, nuts, almonds and hazelnuts. Storage method: store in a cool and dry place. Manufacturer: BRAND-NAME.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does each of the following factors influenced your decision to buy this * product:

	Very Low	Low	High	Very High
Product description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rating score	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with this kind of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following sustainability factors influenced your decision (you can choose more than one): *

- Health restrictions (e.g.: allergies)
- Societal concerns (e.g.: Fair Trade, worker rights)
- Environmental concerns (e.g.: carbon footprint)
- Economic concerns (e.g.: local products)

Product 6:

Product Title

2 Bars x 100g of BRAND-NAME PRODUCT-NAME Original - Finnish - Milk Chocolate with Soft Toffee filling

5.0 ★★★★★ ✓ 1 rating

£5.50 (£2.75 /100 g)



Product Description

Always fresh.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does each of the following factors influenced your decision to buy this * product:

	Very Low	Low	High	Very High
Product description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rating score	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with this kind of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following sustainability factors influenced your decision (you can choose more than one): *

- Health restrictions (e.g.: allergies)
- Societal concerns (e.g.: Fair Trade, worker rights)
- Environmental concerns (e.g.: carbon footprint)
- Economic concerns (e.g.: local products)

Product 7:

BRAND-NAME Lemon & Melissa Flavored Green Tea - 20 Silk Pyramid Bags Box



4.6 ★★★★★ 2,706 ratings

£ 4⁹⁸ (£0.06 / count)

Product Description

BRAND-NAME Lemon & Melissa Flavored Green Tea 1 Box = 20 Silk Pyramid Bags BRAND-NAME Green Tea Sunny Lemon & Melissa is a fresh fruit tea which is composed of tea leaves with pieces of dried lemon. Gives a powerful and refreshing citrus fruit taste. Content: 20 tea bags in pyramid shape. Good expiration dates guaranteed. Worldwide Shipping All orders will be shipped by priority airmail service within 24 hours after payment received. Normally it takes approx. 3-21 business days to receive your order. We're shipping from European Union. Items will be packed with care to reach you safe and in good condition. Food & health care items come with 100% good expiration date guarantee. Payments We're accepting payments via PayPal. We don't require immediate payment, however, unpaid item case will automatically be opened for items that are unpaid longer than 3 days. Returns We're accepting 60 day returns for all of our items. If there's a problem with the purchase, buyer should contact us within 60 days after receiving the item. Only unopened & factory sealed items are eligible for returns. In most cases we're covering fees associated with shipping. However, we might ask buyer to pay the return shipping in case he has changed his mind or don't need the item any more. Food & beverages. Please note that heat sensitive items (i.e. chocolate) might melt on the way. Please have this in mind if it's hot at your location. Melted items are not eligible for returns. We always advise to place the order for such items when it gets cooler at your location. Contact us If you have any questions or there's a problem with the item you purchased please contact us. We're here to help and solve any issues. We'll do our best to get back to you as soon as possible, however, due to time zone differences please allow up to 24 hours to receive a reply. We're closed on weekends & public holidays. All items we sell are original and 100% genuine. Food and health care items have long and good expiration date guarantee. Please keep in mind that slight delays may occur due to public holidays, customs, peak seasons like Christmas, Easter etc. If you're happy with the purchase please leave us positive feedback. MERCHANT-NAME's Grocery Business Hours | Mon-Fri: 8AM-6PM CET.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does each of the following factors influenced your decision to buy this * product:

	Very Low	Low	High	Very High
Product description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rating score	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with this kind of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

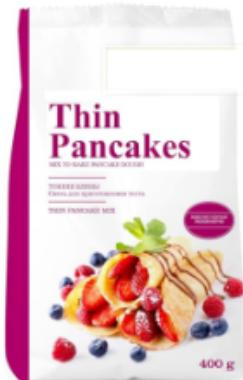
Which of the following sustainability factors influenced your decision (you can choose more than one): *

- Health restrictions (e.g.: allergies)
- Societal concerns (e.g.: Fair Trade, worker rights)
- Environmental concerns (e.g.: carbon footprint)
- Economic concerns (e.g.: local products)

Product 8:

Product Title

2x 400g THIN PANCAKE MIX INSTANT DOUGH POWDER NO PRESERVATIVES 0.8kg



4.4 ★★★★☆ ▾ 337 ratings

£5.49 (£6.86 / kg)

Product Description

Semi-finished products that almost cook themselves! PREMIUM QUALITY THIN LARGE PANCAKE MIX from BRAND-NAME(2x400g) 0.8kg 2 x 400g packs instant mix Made in Estonia BRAND-NAME Pancake mix. This pancake mix is convenient and easy to use, providing caterers and chefs with consistently great results every time. Just simply add water or milk and stir to blend the mixture together. NO PRESERVATIVES Nutritional value per 100 g of product: Energy1533 kJ / 362 kcal Fat4,0 g of which saturates1,6 g Carbohydrate64,5 g of which sugars8,1 g Fiber3,1 g Protein15,6 g Salt1,3 g.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does each of the following factors influenced your decision to buy this * product:

	Very Low	Low	High	Very High
Product description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rating score	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with this kind of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following sustainability factors influenced your decision (you can choose more than one): *

- Health restrictions (e.g.: allergies)
- Societal concerns (e.g.: Fair Trade, worker rights)
- Environmental concerns (e.g.: carbon footprint)
- Economic concerns (e.g.: local products)

Product 9:

Product Title

BRAND-NAME Seasoning Spice Mix for Cheese Dip Sauce, 16g



5.0 ★★★★☆ 4 ratings

£ 3.99 (£249.38 / kg)

Product Description

Ingredients: salt, maltodextrin, MILK powder, onions, CHEESE powder (12%), spices (hot peppers, turmeric, Jalapeno hot peppers), natural flavors (containing MILK), sugar, dextrose, thickener (guar gum) peppers), a tackifier (silica).

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does each of the following factors influenced your decision to buy this * product:

	Very Low	Low	High	Very High
Product description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rating score	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with this kind of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following sustainability factors influenced your decision (you can choose more than one): *

- Health restrictions (e.g.: allergies)
- Societal concerns (e.g.: Fair Trade, worker rights)
- Environmental concerns (e.g.: carbon footprint)
- Economic concerns (e.g.: local products)

Product 10:

Product Title

BRAND-NAME Sweet Chili Original Sauce, 585 g



4.4 ★★★★☆ 17 ratings

£ 18⁹⁹ (£3.25 /100 g)

Product Description

Ingredients: water, sugar, red hot peppers (12%), garlic (6.5%), vinegar, salt, modified corn starch, thickener (E415), acidity regulator (citric acid).

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does each of the following factors influenced your decision to buy this * product:

	Very Low	Low	High	Very High
Product description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rating score	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with this kind of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following sustainability factors influenced your decision (you can choose more than one): *

- Health restrictions (e.g.: allergies)
- Societal concerns (e.g.: Fair Trade, worker rights)
- Environmental concerns (e.g.: carbon footprint)
- Economic concerns (e.g.: local products)

Product 11:

Product Title

PRODUCT-NAME Selection Milk & Dark Chocolate
w/hazelnut filling 200g/7.1oz



Product Description

BRAND-NAME is one of the largest candy makers in Finland. Ingredients: MILK, sugar, cocoa mass, cocoa butter, HAZELNUTS (10%), vegetable fat (palm, shea), WHEAT flour, MILK fat, corn starch, emulsifier (SOYA lecithin), salt, flavourings (incl. natural vanilla). MAY CONTAIN OTHER NUTS, ALMONDS AND OTHER CEREALS. In chocolate cocoa solids 47% minimum. In milk chocolate cocoa solids 30% minimum.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does each of the following factors influenced your decision to buy this * product:

	Very Low	Low	High	Very High
Product description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rating score	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with this kind of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following sustainability factors influenced your decision (you can choose more than one): *

- Health restrictions (e.g.: allergies)
- Societal concerns (e.g.: Fair Trade, worker rights)
- Environmental concerns (e.g.: carbon footprint)
- Economic concerns (e.g.: local products)

Product 12:

Product Title

BRAND-NAME PRODUCT-NAME (Schoko-Bons) Milk Chocolate Candy
125g/4.4oz (Pack of 6)

4.6 ★★★★☆ 

£ 7.99 (£1.33 / count)



Product Description

BRAND-NAME PRODUCT-NAME (Schoko-Bons) Milk Chocolate Candy
125g/4.4oz (Pack of 6)

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does each of the following factors influenced your decision to buy this * product:

	Very Low	Low	High	Very High
Product description	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rating score	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Familiarity with this kind of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following sustainability factors influenced your decision (you can choose more than one): *

- Health restrictions (e.g.: allergies)
- Societal concerns (e.g.: Fair Trade, worker rights)
- Environmental concerns (e.g.: carbon footprint)
- Economic concerns (e.g.: local products)

Product Preferences: First Round

This section will include general questions about your preferences when you buy food products.

Please indicate to what extent each of the aspects below would influence your decision to buy a food product (i.e.: to look for them/avoid them when buying a product). If you are unsure, choose the first option: '*I don't know what this means*'.

	I don't know what this means	Not important for me	Somewhat important	Very important
1. The product has no additives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The product is plant-based.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The price is low compared to similar products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The product has an average rating of 4.5 stars or higher.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The product contains less than 1.5 grams of salt per serving, which is within the recommended daily intake for adults.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The product is GMO-free.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. This is fresh produce that is locally sourced, reducing the carbon footprint associated with air-imported goods.

8. The product is grown with sustainable methods.

9. The product is grown or produced by not using synthetic chemicals.

10. The product contains no palm oil.

11. The product is certified.

12. The company is transparent about the sourcing of ingredients and production processes.

13. The product has been rated by many people.

Product Examples: Second Round

Below you will be presented with food product examples. In addition to the product description you will be provided with **text messages** from a hypothetical **shopping assistant**. You will be asked to make a choice and clarify what influenced your decision.

Product 1:

Product Title

2x 400g GOLDEN BREADCRUMBS PREMIUM HIGH QUALITY
FROM BRAND-NAME 0.8kg



4.1 ★★★★☆ 75 ratings.

£4.49 (£5.61 / kg)

This product is a healthier option for those seeking a crispy coating or crunchy topping, as it is low in fat and saturates. It also aligns with a vegetarian diet, making it suitable for those who avoid animal products. With only 3.6g of sugars per 100g, it is also a good choice for those watching their sugar intake. This product's nutritional value supports a balanced diet, free from artificial additives and excessive salt.

Shopping Assistant

Product Description

Semi-finished products that almost cook themselves! PREMIUM QUALITY GOLDEN BREADCRUMBS from BRAND-NAME (2x400g) 0.8kg 2 x 400g packs Made in EU BRAND-NAME Breadcrumbs. With BRAND-NAME Breadcrumbs, you can make your take-away favourites at home. With a subtle seasoning for extra flavour, these golden breadcrumbs are an easy way to add a crispy coating to meat or vegetables or create a crunchy topping on pasta bakes. The bread crumbs are ready to use straight from the pack, so you can whip up chicken nuggets or homemade fish fingers in no time. Simply dip your meat, fish or veggies in a beaten egg, then coat in our bread crumbs before baking, grilling or frying. They're also great for thickening soups or mixing into your burger patties or spicy meatballs for extra texture and flavour. Low in fat and saturates. A quick and easy crispy coating or crunchy topping. Use as a crispy topping for fish and chicken Suitable for vegetarians Nutritional value per 100 g of product: Energy 1477 kJ / 353 kcal Fat 1.3 g of which saturates 0.6 g Carbohydrate 70.2 g of which sugars 3.6 g Fiber 3.7 g Protein 11.5 g Salt 0.5 g.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product after reading the shopping assistant's message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements about the **shopping assistant's message?** *

	Strongly Disagree	Disagree	Agree	Strongly Agree
The message influenced my decision to buy this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was easily understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was relevant to this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message provided helpful information for deciding whether to purchase the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product 2:

Product Title

BRAND-NAME Fruit Granola 350g - Award Winning, No Added Wheat



4.5 ★★★★☆ 2,012 ratings
£9.99 (£2.85 /100 g)

Product Description

Fruit Granola by BRAND-NAME is an extremely crispy, nearly cookie combination of baked cereals and fruits: strawberry, raspberry, cranberry and chokeberry. Because of its high content of fibre, which facilitates digestion and supports slimming, it is an element of a well-balanced everyday diet. It is a rich source of vitamins and minerals. Fruits contained in muesli facilitate digestion and have antioxidant properties (they neutralize the influence of free radicals). Granola is a proposal for nutritious breakfast, it may be added to milk, yoghurt, kefir or juice. Simultaneously, it is a tasty and healthy snack, you may crunch it between meals. Ingredients: Cereal products 67% (rolled oats, barley flour, corn flour, corn meal, rice flour), unrefined cane sugar, palm oil, glucose syrup, freeze-dried fruits 1.7% (strawberry, chokeberry, raspberry, cranberry), cane treacle, inulin, sugar, Himalayan salt, raising agent: sodium carbonate; barley malt extract, salt, emulsifier: lecithin (of soya); sugar, flavour, sunflower oil. It may contain traces of peanuts and other nuts and milk. Weight: 350g.

Shopping Assistant

While this product claims to be a nutritious and healthy option, consider the following. It contains palm oil and glucose syrup, which may have environmental and health concerns. The product also includes added sugars, barley malt extract, and emulsifiers derived from soy, potentially not aligning with your expectations for a healthier choice. Be aware of confirmation bias, this happens when we focus on information that supports what we already believe while ignoring facts that might challenge it.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product after reading the shopping assistant's message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements about the **shopping assistant's message?** *

	Strongly Disagree	Disagree	Agree	Strongly Agree
The message influenced my decision to buy this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was easily understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was relevant to this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message provided helpful information for deciding whether to purchase the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product 3:

Product Title
BRAND-NAME Praline Sweets with Cashew Nuts, 175g



4.2 ★★★★☆ 19 ratings
£3.63

This product contains 22% cashew nuts, real chocolate, and no preservatives. However, it may contain traces of nuts, peanuts, and gluten. Additionally, it includes vegetable fat derived from palm kernel and palm oil. For a more sustainable choice, we recommend considering factors such as the sourcing of cashew nuts and palm oil, and the impact of the production process on the environment. Be aware of confirmation bias, this happens when we focus on information that supports what we already believe while ignoring facts that might challenge it.

Shopping Assistant

Product Description

The classics of the BRAND-NAME's praline-series, pure, creamy light filling contains plenty of cashew and dairy products. Bigger bits of nuts left in the well grinded pulp of nuts to add the enjoyment. Coated in real chocolate and does not contain preservatives. Praline of mild and balanced bouquet of tastes without dominating components. A favourite of the many and good for enjoying all sorts of situations: loners in their privacy, cosy family weekends to bring balm to your work stress or for a sweet mouthful at school etc. Ingredients: Sugar, cashew nut 22%, vegetable fat (palm kernel, palm oil), whole milk powder, cocoa mass, cocoa butter, whey powder (milk), emulsifier (lecithin), vanillin. Preservative free. May contain traces of nuts, peanuts, cereals containing gluten and egg products.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product after reading the shopping assistant's message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements about the **shopping assistant's message?** *

	Strongly Disagree	Disagree	Agree	Strongly Agree
The message influenced my decision to buy this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was easily understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was relevant to this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message provided helpful information for deciding whether to purchase the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product 4:

Product Title
Macaroni Pasta 3 x 500g 100% Durum



4.5 ★★★★☆ 7 ratings
£6.99 (£13.98 / kg)

This premium durum wheat pasta is endorsed by experts as a sustainable choice, with 3 x 500g packs providing 1.5kg of high-quality pasta made in the EU. With its original 100% durum wheat semolina and spiral shape, it brings out the full flavour of any sauce. It's free from additives, artificial flavours and colours, and has a lower salt content. By choosing this pasta, you can support sustainable food practices and enjoy a delicious, chemical-free meal.

Shopping Assistant

Product Description

Pasta as in Italy , 100% durum wheat ORIGINAL 100% DURUM WHEAT SEMOLINA PASTA CORNETTI RIGATI NR150 from BRAND-NAME (3x500g) 1.5kg High quality durum wheat pasta Premium Durum wheat semolina pasta. 3 x 500g packs dried pasta Perfect for bring out the taste of any sauce Cooking time 7 minutes Made in EU Premium pasta ideal for a full-bodied sauce, this pasta with its spiral shape and thickness will bring all the flavour out of your dish. Nutritional value per 100 g of product: Energy362 kcal / 1532 kJ Fat2,2 g of which saturates0,4 g Carbohydrate72,0 g of which sugars3,4 g Fiber4,8 g Protein11,2 g Salt0,01 g.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product after reading the shopping assistant's message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements about the **shopping assistant's message?** *

	Strongly Disagree	Disagree	Agree	Strongly Agree
The message influenced my decision to buy this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was easily understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was relevant to this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message provided helpful information for deciding whether to purchase the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product 5:

Product Title
BRAND-NAME Wheat Flat Bread with Tomato and Basil
130 g



When considering this product, BRAND-NAME Wheat Flat Bread with Tomato and Basil, keep in mind its claim of being 'healthy' and 'high in fibre.' However, it contains rapeseed oil, and we know that it is high in fats, including saturated fatty acids. This product also contains sesame seeds, which is an allergen, and may contain other allergens like milk, nuts, and almonds. It's essential to critically evaluate its ingredients and potential allergens before making a purchase. Be aware of confirmation bias, this happens when we focus on information that supports what we already believe while ignoring facts that might challenge it.

Shopping Assistant

Product Description

Wheat flat bread with tomatoes and BRAND-NAME basil, 130 g BRAND-NAME are high-quality Lithuanian flatbreads baked according to a special recipe without food additives or preservatives. Carefully selected, baked in a special oven with herbs and spices, they are an ideal, healthy snack at any time of day. High in fibre, vegan. Ingredients: wheat flour (43.4%), water, rye wholemeal flour, rye bran, rapeseed oil, yeast, dried tomatoes (3%), flaxseed, sesame seeds, sea salt, sugar, dried basil (0.7%). Nutritional value per 100 g: energy value 1654 kJ / 393 kcal. Fats 9.5 g of which saturated fatty acids 1.1 g carbohydrates 57.7 g of which sugar 5.2 g fibre 10.6 g protein 13.9 g salt 1.7 g Allergens: wheat and rye flour, sesame. May contain traces of milk, nuts, almonds and hazelnuts. Storage method: store in a cool and dry place. Manufacturer: BRAND-NAME

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product after reading the shopping assistant's message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements about the **shopping assistant's message?** *

	Strongly Disagree	Disagree	Agree	Strongly Agree
The message influenced my decision to buy this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was easily understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was relevant to this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message provided helpful information for deciding whether to purchase the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product 6:

Product Title

2 Bars x 100g of BRAND-NAME PRODUCT-NAME Original -
Finnish - Milk Chocolate with Soft Toffee filling

5.0 ★★★★☆ 1 rating
£5.50 (£2.75 /100 g)



Product Description

Always fresh.

This product claims to be always fresh, but it's crucial to examine the facts behind the label. Look for credible third-party certifications like USDA Organic or U.S. EPA Safer Choice, which can help ensure this product aligns with your sustainability standards. Without these certifications, it's hard to verify its sustainability claims. It's essential to make an informed decision based on verified information. Be aware of confirmation bias, this happens when we focus on information that supports what we already believe while ignoring facts that might challenge it.

Shopping Assistant

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product after reading the shopping assistant's message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements about the **shopping assistant's message?** *

	Strongly Disagree	Disagree	Agree	Strongly Agree
The message influenced my decision to buy this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was easily understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was relevant to this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message provided helpful information for deciding whether to purchase the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product 7:

Product Title

BRAND-NAME Lemon & Melissa Flavored Green Tea - 20 Silk Pyramid Bags Box



4.6 ★★★★☆ 2,706 ratings
£4.98 (£0.06 / count)

This BRAND-NAME Lemon & Melissa Flavored Green Tea offers a healthy and refreshing choice, supporting your well-being without added sugar. Made from tea leaves with pieces of dried lemon, it provides a powerful and refreshing citrus fruit taste, rich in antioxidants. As a green tea, it also supports a natural detox process. This tea is shipped with a 100% good expiration date guarantee, ensuring its quality and freshness.

Shopping Assistant

Product Description
BRAND-NAME Lemon & Melissa Flavored Green Tea 1 Box = 20 Silk Pyramid Bags BRAND-NAME Green Tea Sunny Lemon & Melissa is a fresh fruit tea which is composed of tea leaves with pieces of dried lemon. Gives a powerful and refreshing citrus fruit taste. Content: 20 tea bags in pyramid shape. Good expiration dates guaranteed. Worldwide Shipping All orders will be shipped by priority airmail service within 24 hours after payment received. Normally it takes approx. 3-21 business days to receive your order. We're shipping from European Union. Items will be packed with care to reach you safe and in good condition. Food & health care items come with 100% good expiration date guarantee. Payments We're accepting payments via PayPal. We don't require immediate payment, however, unpaid item case will automatically be opened for items that are unpaid longer than 3 days. Returns We're accepting 60 day returns for all of our items. If there's a problem with the purchase, buyer should contact us within 60 days after receiving the item. Only unopened & factory sealed items are eligible for returns. In most cases we're covering fees associated with shipping. However, we might ask buyer to pay the return shipping in case he has changed his mind or don't need the item any more. Food & beverages. Please note that heat sensitive items (i.e. chocolate) might melt on the way. Please have this in mind if it's hot at your location. Melted items are not eligible for returns. We always advise to place the order for such items when it gets cooler at your location. Contact us if you have any questions or there's a problem with the item you purchased please contact us. We're here to help and solve any issues. We'll do our best to get back to you as soon as possible, however, due to time zone differences please allow up to 24 hours to receive a reply. We're closed on weekends & public holidays. All items we sell are original and 100% genuine. Food and health care items have long and good expiration date guarantee. Please keep in mind that slight delays may occur due to public holidays, customs, peak seasons like Christmas, Easter etc. If you're happy with the purchase please leave us positive feedback. MERCHANT-NAME's Grocery Business Hours | Mon-Fri: 8AM-6PM CET.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product after reading the shopping assistant's message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements about the **shopping assistant's message?** *

	Strongly Disagree	Disagree	Agree	Strongly Agree
The message influenced my decision to buy this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was easily understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was relevant to this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message provided helpful information for deciding whether to purchase the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product 8:

Product Title
2x 400g THIN PANCAKE MIX INSTANT DOUGH POWDER NO PRESERVATIVES 0.8kg



While this 2x 400g Thin Pancake Mix Instant Dough Powder offers a convenient and easy-to-use solution, it's essential to consider its sustainability impact. This product is made in Estonia, but its eco-friendliness could be further clarified. It's worth noting that the absence of preservatives is a positive aspect, but more transparency on its carbon footprint and resource use would help customers make an informed decision. Be aware of confirmation bias, this happens when we focus on information that supports what we already believe while ignoring facts that might challenge it.

Shopping Assistant

Product Description

Semi-finished products that almost cook themselves! PREMIUM QUALITY THIN LARGE PANCAKE MIX from BRAND-NAME (2x400g) 0.8kg 2 x 400g packs instant mix Made in Estonia BRAND-NAME Pancake mix. This pancake mix is convenient and easy to use, providing caterers and chefs with consistently great results every time. Just simply add water or milk and stir to blend the mixture together. NO PRESERVATIVES Nutritional value per 100 g of product: Energy1533 kJ / 3662 kcal Fat4,0 g of which saturates1,6 g Carbohydrate64,5 g of which sugars8,1 g Fiber3,1 g Protein15,6 g Salt1,3 g.

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product after reading the shopping assistant's message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements about the **shopping assistant's message?** *

	Strongly Disagree	Disagree	Agree	Strongly Agree
The message influenced my decision to buy this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was easily understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was relevant to this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message provided helpful information for deciding whether to purchase the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product 9:

Product Title

BRAND-NAME Seasoning Spice Mix for Cheese Dip Sauce, 16g

5.0 ★★★★☆ 4 ratings
£ 3.99 (£249.38 / kg)



This BRAND-NAME Seasoning Spice Mix for Cheese Dip Sauce contains dairy, which is a common allergen. It also contains additives like maltodextrin, sugar, and dextrose, which contribute to its high sugar and salt content. Additionally, this product contains a thickener (guar gum) and a tackifier (silica), which can be potential concerns for those with specific dietary needs. Considering its ingredients, it may not align with your health and wellness goals.

Product Description

Ingredients: salt, maltodextrin, MILK powder, onions, CHEESE powder (12%), spices (hot peppers, turmeric, Jalapeno hot peppers), natural flavors (containing MILK), sugar, dextrose, thickener (guar gum) peppers), a tackifier (silica).

Shopping Assistant

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product after reading the shopping assistant's message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements about the **shopping assistant's message?** *

	Strongly Disagree	Disagree	Agree	Strongly Agree
The message influenced my decision to buy this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was easily understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was relevant to this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message provided helpful information for deciding whether to purchase the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product 10:

Product Title
BRAND-NAME Sweet Chili Original Sauce, 585 g



4.4 ★★★★☆ 17 ratings

£18⁹⁹ (£3.25 /100 g)

This product contains genetically modified corn and high amounts of sugar, which may be a concern for those looking for a healthier option. The presence of the thickener E415, which is often linked to digestive issues, is also a potential negative aspect. This product may not align with environmentally-conscious consumers, as the modified corn starch is derived from GMO seeds and crops. It may be beneficial to consider alternative options that better align with your health.

Shopping Assistant

Product Description

Ingredients: water, sugar, red hot peppers (12%), garlic (6.5%), vinegar, salt, modified corn starch, thickener (E415), acidity regulator (citric acid).

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product after reading the shopping assistant's message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements about the **shopping assistant's message?** *

	Strongly Disagree	Disagree	Agree	Strongly Agree
The message influenced my decision to buy this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was easily understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was relevant to this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message provided helpful information for deciding whether to purchase the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product 11:

Product Title
PRODUCT-NAME Selection Milk & Dark Chocolate
w/hazelnut filling 200g/7.1oz



4.0 ★★★★☆ 3 ratings
£14⁹⁹ (£6.57 /100 g)

While BRAND-NAME's PRODUCT-NAME Selection Milk & Dark Chocolate may claim to be a high-quality treat, it's essential to examine its ingredients and certifications carefully. This product contains palm and shea vegetable fat, SOYA lecithin, and wheat flour, which may raise concerns about its sustainability and chemical use. When considering purchasing this product, weigh its 47% and 30% cocoa solid content against the potential environmental and health implications of its ingredients. It's crucial to evaluate the claims and consider whether this product aligns with your values and dietary needs. Be aware of confirmation bias, this happens when we focus on information that supports what we already believe while ignoring facts that might challenge it.

Product Description

BRAND-NAME is one of the largest candy makers in Finland. Ingredients: MILK, sugar, cocoa mass, cocoa butter, HAZELNUTS (10%), vegetable fat (palm, shea), WHEAT flour, MILK fat, corn starch, emulsifier (SOYA lecithin), salt, flavourings (incl. natural vanilla). MAY CONTAIN OTHER NUTS, ALMONDS AND OTHER CEREALS. In chocolate cocoa solids 47% minimum. In milk chocolate cocoa solids 30% minimum.

Shopping Assistant

Question: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
I would buy this product after reading the shopping assistant's message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements about the **shopping assistant's message?** *

	Strongly Disagree	Disagree	Agree	Strongly Agree
The message influenced my decision to buy this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was easily understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message was relevant to this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The message provided helpful information for deciding whether to purchase the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product 12:

Product Title

BRAND-NAME PRODUCT-NAME (Schoko-Bons) Milk Chocolate Candy
125g/4.4oz (Pack of 6)



4.6 ★★★★☆ 79 ratings
£7.99 (£1.33 / count)

Consider the environmental and social impact of this product. It is crucial to note that BRAND-NAME PRODUCT-NAME milk chocolate candies do not explicitly carry certifications such as USDA Organic or U.S. EPA Safer Choice. While this product may be appealing, it is essential to be aware of potential ingredients and their effects. For a more informed decision, seek transparency about the sourcing of ingredients and production processes. Be aware of confirmation bias, this happens when we focus on information that supports what we already believe while ignoring facts that might challenge it.

Shopping Assistant

Product Description

BRAND-NAME PRODUCT-NAME (Schoko-Bons) Milk Chocolate Candy 125g/4.4oz (Pack of 6)

Question: *

Strongly Disagree Disagree Agree Strongly Agree

I would buy this product after reading the shopping assistant's message.

To what extent do you agree with the following statements about the **shopping assistant's message**? *

Strongly Disagree Disagree Agree Strongly Agree

The message influenced my decision to buy this product.

The message was easily understandable.

The message was relevant to this product.

The message provided helpful information for deciding whether to purchase the product.

Product Preferences: Second Round

This section will include the same general questions about your preferences when you buy food products, that you have filled in the First Round.

Please indicate to what extent each of the aspects below would influence your decision to buy a food product (i.e.: to look for them/avoid them when buying a product). If you are unsure, choose the first option: '*I don't know what this means*'.

	I don't know what this means	Not important for me	Somewhat important	Very important
1. The product has no additives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The product is plant-based.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The price is low compared to similar products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The product has an average rating of 4.5 stars or higher.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The product contains less than 1.5 grams of salt per serving, which is within the recommended daily intake for adults.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The product is GMO-free.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. This is fresh produce that is locally sourced, reducing the carbon footprint associated with air-imported goods.

8. The product is grown with sustainable methods.

9. The product is grown or produced by not using synthetic chemicals.

10. The product contains no palm oil.

11. The product is certified.

12. The company is transparent about the sourcing of ingredients and production processes.

13. The product has been rated by many people.

Effect of Shopping Assistant Messages

Please indicate to what extent you agree with each of the statements below: *

	Strongly Disagree	Disagree	Agree	Strongly Agree
1. The shopping assistant helped me notice new aspects of sustainability that I hadn't considered before when evaluating products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The shopping assistant helped me understand how my purchasing choices can contribute to sustainability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The shopping assistant made me more inclined to check for sustainability facts when shopping in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What were the **most positive aspects** of the shopping assistant's messages? *

Your answer

What were the **most negative aspects** of the shopping assistant's messages? *

Your answer

Thank you very much for completing the study.

Make sure you **did not forget to add your Worker ID in Section 3** of the survey (you can go back and check, if you are not sure).

Please press SUBMIT to complete the study.

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