



Default Question Block

Welcome! Before taking part in this study, please read the consent form below and click the box at the bottom of the page if you understand the statements and freely consent to participate in the study.

Participation in the study typically takes approximately **2 minutes** and is **anonymous**.

All responses are treated as **confidential, and in no case will responses from individual participants be identified**.

Participation is voluntary.

Please answer all questions as accurately and as honestly as possible. We do not anticipate any discomfort arising out of this experiment. However, in case you feel that you are experiencing any risk or discomfort arising out of this experiment, you are free to

withdraw from further participation at any stage of the experiment.

If you have further questions about this study or your rights, or if you wish to lodge a concern, please contact Niels van de Ven of Tilburg University at N.v.d.Ven@tilburguniversity.edu.

☐ I consent to participating in this study

Please enter your Prolific ID here:

In this study, we will ask you how often you buy or consumer certain products or services.

In these questions, you will compare yourself to other participants in this study, which are residents of the UK who complete surveys on Prolific.

Note that there is not a right or wrong answer.
Please answer all questions as accurately and as honestly as possible.

Main_Block

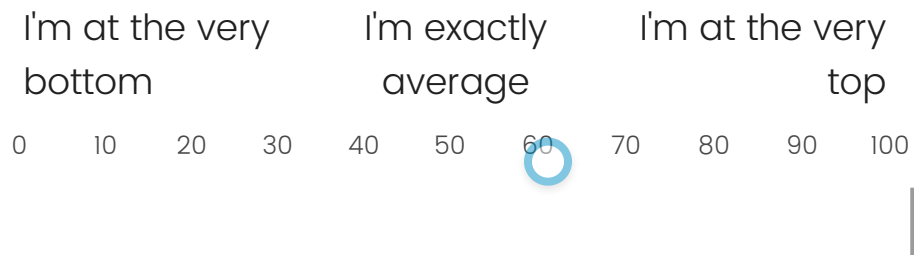
Compared to the other participants of this study, how often do you buy **soft/fizzy drinks from premium brands** (like Coca Cola, Pepsi, Sprite, Schweppes, Mountain Dew, etc)?

Compared to the other participants of this study, how often do you buy **soft/fizzy drinks from supermarkets' own "value" brands** (the house-brands of chains like Tesco, Sainsbury's, Co-op, Aldi, etc.)?

Please use the percentile scale below, where 0 = "I'm at the very bottom," 50 = "I'm exactly average," and 100 = "I'm at the very top" in terms of how often you do so compared to other participants of this study.

Note that there is not a right or wrong answer, we are

interested in your perception on how often you do this compared to other participants of this study.



WTP

You just indicated how often you think you buy soft/fizzy drinks from premium brands (like Coca Cola, Pepsi, Sprite, Schweppes, Mountain Dew, etc) compared to others.

You just indicated how often you think you buy soft/fizzy drinks from supermarkets' own "value" brands (the house-brands of chains like Tesco, Sainsbury's, Co-op, Aldi, etc.) compared to others.

What would you normally be willing to pay for a typical 2 litre (~0,5 gallon) bottle of fizzy drink from such a brand?

(please provide an answer in pounds, you can use decimals)

What do you think other consumers (on average) would normally be willing to pay for a typical 2 litre (~0,5 gallon) bottle of fizzy drink from such a brand?

(please provide an answer in pounds, you can use decimals)

Demos

What is your age?

What is your gender?

- ☐ Male
- ☐ Female

- ☐ Non-binary / third gender
- ☐ Prefer not to say

If there is anything you would like to comment on in this survey, you can do so here.

Thanks

Thank you for participating in this study! After you continue from this last page, you will be redirected to Prolific to claim your payment.

Your answers help us get a better understanding of how consumers think about their own consumption.

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