



## 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 **3 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:

## Main\_Block

Which of the following products do you buy most frequently?

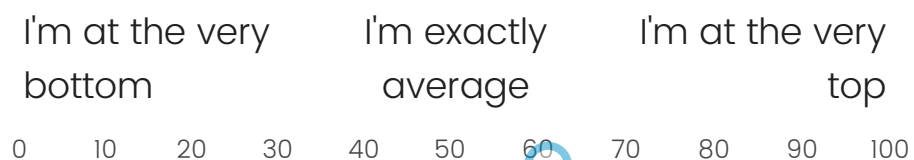
- ☐ Coffee
- ☐ Cola
- ☐ Tea

For the product you chose above, what brand do you buy the most?

For the brand you typed in earlier, please indicate how often you buy it **compared to others people who buy that brand.**

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 people who buy that brand.

Note that there is not a right or wrong answer, we are interested in your perception on how often you do this compared to others.



## loyalty

You've just indicated how often you think you buy the brand to other people who buy the brand.

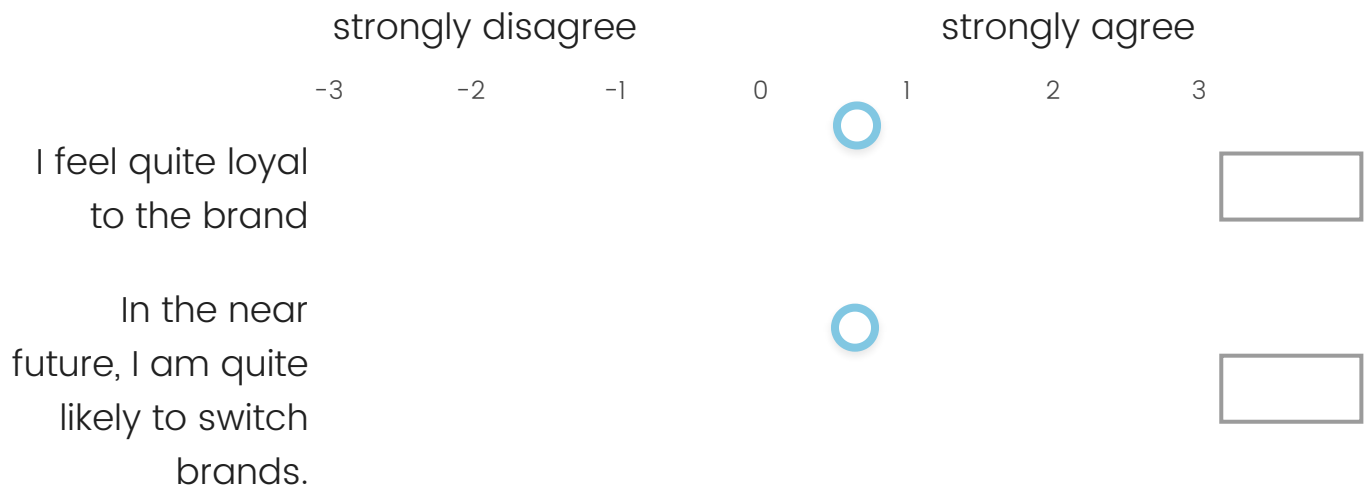
Now we'll ask you some questions about your loyalty to the brand.

You've just indicated how often you think you buy the brand to other people who buy the brand.

**Our research finds that people typically underestimate this:** Their actual position is on average some **20 points higher**. So someone who thought they are somewhere at the bottom 35%, are actually in 55th percentile. Someone who thinks they are in the top 40%, are actually likely in the top 20%.

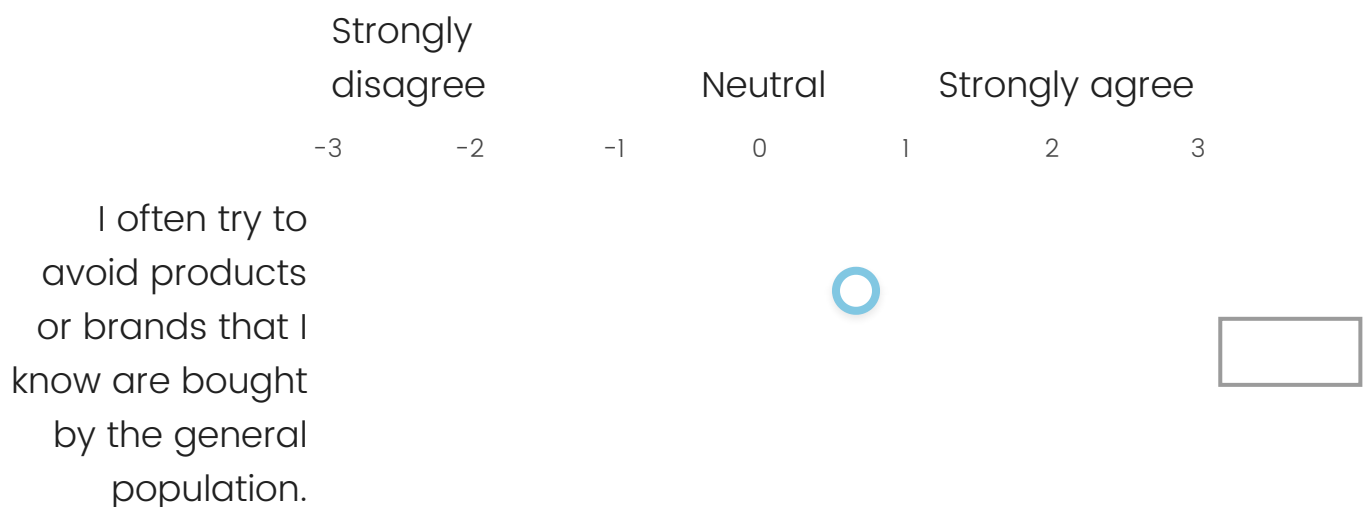
Now we'll ask you some questions about your loyalty to the brand.

Please answer the questions below, about the brand you have been answering questions about so far.



## NFU

Please answer the questions below on what type of products you typically like to buy compared to other people. This is no longer about the brand you've answered questions about earlier, but more about consumption in general. There are no right or wrong answers, we are just interested in your opinion on this.





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.

Powered by Qualtrics