

Thesis

Start of Block: Intro

Intro Thank you for helping me by taking part in this study. I am a student at Erasmus University doing a research study about flash delivery services like Flink, Gorillas and Getir. All data collected in this study is for research purposes only. Participation should take around 5 minutes. No significant risk is associated with this online study.

Your participation is voluntary. You may stop participating at any time by closing the browser window or the program to withdraw from the study. Partial data will not be analysed.

Your responses are anonymous and strictly confidential. No personal identifying information about you will be accessed. Any reports and presentations about the findings from this study will not include any information that could identify you.

- ☐ I consent (1)
- ☐ I do not consent (2)

End of Block: Intro

Start of Block: Intro questions

Q1 Have you ever used a flash delivery service (like Flink, Gorillas or Getir)?

- ☐ Yes (1)
- ☐ No (2)

Display This Question:

If Have you ever used a flash delivery service (like Flink, Gorillas or Getir)? = No

Q2 Would you ever consider using a flash delivery service (like Flink, Gorillas of Getir)?

- ☐ Yes (1)
- ☐ No (2)

Display This Question:

If Would you ever consider using a flash delivery service (like Flink, Gorillas or Getir)? = No

Q3 Unfortunately due to you not considering to ever use a flash delivery service, you do not belong to the target group, and therefore the survey will end here. Thank you for your time!

End of Block: Intro questions

Start of Block: Familiarity with FD

Display This Question:

If Have you ever used a flash delivery service (like Flink, Gorillas or Getir)? = Yes

Q4 What types of products do you order at flash delivery services? You can choose multiple answers.

- ☐ All sorts of groceries (1)
- ☐ Alcoholic beverages/soft drinks (2)
- ☐ Snacks (6)
- ☐ Breakfast (3)
- ☐ Other, namely: (4) _____

Display This Question:

If Have you ever used a flash delivery service (like Flink, Gorillas or Getir)? = Yes

Q5 Why do you use flash delivery services? You can choose multiple answers.

- ☐ I don't want to go to the supermarket (1)
- ☐ I use it when there is a big discount code (2)
- ☐ I use it when the supermarket is closed (3)
- ☐ I use it to buy products I forgot to buy when doing physical grocery shopping (4)
- ☐ Other, namely: (5) _____

End of Block: Familiarity with FD

Start of Block: Demographics

Q6 What is your age?

Q7 How do you describe yourself?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Non-binary (3)
- ☐ Prefer not to say (4)

Q8 What is the highest level of education you have completed?

- ☐ Primary school (1)
 - ☐ Secondary (middelbare) school (2)
 - ☐ Vocational education (MBO/HBO) (3)
 - ☐ University Bachelors Degree (5)
 - ☐ Graduate or professional degree (MA, MS, PhD) (6)
 - ☐ Other (7)
-

Q9 What best describes your employment status over the last three months?

- ☐ Working full-time (1)
 - ☐ Working part-time (2)
 - ☐ Unemployed and looking for work (3)
 - ☐ A homemaker or stay-at-home parent (4)
 - ☐ Student (5)
 - ☐ Retired (6)
 - ☐ Other (7)
-

Q10 What was your household gross income before taxes during the past 12 months in euros?

- ☐ Less than 20,000 euros (1)
- ☐ 20,000 - 40,000 euros (2)
- ☐ 40,000-70,000 euros (3)
- ☐ 70,000 - 100,000 euros (4)
- ☐ 100,000 euros or more (5)
- ☐ Prefer not to say (6)

End of Block: Demographics

Start of Block: Environmental awareness

Q11 Please state to what extent the following statements apply to your personal behaviour.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
I decrease temperature on my thermostat regularly and intentionally (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intentionally save electricity/water (e.g. turning off unused lights or appliances) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I shop for electricity- saving appliances (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Environmental awareness

Start of Block: Minute Discounting Task

Display This Question:

If Currency Is Not Empty

InstructionsMoney You will now be presented with a series of decision situations relating to money. These are hypothetical, but please choose your answer as if you will receive the money in the time frame selected. Please pay close attention to the amount and time frame of each option, and choose accordingly. There are no right or wrong answers in this task. Please take your time.

Display This Question:

If Currency Is Empty

InstructionsNotmoney You will now be presented with a series of decision situations relating to $\{e://Field/Commodity\}$. These are hypothetical, but please choose your answer as if you will receive the $\{e://Field/Commodity\}$ in the time frame selected. Please pay close attention to the amount and time frame of each option, and choose accordingly. There are no right or wrong answers in this task. Please take your time.

Page Break



Q321

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \} \$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\} \$ \{e://Field/Commodity\}$ in 3 weeks (2)
-

Q101 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q322

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 1 day (2)

Q102 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 3 weeks



Q323

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2\} \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 2 years (2)
-

Q103 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q324

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 4 hours (2)
-

Q104 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q325

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 4 months (2)

Q105 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 2 years



Q326

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2\} \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 8 years (2)

Q106 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 1 day



Q327

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2\} \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 4 days (2)
-

Q107 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q328

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 2 hours (2)
-

Q108 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q329

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 2 days (2)
-

Q109 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 4 months



Q330

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2\} \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 8 months (2)

Q110 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q331

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 2 months (2)

Q111 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q332

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 4 years (2)
-

Q112 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 8 years



Q333

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2\} \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 18 years (2)

Q113 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 4 days



Q334

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2 \} \{e://Field/Commodity\}$ now (1)
 - ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 1.5 weeks (2)
-

Q114 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 4 hours



Q335

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2\} \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 9 hours (2)

Q115 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q336

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 1 hour (2)
-

Q116 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q337

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 6 hours (2)
-

Q117 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{ e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q338

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{ e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
 - ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 1.5 days (2)
-

Q118 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{ e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q339

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{ e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 1 week (2)
-

Q120 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q340

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 1 month (2)

Q121 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\{e://Field/Currency\}\{e://Field/Amount\} \{e://Field/Commodity\}$ in 2 months



Q341

Which would you rather have?

- ☐ $\{e://Field/Currency\}\{e://Field/Amount / 2\} \{e://Field/Commodity\}$ now (1)
- ☐ $\{e://Field/Currency\}\{e://Field/Amount\} \{e://Field/Commodity\}$ in 3 months (2)

Q122 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q342

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 6 months (2)

Q123 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 8 months



Q343

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2\} \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 1 year (2)
-

Q124 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q344

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 3 years (2)
-

Q125 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$
 $\$ \{e://Field/Commodity\}$ now



Q345

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount / 2 \}$ $\$ \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \$ \{e://Field/Amount\}$ $\$ \{e://Field/Commodity\}$ in 12 years (2)
-

Q126 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 18 years



Q346

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2 \} \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 25 years (2)
-

Q127 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 4 years



Q347

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2\} \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 5 years (2)

Q128 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 1.5 weeks



Q348

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2\} \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 2 weeks (2)

Q129 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 2 days



Q349

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2\} \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 3 days (2)

Q130 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 9 hours



Q350

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2\} \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 12 hours (2)

Q131 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

Display This Question:

If Which would you rather have? = $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 2 hours



Q351

Which would you rather have?

- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount / 2\} \{e://Field/Commodity\}$ now (1)
- ☐ $\$ \{e://Field/Currency\} \{e://Field/Amount\} \{e://Field/Commodity\}$ in 3 hours (2)
-

Q132 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break

End of Block: Minute Discounting Task

Start of Block: Conjoint intro

Intro conjoint Imagine you want to make a 10 euro purchase in a supermarket.
For that, you'd like to make use of a flash delivery service.

You will be shown 8 hypothetical options for a flash delivery service and asked to select the one you prefer.

Each flash delivery services has the following features:

- Delivery time: How long it takes to deliver the groceries.
- Price: The price you will pay for the groceries which cost 10 euro at the supermarket.
- Freshness of products: How many days you have left until the expiration date is reached.
- Delivery method: The way the groceries are delivered.

Please take your time and clearly read both options. There is no right or wrong answer.

End of Block: Conjoint intro

Start of Block: Conjoint choice



Choice set 1 Imagine you need to do a 10 euros supermarket purchase, and you decide to use flash delivery services.

Please choose between option A and B.

☐ **Option A** **Delivery time:** 10 minutes **Price:** 13 euros **Freshness:** 2 weeks until you need to throw it away **Delivered by:** Scooter (1)

☐ **Option B** **Delivery time:** 20 minutes **Price:** 12 euros **Freshness:** 1 week until you need to throw it away **Delivered by:** e-bike (2)

Timing Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Page Break

Choice set 2 Imagine you need to do a 10 euros supermarket purchase, and you decide to use flash delivery services. Please choose between option A and B.

☐ **Option A** **Delivery time:** 30 minutes **Price:** 12 euros **Freshness:** 2 weeks until you need to throw it away **Delivered by:** e-bike (1)

☐ **Option B** **Delivery time:** 10 minutes **Price:** 13 euros **Freshness:** 1 week until you need to throw it away **Delivered by:** e-bike (2)

Q96 Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Page Break



Choice set 3 Imagine you need to do a 10 euros supermarket purchase, and you decide to use flash delivery services. Please choose between option A and B.

☐ **Option A** **Delivery time:** 10 minutes **Price:** 12 euros **Freshness:** 1 week until you need to throw it away **Delivered by:** Scooter (1)

☐ **Option B** **Delivery time:** 20 minutes **Price:** 14 euros **Freshness:** 2 weeks until you need to throw it away **Delivered by:** Scooter (2)

Q97 Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Page Break

Choice set 4 Imagine you need to do a 10 euros supermarket purchase, and you decide to use flash delivery services. Please choose between option A and B.

☐ **Option A** **Delivery time:** 10 minutes **Price:** 14 euros **Freshness:** 1 week until you need to throw it away **Delivered by:** e-bike (1)

☐ **Option B** **Delivery time:** 20 minutes **Price:** 12 euros **Freshness:** 1 day until you need to throw it away **Delivered by:** Scooter (2)

Q98 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

Page Break



Choice set 5 Imagine you need to do a 10 euros supermarket purchase, and you decide to use flash delivery services. Please choose between option A and B.

☐ **Option A** **Delivery time:** 30 minutes **Price:** 12 euros **Freshness:** 1 week until you need to throw it away **Delivered by:** Scooter (1)

☐ **Option B** **Delivery time:** 20 minutes **Price:** 13 euros **Freshness:** 1 day until you need to throw it away **Delivered by:** e-bike (2)

Q99 Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Page Break

Choice set 6 Imagine you need to do a 10 euros supermarket purchase, and you decide to use flash delivery services. Please choose between option A and B.

☐ **Option A** **Delivery time:** 20 minutes **Price:** 13 euros **Freshness:** 2 weeks until you need to throw it away **Delivered by:** e-bike (1)

☐ **Option B** **Delivery time:** 10 minutes **Price:** 14 euros **Freshness:** 1 day until you need to throw it away **Delivered by:** e-bike (2)

Q100 Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Page Break

Choice set 7 Imagine you need to do a 10 euros supermarket purchase, and you decide to use flash delivery services. Please choose between option A and B.

☐ **Option A** **Delivery time:** 20 minutes **Price:** 14 euros **Freshness:** 1 week until you need to throw it away **Delivered by:** Scooter (1)

☐ **Option B** **Delivery time:** 30 minutes **Price:** 13 euros **Freshness:** 2 weeks until you need to throw it away **Delivered by:** e-bike (2)

Q101 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

End of Block: Conjoint choice

Start of Block: End of survey

Q12 Do you have any comments on this survey?

End of Block: End of survey
