

THINK GLOBAL, NUDGE LOCAL – THE INFLUENCE OF CULTURAL BACKGROUND ON DIGITAL NUDGING FOR PRO-ENVIRONMENTAL BEHAVIOR

Completed Research Paper

1 Online Appendix – Experiment

The following online appendix includes a complete outline of the online experiment.

1.1 Introduction

Welcome to the Study!

All data collected during this study will be processed anonymously and used exclusively for scientific research purposes.

Imagine you are searching online for a flight for your next private trip. You will see two flight options. Your task is to select the flight you would choose if you were actually going on the trip. Please read all the information provided during the study carefully and try to immerse yourself in the situation as much as possible.

Please also note that this study contains tasks to check your attention. If you do not complete these tasks correctly, you will be immediately excluded from the study and will not receive any payment. Your data will not be used in that case.

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1.2 Flight Booking Decision

1.2.1 Control Group – No Nudge Intervention

Please select the flight that best suits you.

→ One way ▾ 1 ▾ Economy ▾

○ Cape Town



📍 Durban DUR

📅 Tue, Mar 4

< >



11:35 – 13:35

2 hr 00 min
CPT–DUR

Nonstop

281 kg CO₂e
Avg emissions

\$112



11:35 – 13:35

2 hr 00 min
CPT–DUR

Nonstop

281 kg CO₂e
Avg emissions

\$121
incl. CO₂
Compensation

1.2.2 Treatment Group 1 – Simplification Nudge Intervention

Please select the flight that best suits you.

→ One way ▾ 1 ▾ Economy ▾

☐ Cape Town

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☐ Durban DUR

📅 Tue, Mar 4

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Sustainable Product - incl. CO2 compensation

 11:35 – 13:35 2 hr 00 min CPT–DUR Nonstop 281 kg CO2e Avg emissions \$121 incl. CO2 Compensation

 11:35 – 13:35 2 hr 00 min CPT–DUR Nonstop 281 kg CO2e Avg emissions \$112

1.2.3 Treatment Group 2 – Social Norm Nudge Intervention

Please select the flight that best suits you.

→ One way ▾ 1 ▾ Economy ▾

☐ Cape Town

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☐ Durban DUR

📅 Tue, Mar 4

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Bought by others for sustainability reasons

 11:35 – 13:35 2 hr 00 min CPT–DUR Nonstop 281 kg CO2e Avg emissions \$121 incl. CO2 Compensation

 11:35 – 13:35 2 hr 00 min CPT–DUR Nonstop 281 kg CO2e Avg emissions \$112

1.3 Choice Justification

Why did you choose this flight?

(Multiple selection is possible)

- ☐ Cheaper
- ☐ Environmental Considerations
- ☐ Because others have bought it
- ☐ Other

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1.4 Incentive Decision

1.4.1 Text if the participant makes the non-sustainable decision

You have just opted for the cheaper flight without CO2 compensation. Therefore, in addition to your basic compensation of \$ 1.16, you will receive a bonus of \$ 0.11, in total \$ 1.27.

If you choose the more expensive flight with CO2 compensation, \$ 0.11 will be donated to an organisation that offsets CO2 emissions from flights. You will not receive an additional \$ 0.11.

If you want to change your decision, click on "Back to the decision".

If you want to confirm your decision, click on "Confirm decision".

Back to the decision

Confirm decision

1.4.2 Text if the participant makes the sustainable decision

You have chosen the more expensive flight with CO2 compensation. Therefore, \$ 0.11 will be donated to an organization that offsets CO2 emissions from flights.

If you choose the cheaper flight without CO2 compensation, you would receive an additional \$ 0.11 on top of your basic payment of \$ 1.16, in total \$ 1.27 – but no donation will be made to an organisation.

If you want to change your decision, click on "Back to the decision".

If want to confirm your decision, click on "Confirm decision".

Back to the decision

Confirm decision

1.5 Travel Experience & Carbon Emissions

All of the following questions no longer relate to the specific online flight booking situation. Instead, they relate to you and your personal experiences.

How often do you travel by plane?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Quarterly
- ☐ Half-yearly
- ☐ Annually
- ☐ Less frequently than annually

In general, do you take carbon emissions into account when you book travel?

- ☐ Always
- ☐ Most of the time
- ☐ Some of the time
- ☐ Rarely
- ☐ Never

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1.6 Environmental Awareness

How strongly do you agree with the following statements?

	Strongly disagree	Disagree	Rather disagree	Neither agree nor disagree	Rather agree	Agree	Strongly agree
I find it important to prevent environmental pollution.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prioritize protecting the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe it is important to respect nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I value being in unity with nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel responsible for pollution and climate change: it is not just a matter of governments and industries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

1.7 Sustainable Consumer Behavior

How strongly do you agree with the following statements?

	Strongly disagree	Disagree	Rather disagree	Neither agree nor disagree	Rather agree	Agree	Strongly agree
I deliberately try to avoid products that cause environmental damage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I have the choice between two similar products, I always take organic aspects into consideration.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I mostly buy environment-friendly products (e.g. with a sustainability label).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please select "Agree".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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1.8 Controls

What is your gender?

- ☐ Female
- ☐ Male
- ☐ Other

What year were you born?

Year (i.e. 1981):

What is your current employment status?

▾

What is your highest educational achievement?

Please select the highest level of qualification you have obtained.

- ☐ Finished school with no qualifications
- ☐ Still in school
- ☐ Secondary school-leaving certificate/Junior High Diploma
- ☐ High school diploma/Intermediate/General Certificate of Secondary Education, secondary school-leaving certificate or equivalent
- ☐ Completed apprenticeship
- ☐ Vocational baccalaureate diploma, vocational secondary certification
- ☐ A-levels/International Baccalaureate/Higher education entrance qualification
- ☐ Vocational university/university of applied sciences/university degree
- ☐ Other degree:

What is your total annual pretax income? (in Dollar)

Which is the country, you're currently living?

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1.9 Note of Thanks & Feedback

Thank you for participating in our study!

Would you like to give feedback on this survey (e.g. clarity of the instructions, problems during the survey, not sure what to do etc.)?

Next

1.10 Completion Code

Thank you for participating in our study!

Your code for completing the study is: C6P9WJ01
