# 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.

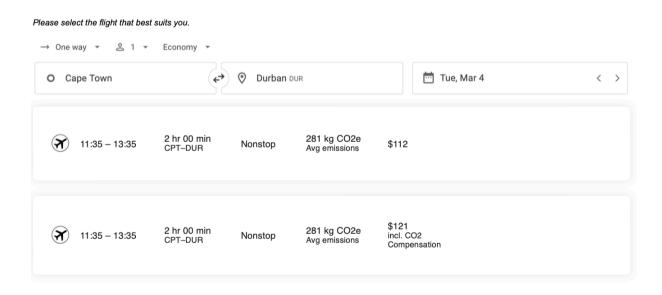
Imagine you are searching online for a flight for your next private trip. You will see two flight options. Your task is to select the flight you would choose if you were actually going on the trip. Please read all the information provided during the study carefully and try to immerse yourself in the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

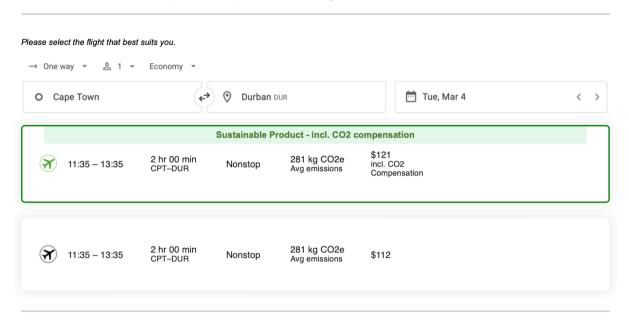
Next

#### 1.2 Flight Booking Decision

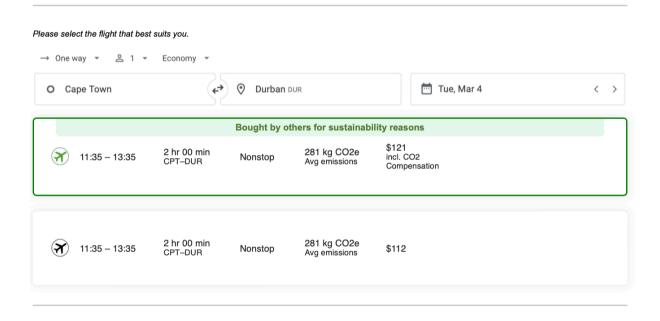
## 1.2.1 Control Group – No Nudge Intervention



#### 1.2.2 Treatment Group 1 – Simplification Nudge Intervention



## 1.2.3 Treatment Group 2 – Social Norm Nudge Intervention



## 1.3 Choice Justification

	you choose this flight?	
(Multiple s	selection is possible)	
Chea		
	ironmental Considerations	
Othe	ause others have bought it	
Oute		
	Nex	
		_
1.4	Incentive Decision	
1.4.1	Text if the participant makes the non-sustainable decision	
1.4.1	Text if the participant makes the non-sustainable decision	
	e just opted for the cheaper flight without CO2 compensation. Therefore, in addition to your basic compensation of \$ 1.16, yo ve a bonus of \$ 0.11, in total \$ 1.27.	ı
	pose the more expensive flight with CO2 compensation, \$ 0.11 will be donated to an organisation that offsets CO2 emmissionts. You will not receive an additional \$ 0.11.	าร
•	ant to change your decision, click on "Back to the decision".	
-	int to confirm your decision, click on "Confirm decision".	
•		
Back to	the decision Confirm decision	
Back to	Commit decision	
1.4.2	Text if the participant makes the sustainable decision	
		_
	e chosen the more expensive flight with CO2 compensation. Therefore, \$ 0.11 will be donated to an organization that offsets ssions from flights.	
	pose the cheaper flight without CO2 compensation, you would receive an additional \$ 0.11 on top of your basic payment of \$ otal \$ 1.27 – but no donation will be made to an organisation.	
If you war	nt to change your decision, click on "Back to the decision".	
If want to	confirm your decision, click on "Confirm decision".	
Back to	Confirm decision	

# 1.5 Travel Experience & Carbon Emissions

All of the following questions no longer relaexperiences.	ite to the spec	cific online flig	ht booking si	ituation. Instea	ad, they relat	e to you and	your personal
How often do you travel by plane?							
Daily							
Weekly							
Monthly							
Quarterly							
Half-yearly							
Annually							
Less frequently than annually							
In general, do you take carbon emission	ıs into accou	ınt when vou	book travel	l?			
○ Always		,					
Most of the time							
Some of the time							
Rarely							
Never							
1.6 Environmental Av  How strongly do you agree with the follo			Rather disagree	Neither agree nor disagree	Rather agree	Agree	Strongly agree
I find it important to prevent	O	O			0	/ ig. e c	0
environmental pollution.							
I prioritize protecting the environment.	0		0	0		0	
I believe it is important to respect nature.	0	0	0	$\circ$			0
I value being in unity with nature.							0
I foot account the formal better and			0	0	0	0	
I feel responsible for pollution and climate change: it is not just a matter of governments and industries.	0	0	0	0	0	0	0

## 1.7 Sustainable Consumer Behavior

	Strongly disagree	Disagree	Rather disagree	Neither agree nor disagree	Rather agree	Agree	Strongly agree
deliberately try to avoid products that cause environmental damage.	0	0		0	0		0
When I have the choice between two similar products, I always take organic aspects into consideration.	0	0	0	0	0	0	0
mostly buy environment-friendly products (e.g. with a sustainability abel).	0	0	0	0	0	0	0
Please select "Agree".			0	$\circ$	$\circ$	0	

## 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?
[Please choose] \$
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
Ovcational university/university of applied sciences/university degree
Other degree:
What is your total annual pretax income? (in Dollar)
Which is the country you're augmently living?
Which is the country, you're currently living?
Nex

## 1.9 Note of Thanks & Feedback

	k you for participating in our study!  but like to give feedback on this survey (e.g. clarity of the instructions, problems during the survey, not sure what to
lo etc.)?	
	Next
1.10	Completion Code
Thank y	ou for participating in our study!
Your cod	de for completing the study is: C6P9WJ01