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.

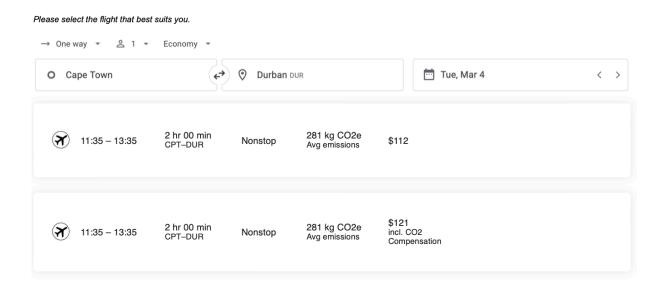
Imagine you are searching online for a flight for your next private trip. You will see two flight options. Your task is to select the flight you would choose if you were actually going on the trip. Please read all the information provided during the study carefully and try to immerse yourself in the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

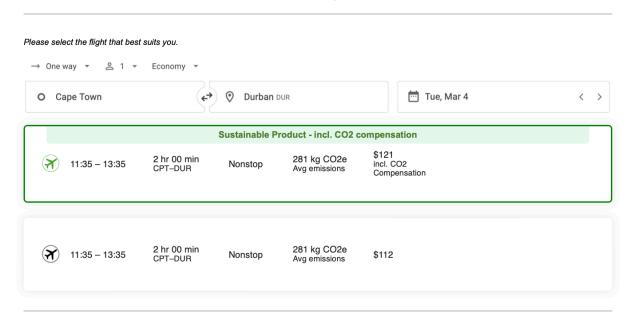
Next

1.2 Flight Booking Decision

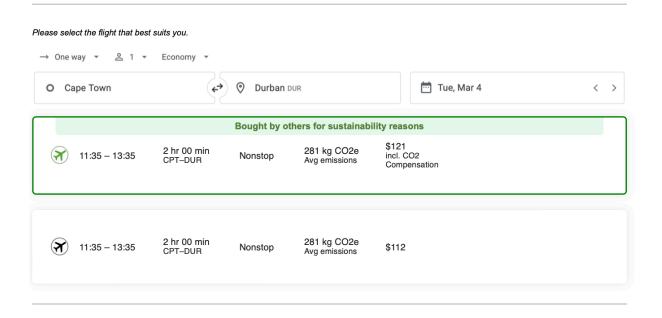
1.2.1 Control Group – No Nudge Intervention



1.2.2 Treatment Group 1 – Simplification Nudge Intervention



1.2.3 Treatment Group 2 – Social Norm Nudge Intervention



1.3 Choice Justification

	Choice Justilication	
•	I you choose this flight? selection is possible)	
	, ,	
	eaper vironmental Considerations	
	cause others have bought it	
Oth	-	
		Next
1.4	Incentive Decision	
1.4.1	Text if the participant makes the r	non-sustainable decision
	e just opted for the cheaper flight without CO2 compe ive a bonus of \$ 0.11, in total \$ 1.27.	ensation. Therefore, in addition to your basic compensation of \$ 1.16, you
	oose the more expensive flight with CO2 compensatints. You will not receive an additional \$ 0.11.	ion, \$ 0.11 will be donated to an organisation that offsets CO2 emmissions
If you wa	ant to change your decision, click on "Back to the dec	ision".
If you wa	ant to confirm your decision, click on "Confirm decisio	n".
Back to	o the decision	Confirm decision
1.4.2	Text if the participant makes the s	sustainable decision
	e chosen the more expensive flight with CO2 compen issions from flights.	sation. Therefore, \$ 0.11 will be donated to an organization that offsets
	oose the cheaper flight without CO2 compensation, y otal \$ 1.27 – but no donation will be made to an orga	rou would receive an additional \$ 0.11 on top of your basic payment of \$ nisation.
If you wa	ant to change your decision, click on "Back to the deci	ision".
If want to	o confirm your decision, click on "Confirm decision".	
Danis-	. the desision	Confirm decision
-ack to	o the decision	Confirm decision

1.5 Travel Experience & Carbon Emissions

All of the following questions no longer rela experiences.	te to the spec	cific online flig	iht booking si	ituation. Instea	ad, they relat	te 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	s into accou	nt when you	book travel	?			
Always							
Most of the time							
Some of the time							
Rarely							
Never							
1.6 Environmental Av How strongly do you agree with the follo	owing staten	nents?	Rather	Neither agree nor	Rather		Strongly
	disagree	Disagree	disagree	disagree	agree	Agree	agree
I find it important to prevent environmental pollution.		0		0		0	0
I prioritize protecting the environment.	\circ	\circ	0	\circ	0	0	\circ
I believe it is important to respect nature.				0	0	0	0
I value being in unity with nature.					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
							Next

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	0
When I have the choice between two similar products, I always take organic aspects into consideration.		0	0	0	0	0	0
mostly buy environment-friendly products (e.g. with a sustainability abel).		0	0	0	0	0	0
Please select "Agree".							0

1.8 Controls

What is your gender?	
Female	
Male	
Other	
What year were you born?	
Year (i.e. 1981):	
What is your current employ	ment status?
[Please choose] 💠	
What is your highest education Please select the highest level	onal achievement? of qualification you have obtained.
Finished school with no qu	ualifications
 Still in school 	
 Secondary school-leaving 	certificate/Junior High Diploma
High school diploma/Interr	mediate/General Certificate of Secondary Education, secondary school-leaving certificate or equivalent
 Completed apprenticeship 	ı
 Vocational baccalaureate 	diploma, vocational secondary certification
 A-levels/International Bacc 	calaureate/Higher education entrance qualification
 Vocational university/universit	ersity of applied sciences/university degree
Other degree:	
What is your total annual pre	tax income? (in Dollar)
Which is the country, you're	currently living?
	Next
	NGAL

1.9 Note of Thanks & Feedback

Would yo do etc.)?	ou like to give feedback on this survey (e.g. clarity of the instructions, problems during the survey, not sure what to
	A
	Next
1.10	Completion Code
Thank yo	ou for participating in our study!
	le for completing the study is: C6P9WJ01