

Effects of Digital Nudging in Multi-Stage Decisions - Experimental Evidence on Pro-Environmental Employee Behavior

Online Appendix

Online Appendix – Experiment

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

1. Welcome Page

Welcome to the experiment!

We want to inform you that all data collected in the study is anonymous and will be used exclusively for academic research purposes.

Please note that this study contains questions to test your attention. If you fail an attention test, you will be directly excluded from the study and receive no payment. Your data will not be used in this case.

Confirm

2. Scenario Description

Business Trip Situation

Thank you for participating in this study! Our goal is to understand how people make decisions when presented with different business trip options.

Imagine you work for a consulting company based in **Munich**. For an important client meeting this month, you need to travel to **Hamburg** and book a business trip option for that purpose.

Only options that comply with your company's business trip policy are displayed, and your company covers all business trip costs because you are using your company's booking system.

All business trip options are within the same distance from your company's headquarters, and the client's office is equally accessible in all options. Your task is to **choose the business trip option that best suits your needs**.


Please read all of the information provided during the experiment carefully and try to immerse yourself in the situation as much as possible.

Confirm

3. Route Selection

Employee Travel Booking Portal

Please choose the starting point and destination.




[Choose starting point...]


[Choose destination...]


4. Mode of Transport Decision (First Stage Decision)

Employee Travel Booking Portal

Please select a mode of transport.







 - 84% emissions

Munich

Hamburg

Date of journey:
 Wed, Apr 17

 11:42 AM – 01:10 PM
Nonstop

1 hr 33 min

Continue booking process


5. Fare Class Decision (Second Stage Decision)

Employee Travel Booking Portal

Please select a fare class.

Munich

Hamburg




11:42 AM – 01:10 PM

1 hr 33 min

Business Class

Priority boarding; Speed through security

Economy Class

 – 33% emissions

End booking process

6. Bridging Page

All of the remaining questions do not refer to the experiment situation anymore. Instead, they refer to you and your personal experience.

Next

7. *Environmental Attitude*

How strongly do you agree with the following statements?

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
It is important for me to respect nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to protect the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to be in unity with nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to prevent environmental pollution.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

8. *Awareness of Consequences*

How strongly do you agree with the following statements?

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
I am aware that my transportation habits influence the change of climate caused by the greenhouse effect.	<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"/>
I believe that my frequent use of public transport is a contribution to the protection of the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By avoiding transportation modes that produce a lot of carbon dioxide (e.g., planes), I can make a significant contribution to mitigating environmental problems stemming from transportation activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My transportation mode decision can be a contribution to the protection of the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

9. Behavioral Intention to Use Sustainable Transportation

How strongly do you agree with the following statements?

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
I am going to avoid modes of transportation that produce a lot of carbon dioxide (e.g., plane), even if the alternatives take longer time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am going to use public transportation instead of planes for my business trips next time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am going to avoid modes of transportation that produce a lot of carbon dioxide (e.g., plane).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am going to use sustainable modes of transportation in the next situation where they are available as an alternative to flying.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

10. Fear of Flying, Plane Experience & Train Experience

How strongly do you agree with the following statements?

	strongly disagree	disagree	neither agree nor disagree	agree	strongly agree
I am afraid of flying.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My experience with plane trips in the past has been very good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My experience with train trips in the past has been very good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

11. *Transportation Usage & Business Trip Experience*

What modes of transportation do you frequently use?

(Multiple selection is possible)

- ☐ Plane
 - ☐ Train
 - ☐ Car
 - ☐ Taxi / Ride-hailing
 - ☐ Bus
 - ☐ Others
-

☐ None

Do you regularly take business trips currently?

- ☐ Never
- ☐ Weekly
- ☐ Monthly
- ☐ Quarterly
- ☐ Annually
- ☐ Less than annually

Next

12. Travel Experience

How many plane trips have you made in the past?

- ☐ I have never traveled by plane.
- ☐ 1 – 10
- ☐ 11 – 20
- ☐ 21 – 30
- ☐ 31 – 40
- ☐ >50

How many train trips have you made in the past?

- ☐ I have never traveled by train.
- ☐ 1 – 10
- ☐ 11 – 20
- ☐ 21 – 30
- ☐ 31 – 40
- ☐ >50

Next
