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

Online Appendix

Thirty-sixth International Conference on Information Systems, Forth Worth 2015

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.

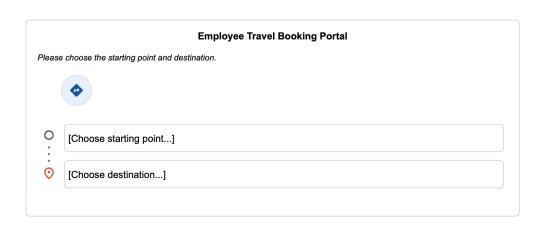
Only options that comply with your company's business trip policy are displayed, and your company covers all business trip costs because you are using your company's booking system.

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**.

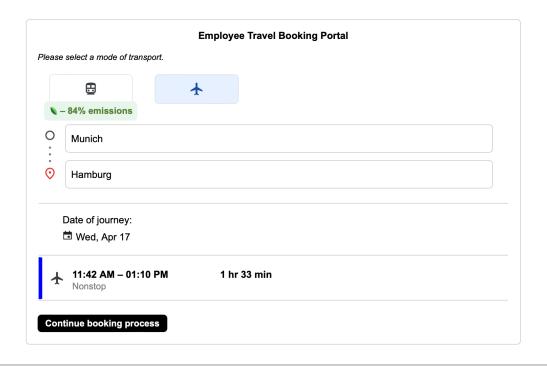
Please read all of the information provided during the experiment carefully and try to immerse yourself in the situation as much as possible.

Confirm

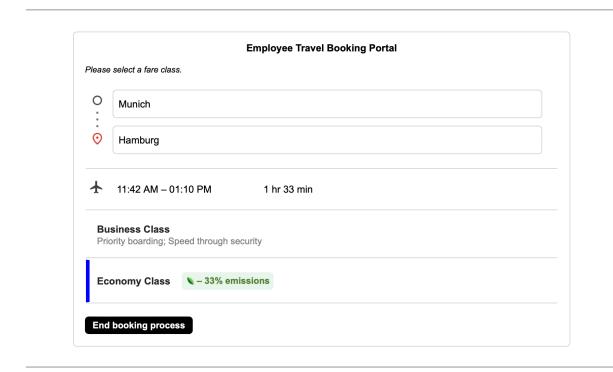
3. Route Selection



4. Mode of Transport Decision (Decision Stage 1)



5. Fare Class Decision (Decision Stage 2)



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

| | strongly disagree | disagree | neither agree nor disagree | agree | strongly agre |
|---|----------------------|----------|-------------------------------|---------|---------------|
| t is important for me to respect nature. | 0 | 0 | 0 | | |
| t is important for me to protect the environment. | 0 | 0 | 0 | \circ | |
| t is important for me to be in unity with nature. | \circ | \circ | | \circ | |
| t is important for me to prevent environmental pollution. | 0 | 0 | 0 | 0 | 0 |
| | | | | | Nex |
| Awareness of Consequences | | | | | |
| Awareness of Consequences | strongly disagree | disagree | neither agree nor disagree | agree | strongly agre |
| | | disagree | | agree | strongly agre |
| low strongly do you agree with the following statements? am aware that my transportation habits influence the change | disagree | · · | nor disagree | - | |
| low strongly do you agree with the following statements? am aware that my transportation habits influence the change of climate caused by the greenhouse effect. | disagree | 0 | nor disagree | 0 | |
| low strongly do you agree with the following statements? am aware that my transportation habits influence the change of climate caused by the greenhouse effect. Please select "agree". | disagree | 0 | nor disagree | 0 | |

9. Behavioral Intention to Use Sustainable Transportation

| low strongly do you agree with the following statements? | | | | | |
|---|----------------------|----------------|-------------------------------|-------|---------------|
| | strongly disagree | disagree | neither agree nor disagree | agree | strongly agre |
| am going to avoid modes of transportation that produce a lot of carbon dioxide (e.g., plane), even if the alternatives take onger time. | 0 | 0 | 0 | 0 | 0 |
| am going to use public transportation instead of planes for my pusiness trips next time. | 0 | 0 | 0 | 0 | 0 |
| am going to avoid modes of transportation that produce a lot of carbon dioxide (e.g., plane). | 0 | 0 | 0 | 0 | 0 |
| am going to use sustainable modes of transportation in the next situation where they are available as an alternative to lying. | 0 | 0 | 0 | 0 | 0 |
| | | | | | Nex |
| o. Fear of Flying, Plane Experience & | Train E | xperier | ace | | Nex |
| D. Fear of Flying, Plane Experience & low strongly do you agree with the following statements? | Train E | 'xperier | ıce | | Nex |
| | $Train\ E$ strongly | xperier | neither agree nor disagree | agree | Next |
| | strongly | | neither agree | agree | |
| low strongly do you agree with the following statements? | strongly disagree | disagree | neither agree nor disagree | • | strongly agre |

11. Transportation Usage & Business Trip Experience

| What modes of transportation do (Multiple selection is possible) | , | |
|--|---------------|--|
| Plane | | |
| Train | | |
| Car | | |
| Taxi / Ride-hailing | | |
| Bus | | |
| Others | | |
| None | | |
| Do you regularly take business t | ps currently? | |
| Do you regularly take business t | ps currently? | |
| Do you regularly take business t Never Weekly | ps currently? | |
| Do you regularly take business t Never Weekly Monthly | ps currently? | |
| Do you regularly take business to Never Weekly Monthly Quarterly | ps currently? | |
| Do you regularly take business to Never Weekly Monthly Quarterly Annually | ps currently? | |
| Do you regularly take business to Never Weekly Monthly Quarterly Annually | ps currently? | |
| Do you regularly take business to Never Weekly Monthly Quarterly Annually | ps currently? | |

12. Travel Experience

| ow many plane trips have you made in the past? | |
|--|------|
| I have never traveled by plane. | |
| 1 – 10 | |
| 11 – 20 | |
| 21 – 30 | |
| 31 – 40 | |
| >50 | |
| | |
| ow 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 |