# 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.

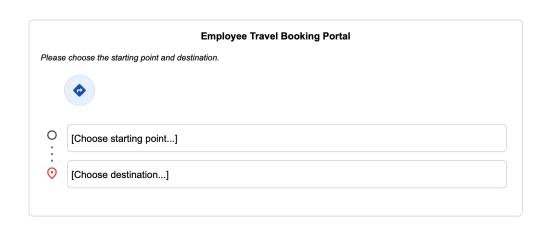
Only options that comply with your company's business trip policy are displayed, and your company covers all business trip costs because you are using your company's booking system.

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**.

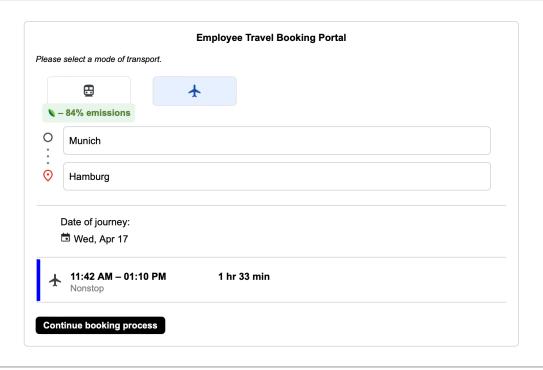
Please read all of the information provided during the experiment carefully and try to immerse yourself in the situation as much as possible.

Confirm

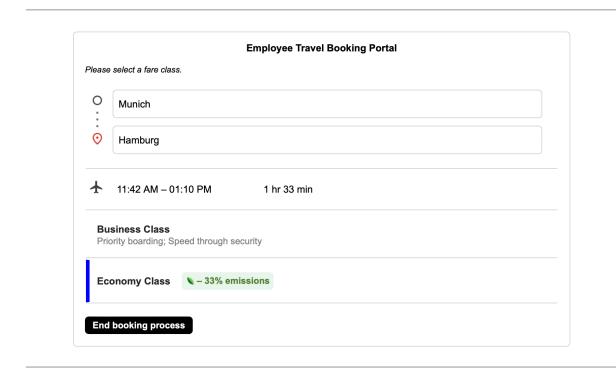
## 3. Route Selection



#### 4. Mode of Transport Decision (First Stage Decision)



## 5. Fare Class Decision (Second Stage Decision)



#### 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.	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
t is important for me to protect the environment.	$\circ$		$\circ$	$\circ$	$\circ$
t is important for me to be in unity with nature.	$\circ$	$\circ$	$\circ$	$\circ$	$\circ$
t is important for me to prevent environmental pollution.	0	0	0	0	0
Awareness of Consequences low strongly do you agree with the following statements?	strongly disagree	disagree	neither agree	agree	strongly agre
<u> </u>	strongly disagree	disagree	neither agree nor 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	Ü	
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".  believe that my frequent use of public transport is a	disagree	0	nor disagree	0	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.	disagree	0	nor disagree	0	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 longer time.	0	0	0	0	0
am going to use public transportation instead of planes for my business 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
). Fear of Flying, Plane Experience &	Train I	Experie	nce		Nex
D. Fear of Flying, Plane Experience &	Train I	Experie	nce		Nex
	strongly	<b>Experie</b> 1	neither agree nor disagree	agree	Nex strongly agree
	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 you frequently use?	
(Multiple selection is possible)	
Plane	
Train	
Car	
Taxi / Ride-hailing	
Bus	
Others	
None	
None	
□ None  Do you regularly take business trips currently?	
Do you regularly take business trips currently?	
Do you regularly take business trips currently?  Never	
Do you regularly take business trips currently?  Never  Weekly	
Do you regularly take business trips currently?  Never  Weekly  Monthly	
Do you regularly take business trips currently?  Never  Weekly  Monthly  Quarterly	
Do you regularly take business trips currently?  Never Weekly Monthly Quarterly Annually	
Do you regularly take business trips currently?  Never Weekly Monthly Quarterly Annually	
Do you regularly take business trips currently?  Never Weekly Monthly Quarterly 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