**Questionnaires Items**

**Demographic (Pretest, Study 1,2,3)**

* What is your gender?
* What is your age range?
* What is your highest degree or level of school you have completed?
* What is your annual income?

**Attention Checks (Pretest, Study 1,2,3)**

* The company is: Options listings several types of business (logic: incorrect: Terminate).
* The company’s tactics are not profitable: True/False (logic: incorrect: Terminate).
* Other attention checks: E.g. “The company is American”: True/False (logic: incorrect: Terminate).
* Open question: What do you think about the behavior of the company?

**Antecedent conditions to perceived greed (Studies 1,2,3)**

Note: The name of the company in the vignettes is “Crimson One”.

***Distributive justice: Based on Hülle et al. (2018)***

*Equality*

* Crimson treats its customers with equality.
* Crimson customers receive an equal treatment.

*Need*

* Crimson doesn't care about the needy.
* Crimson only worries about its own needs.

*Equity*

* Crimson is treating its customers as they deserve.
* Crimson stratefy is fair.

***Deprivation: Based on Anderson (2014)***

* Some people lost out as a result of Crimson's behavior.
* Crimson's behavior results in people getting harmed in one way or another.

***Blame: Based on Grégoire et al. (2010)***

* Crimson is not responsible for the strategy it is implementing.
* The business strategy is Crimson's fault.
* Crimson is to be blamed for the things that are happening.

**Perceived greed (Pretest and Studies 1,2,3)**

***Direct: Based on Anderson (2014)***

* Crimson is greedy.
* Crimson is honest and not greedy.
* Most people would think that Crimson is greedy.
* Crimson is not motivated by greed.

***Indirect: Based on Grégoire et al. (2010)***

* Crimson is taking advantage of some of its customers.
* Crimson is primarily motivated by its customers interests (and not its own interests).
* Crimson is trying to abuse some of its customers.
* Crimson is trying to abuse some of its customers.

**Nation identification (Study 2): Based on Wohl and Branscombe (2005) and McGrath (2007)**

* I see myself as a strong member of the United States.
* I am pleased to be a member of the United States.
* Being a member of the United States is very important to me.
* I feel strong ties with other people that live in the United States.
* Being a member of the United States is a reflection of who I am.
* I identify with other Americans.

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