**Questionnaire: Vignette and Scale Items**

**Vignette variations**

*Smal-Local*

Kedai Line is a small (around 30 employees) company that is originally from your hometown. Kedai Line is an online marketplace: It doesn’t manufacture any products itself and is instead a website where manufacturers, mostly sole traders and small businesses, can sell their products. The company has been operating for over ten years and its financial situation is very good. One day, the company decides to boost its profits and enters the manufacturing business. Using the data it has collected from the manufacturers selling on its website, Kedai Line manufactures several best-selling products and give priority to its listings when customers search for these products on its website. The strategy is a success for Kedai Line and they decide to stick with it. However, the sales of the original manufacturers of these products go down by a big margin and they lose money. They cannot do anything about it though.

*Small-Foreign*

Kedai Line is a small (around 30 employees) and foreign company. Kedai Line is an online marketplace: It doesn’t manufacture any products itself and is instead a website where manufacturers, mostly sole traders and small businesses, can sell their products. The company has been operating for over ten years and its financial situation is very good. One day, the company decides to boost its profits and enters the manufacturing business. Using the data it has collected from the manufacturers selling on its website, Kedai Line manufactures several best-selling products and give priority to its listings when customers search for these products on its website. The strategy is a success for Kedai Line and they decide to stick with it. However, the sales of the original manufacturers of these products go down by a big margin and they lose money. They cannot do anything about it though.

*Large-Local*

Kedai Line is a large (around 10000 employees) corporation that is originally from your hometown. Kedai Line is an online marketplace: It doesn’t manufacture any products itself and is instead a website where manufacturers, mostly sole traders and small businesses, can sell their products. The company has been operating for over ten years and its financial situation could not be better (it’s a multi-million-dollar corporation). One day, the company decides to boost its profits and enters the manufacturing business. Using the data it has collected from the manufacturers selling on its website, Kedai Line manufactures several best-selling products and give priority to its listings when customers search for these products on its website. The strategy is a success for Kedai Line and they decide to stick with it. However, the sales of the original manufacturers of these products go down by a big margin and they lose money. They cannot do anything about it though.

*Large-Foreign*

Kedai Line is a large (around 10000 employees) and foreign corporation. Kedai Line is an online marketplace: It doesn’t manufacture any products itself and is instead a website where manufacturers, mostly sole traders and small businesses, can sell their products. The company has been operating for over ten years and its financial situation could not be better (it’s a multi-million-dollar corporation). One day, the company decides to boost its profits and enters the manufacturing business. Using the data it has collected from the manufacturers selling on its website, Kedai Line manufactures several best-selling products and give priority to its listings when customers search for these products on its website. The strategy is a success for Kedai Line and they decide to stick with it. However, the sales of the original manufacturers of these products go down by a big margin and they lose money. They cannot do anything about it though.

**Scale Items**

**Antecedent conditions to perceived greed**

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

Equality

* The firm is treating its customer with equality.
* The firm customers receive an equal treatment.

Need

* The firm worries about the needy.
* The firm takes people’s needs into account.

Equity

* The firm is treating its customers as they deserve.
* The firm strategy is fair.

Procedural Justice: Based on Maxham and Netemeyer (2002)

* With respect to its policies and procedures, the firm behaved in a fair manner.
* I believe the firm has fair policies and practices.

*Deprivation: Based on Anderson (2014)*

* Some people lost out as a result of the firm’s behavior.
* The firm’s behavior resulted in people getting harm in one way or another.

*Blame*

Direct: Based on Grégoire et al. (2010)

* Overall, the firm was “not at all” (1) vs. “totally” (7) responsible for the strategy implemented.
* The business strategy was in “no way” (1) vs. “completely” (7) the firm’s fault.
* To what extent do you blame the firm for what happened? Not at all (1) – completely (7).

Indirect: Based on Russell (1982)

Locus of causality

* The firm was not forced to act as it did by the situation.
* External factors did not push the firm to behave as it did.

Controllability

* The firm had control over the implementation of the strategy.
* The firm intended to do what it did.

Stability

* The strategy implemented by the firm is likely to be long-term.
* The firm will not change its behavior in the near future.

**Perceived greed**

*Direct: Based on Anderson (2014)*

* How greedy was the firm?
* Compared to the average firm, how greedy would you say the firm was in the situation?
* How greedy do you think most other people would say the firm was in the situation?
* How much do you think the firm’s behavior was motivated by greed?

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

* The firm did not intend to take advantage of X (1) – ... intended to take advantage of X (7).
* The firm was primarily motivated by X interest (1) – ...its own interest (7).
* The firm did not try to abuse X (1) – ...tried to abuse X (7).
* The firm had good intentions (1) – ...had bad intentions (7).

**Anger: Based on Spielberger et al. (1983) and Grégoire et al. (2010)**

I felt:

* outraged
* resentful
* indignation
* angry.
* irritated
* frustrated
* annoyed

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