

## Incorrect\_Device\_Mobile

### Warning!

**The survey software has detected that you are attempting to take this survey from an incompatible device. The survey contains content that will only function correctly on a computer. Please open this survey from a computer.**

## Consent

**Study Title:** Examining Customer Experience Journeys and Consumption Choices

**Researcher:** Julian De Freitas (Harvard Business School)

**Version Date:** 9/21/2022

### What is the purpose of this research?

The purpose of this research is to examine consumer reactions to movie trailers.

### What can I expect if I take part in this research?

- You will complete an online survey that asks you to watch eight movie trailers. Each trailer lasts approximately 90 seconds.
- You will rate your enjoyment of the trailer and whether or not you would watch the full movie.
- Some trailers may cause discomfort. If you are uncomfortable watching movie trailers, this study may not be suitable for you.
- Participation in this study will take approximately 25 minutes and you will be compensated \$2.5.
- There is an opportunity to earn a \$5 movie gift card by entering a raffle. This will be awarded within 1 week of the close of the study. Odds of winning are 1 in 300.
- This is a one-time online survey. It will begin upon your agreement to the

consent form and end when you finish or timeout.

- There will be two attention checks, two comprehension checks and a completion code. You must pass these checks and enter the correct code to be paid.

### ***What should I know about a research study?***

- Whether or not you take part is up to you.
- Your participation is completely voluntary.
- You can choose not to take part.
- You can agree to take part and later change your mind.
- Your decision will not be held against you.
- Your refusal to participate will not result in any consequences or any loss of benefits that you are otherwise entitled to receive.
- You can ask all the questions you want before you decide.

### **You may not be told everything or may be misled**

As part of this research design, you may not be told or may be misled about the purpose or procedures of this research.

### **Who can I talk to?**

If you have questions, concerns, or complaints, or think the research has hurt you, talk to the research team at [jdefreitas@hbs.edu](mailto:jdefreitas@hbs.edu).

### **Do you consent?**

Yes

No

### **Prolific ID**

What is your Prolific ID?

*Please note that this response should auto-fill with the correct ID*

`${e://Field/PROLIFIC_PID}`

## Attention\_Check\_I

**This is an attention check. John is taller than Paul. Who is shorter?**

John

Paul

Neither John nor Paul

Both John and Paul

## What color is grass?

The fresh, uncut grass, not leaves or hay. Please make sure to select purple, so that we know you're paying attention.

Green

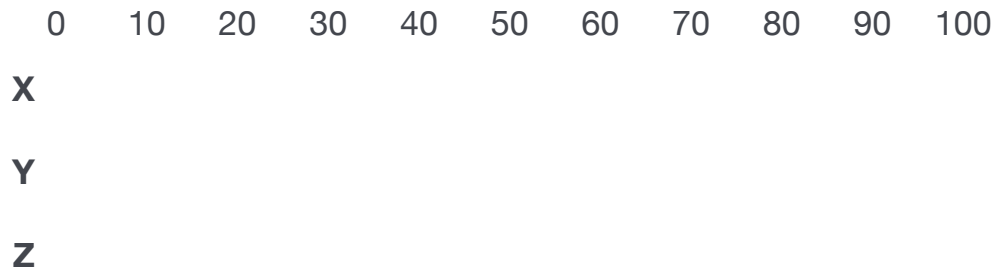
Purple

## Attention\_Check\_II

**Oops! You failed one of the previous attention checks. Please pay closer attention!**

**Here are some more attention checks:**

**Please set X at 15, and make it so Y is larger than X, and Z is larger than Y. Please also make sure that Y is evenly divisible by 10.**



## How many fatal heart attacks have you had?

0  
1  
10  
100  
1000

## Welcome

**Welcome! In this survey, you will watch eight movie trailers and rate your enjoyment throughout by continuously adjusting a slider under the video. Each trailer lasts approximately 1-3 minutes. Please be sure to pay close attention, as you will answer several questions about this video at the end of the study.**

**To avoid problems, we suggest using Google Chrome during the experiment.**

**Once you are ready, click the "Next" arrow to view the video on the next page.**


## Demo

In this survey, you will rate your enjoyment throughout by continuously adjusting a slider under the video. For example, if you're really enjoying one moment you can move the slider to the right, but if the next moment you are not enjoying it you can move the slider to the left.

Please watch the following demo, to see an example of how you can rate your enjoyment throughout the experiment:

Please continuously adjust the slider as you are watching the trailer, in order to indicate how much you are enjoying the trailer.

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The video player shows the Garfield (2004) Official Trailer # 1 - Bill Murray HD. The video is paused, showing Garfield lying on a pile of pizza boxes. A red play button is centered over the video. The text "CLASSIC TRAILER" is overlaid on the left side of the video. A "Copy link" button is in the top right corner. The YouTube logo is in the bottom right corner.

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Not Enjoying 0 10 20 30 40 50 60 70 80 90 100 Enjoying

A horizontal slider bar is shown below the scale, with a red dot indicating the current rating at 50.

Which movie was shown in the demo video?

Tom & Jerry

Rocky 2

Terminator 3

Garfield

In which way were you asked to rate your enjoyment?

Continuously adjusting the slider throughout the video

Adjusting the slider only at the end of the video

Select it from a multiple choice question

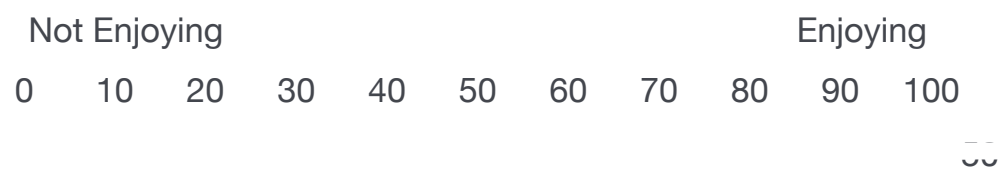
## Demo\_Trailer

**This is a practice question for you to learn how to report your enjoyment throughout the trailer.**

Please **continuously adjust** the slider as you are watching the trailer, in order to indicate how much you are enjoying the trailer.

**Please continuously adjust the slider according to your enjoyment**

Garfield (2004) Official Trailer # 1 - Bill Murray HD



How willing are you to pay to watch the full movie?



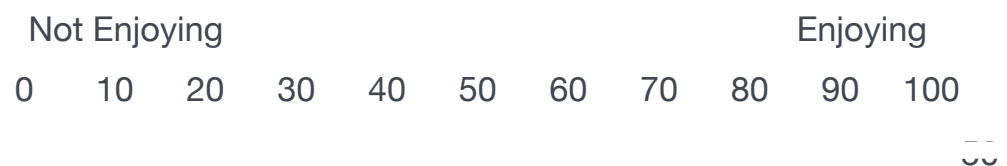
Please provide one word to describe the trailer.

## Action\_Movie\_Trailer

**Please continuously adjust the slider as you are watching the trailer, in order to indicate how much you are enjoying the trailer.**

**Please continuously adjust the slider according to your enjoyment**

Skydance | Mission: Impossible – Dead Reckoning Part One | Official Te...



How willing are you to pay to watch the full movie?



Please provide one word to describe the trailer.



# Fantasy\_Movie\_Trailer

**Please continuously adjust the slider as you are watching the trailer, in order to indicate how much you are enjoying the trailer.**

**Please continuously adjust the slider according to your enjoyment**

SHAZAM! FURY OF THE GODS - Official Trailer 1



How willing are you to pay to watch the full movie?



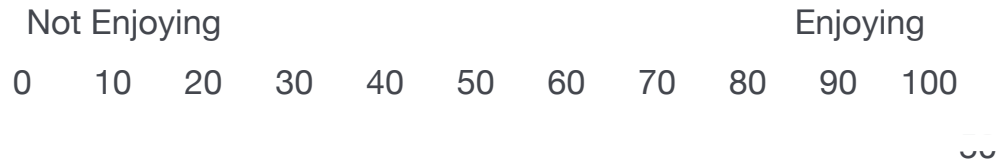
Please provide one word to describe the trailer.

### Animation\_Movie\_Trailer

Please continuously adjust the slider as you are watching the trailer, in order to indicate how much you are enjoying the trailer.

**Please continuously adjust the slider according to your enjoyment**

Puss In Boots: The Last Wish - Official Trailer 2



How willing are you to pay to watch the full movie?



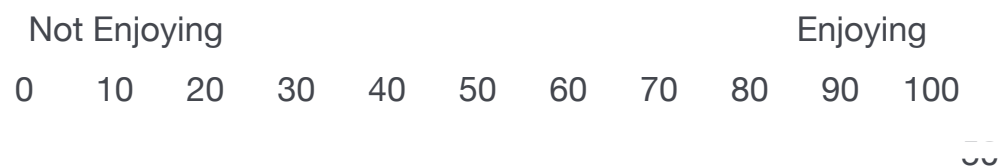
Please provide one word to describe the trailer.

## Biography\_Movie\_Trailer

Please continuously adjust the slider as you are watching the trailer, in order to indicate how much you are enjoying the trailer.

**Please continuously adjust the slider according to your enjoyment**

I WANNA DANCE WITH SOMEBODY - Official Trailer (HD)



How willing are you to pay to watch the full movie?



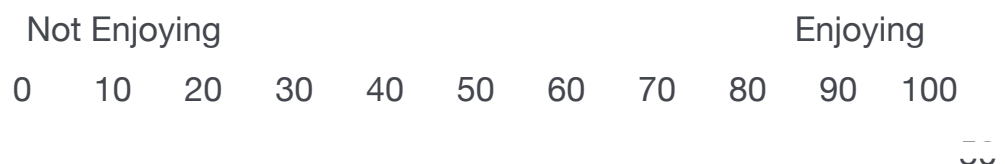
Please provide one word to describe the trailer.

**Horror\_Movie\_Trailer**

Please continuously adjust the slider as you are watching the trailer, in order to indicate how much you are enjoying the trailer.

**Please continuously adjust the slider according to your enjoyment**

Knock at the Cabin - Official Trailer



How willing are you to pay to watch the full movie?



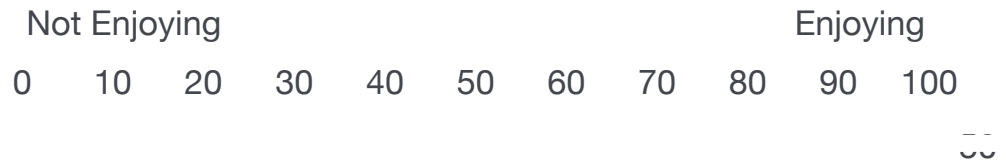
Please provide one word to describe the trailer.

### Drama\_Movie\_Trailer

Please continuously adjust the slider as you are watching the trailer, in order to indicate how much you are enjoying the trailer.

**Please continuously adjust the slider according to your enjoyment**

SHE SAID | Official Trailer



How willing are you to pay to watch the full movie?



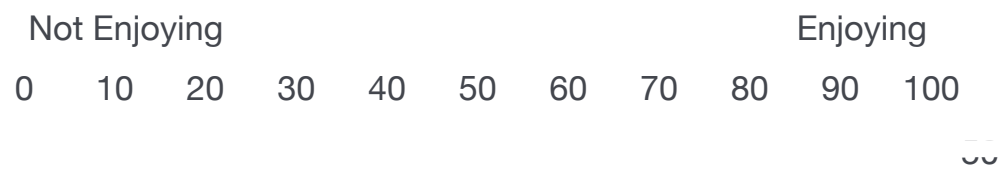
Please provide one word to describe the trailer.

### SciFi\_Movie\_Trailer

Please continuously adjust the slider as you are watching the trailer, in order to indicate how much you are enjoying the trailer.

**Please continuously adjust the slider according to your enjoyment**

Avatar: The Way of Water | Official Teaser Trailer



How willing are you to pay to watch the full movie?



Please provide one word to describe the trailer.

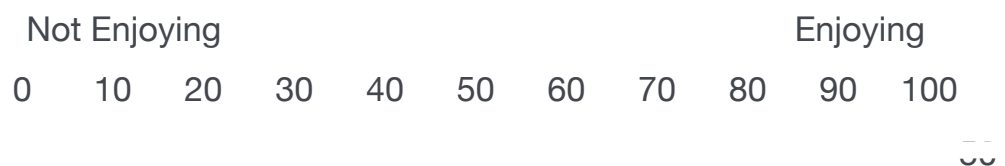
### Adventure\_Movie\_Trailer

**Please continuously adjust the slider as you are watching the trailer, in order to indicate how much you are enjoying the trailer.**



**Please continuously adjust the slider according to your enjoyment**

Dungeons & Dragons: Honor Among Thieves | Official Trailer (2023 Mov...



How willing are you to pay to watch the full movie?



Please provide one word to describe the trailer.

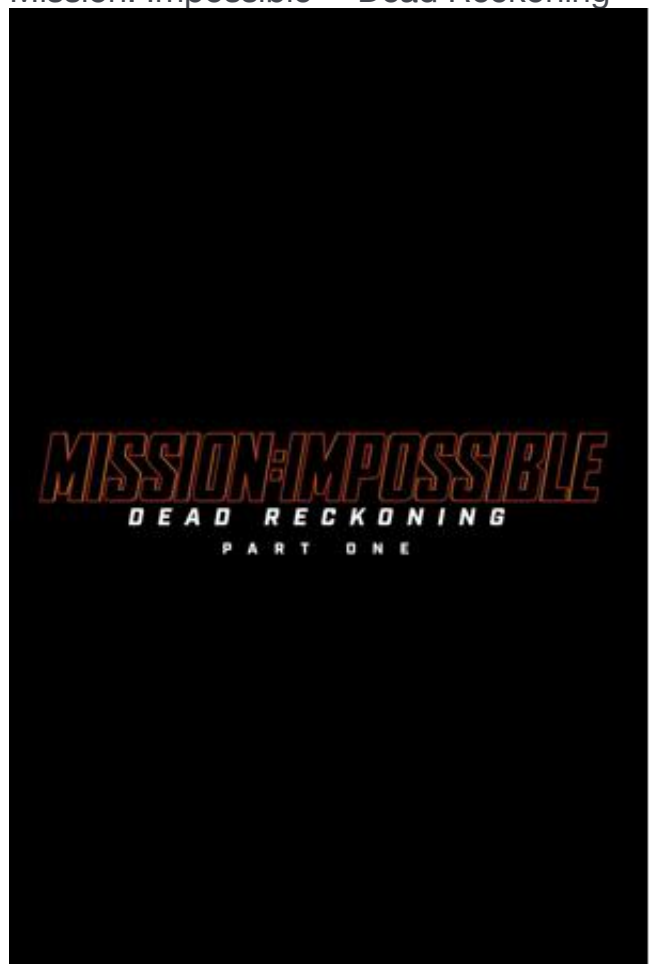
## tickets

**If you could watch only one of the following movies, which one would you watch?** Based on your choice, we will enter you into a raffle competition. If you win, you will receive a gift card to rent the movie.

Knock at the Cabin

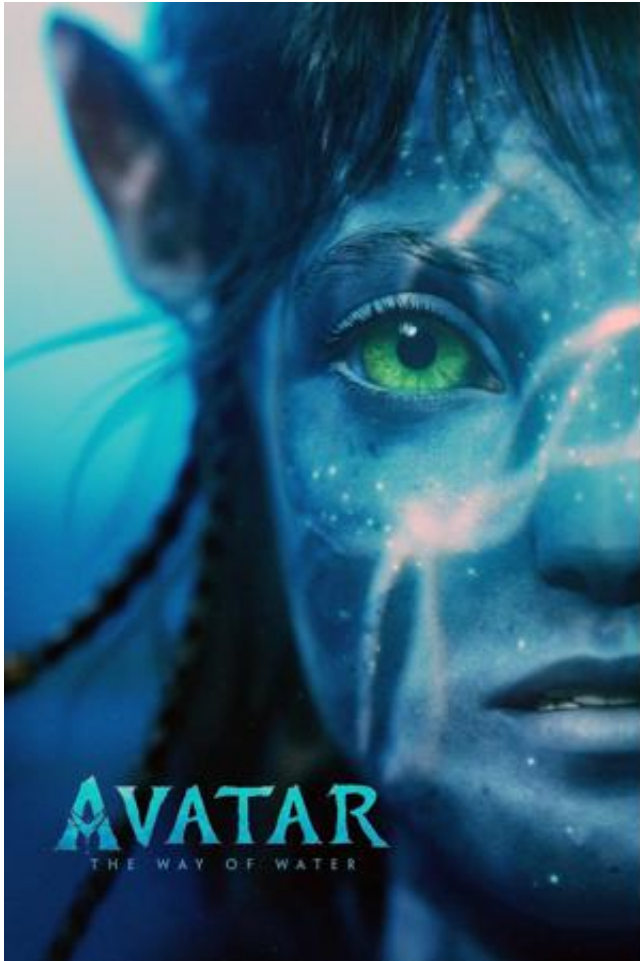


Mission: Impossible -- Dead Reckoning

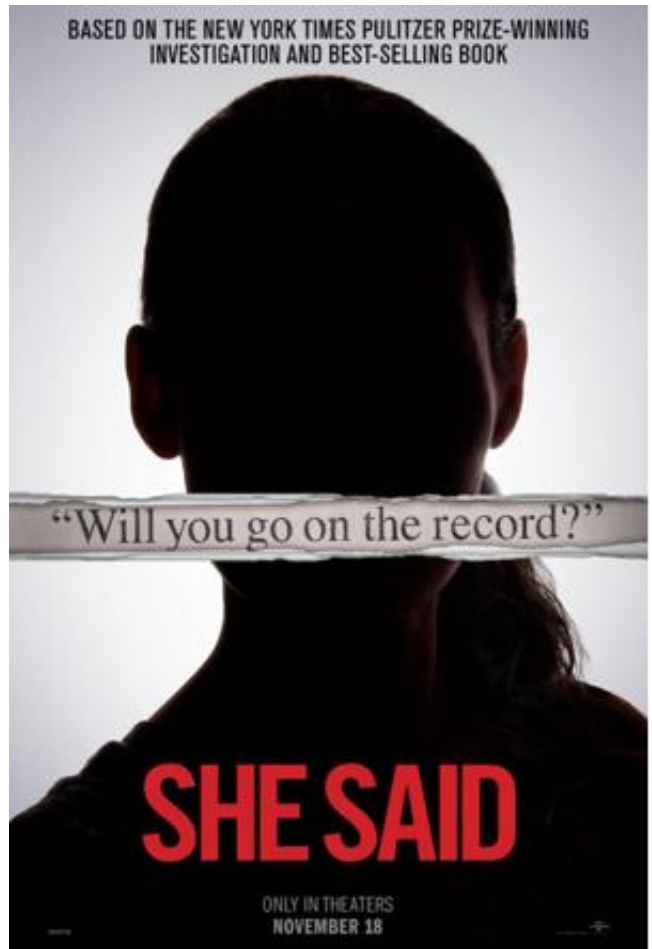


Avatar: The Way of Water

She Said



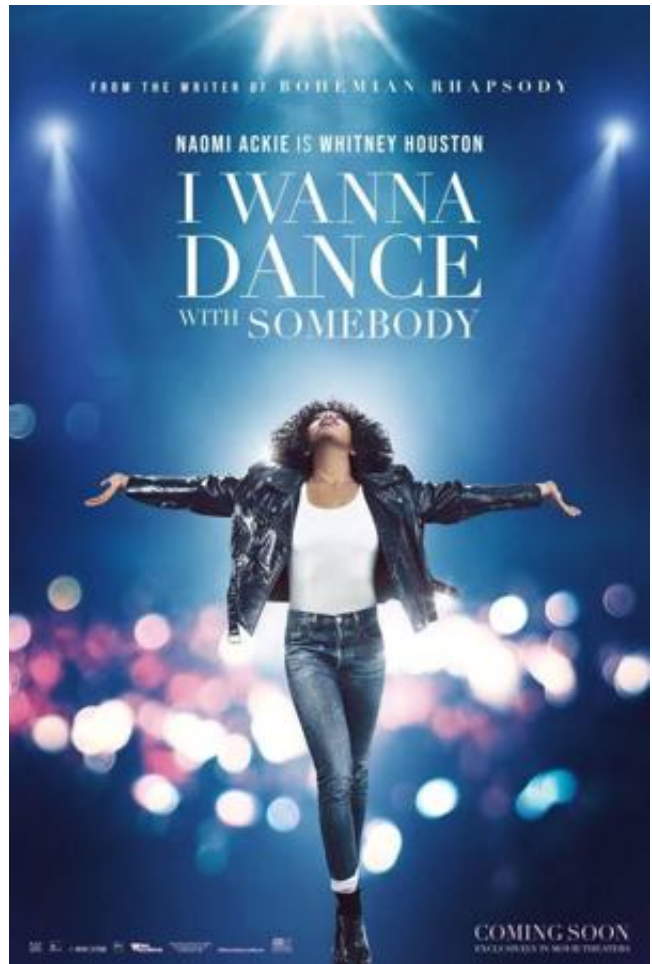
Puss in Boots



I Wanna Dance With Somebody



Dungeons and Dragons



Shazam! Fury of the Gods





## heard\_before

Which movie(s) have you heard of before the experiment?

None

I Wanna Dance With Somebody

Puss in Boots

Shazam! Fury of the Gods

She Said

Knock at the Cabin

Dungeons and Dragons

Avatar: The Way of Water

Mission: Impossible -- Dead Reckoning

## Comp\_Checks

You just watched some trailers. Please select the one that you watched.

The Godfather

Jurassic World Dominion

Shazam! Fury of the Gods

Tom & Jerry

Pulp Fiction

Which of the following were you asked to rate?

Satisfaction

Anticipation

Enjoyment

Boredom

## Demographics

### What is your gender?

Male

Female

Prefer not to disclose

Other

### What is your ethnicity?

White

Black

Asian

Mixed

Other

### What is your age (in years)?

### Please indicate the highest level of education completed.

Grammar School

High School or Equivalent

Vocational/Technical School (2 year)

Some College

College Graduate (4 year)

Masters Degree (MS)

Doctoral Degree (PhD)

Professional Degree (MD, JD, etc.)

Other

### Any comments on the survey?

### End of Survey Message

Thank you for taking part in this study. Please click the button below to be redirected back to Prolific and register your submission.

Powered by Qualtrics