**Online Survey Method:**

**Objective:** The main aim of this survey is to understand the psychology behind the purchase decision of participants. This further aims to understand the relationship between various demographic variables like (age, income, education level, etc) and decision-making capabilities. All the Participants in this survey will be adults more than 18 years of age and their anonymity of their identity will be maintained by utmost ethical standards. The participants will answer these questions on a scale from ‘1’ to ‘5’ where ‘1’ being they strongly disagree to the question and ‘5’ being they strongly agree to the question.

**Basic demographic Questions:**

What is your age?

1. Under 18
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65 or older

What is your gender?

1. Male
2. Female
3. Non-binary/Third gender
4. Prefer not to say
5. Other (please specify): \_\_\_\_\_\_\_\_\_\_

What is the highest level of education you have completed?

1. Some high school
2. High school graduate
3. Some college, no degree
4. Trade/technical/vocational training
5. Associate degree
6. Bachelor’s degree
7. Graduate degree or higher

What is your current employment status?

1. Employed full-time
2. Employed part-time
3. Unemployed
4. Student
5. Retired
6. Homemaker
7. Self-employed
8. Unable to work

What is your marital status?

1. Single/Never married
2. Married or domestic partnership
3. Divorced
4. Widowed
5. Separated

What is your household’s total annual income before taxes?

1. Less than $20,000
2. $20,000 to $39,999
3. $40,000 to $59,999
4. $60,000 to $79,999
5. $80,000 to $99,999
6. $100,000 to $149,999
7. $150,000 or more
8. Prefer not to answer

Which of the following best describes your race or ethnicity? (Select all that apply)

White

1. Hispanic or Latino
2. Black or African American
3. Native American or American Indian
4. Asian/Pacific Islander
5. Other (please specify): \_\_\_\_\_\_\_\_\_\_

In which region do you currently reside?

1. USA
2. Canada
3. South America
4. West Europe
5. North Europe
6. South Europe
7. Central Europe
8. East Europe
9. Africa
10. North Asia
11. South Asia
12. Middle East
13. Central Asia
14. South East Asia
15. Oceania
16. Caribbean Islands

Do you have any children? If yes, please indicate their age range(s).

1. No children
2. Infant(s) (0-2 years)
3. Toddler(s) (3-5 years)
4. Child/Children (6-12 years)
5. Teenager(s) (13-19 years)
6. Adult children (20 years and older)

**Survey Scenarios:**

**Survey Scenario-1: Grocery Shopping**

**Scenario:** Imagine you are at your local grocery store, planning to shop for the weekly groceries and you have a pre decided budget and list of items that you need to buy. Please rate each question on a scale from 1 to 5. where ‘1’ being they strongly disagree to the question and ‘5’ being they strongly agree to the question.

**Questions:**

1. How strongly do you prioritize purchasing organic products over conventional ones?
2. How decisive is cost when you are shopping for groceries?
3. How much does the origin (local vs. imported) of the products influence your purchase decisions?
4. How likely are you to choose grocery items that promote sustainability (e.g., biodegradable packaging, sustainably farmed, etc.)?
5. How often do you often feel overwhelmed by the variety of product choices available in the store?
6. How often are you often influenced by product packaging and presentation while making a purchase decisions?
7. How much does Nutritional information significantly impacts my grocery shopping choices?
8. How important is the environmental impact of the products (e.g., packaging waste, carbon footprint, etc.) in your purchasing decisions?
9. How highly do you value convenience and store environment (e.g., store location, parking availability, cleanliness, layout, lighting, etc) when it comes to grocery shopping?
10. How often do you tend to stick strictly to your shopping list while buying groceries?
11. How often do you try new products or brands when grocery shopping?
12. How often do you try new products if they are on promotion or discount?

**Survey Scenario-2: Choosing Between a Sports Car Lotus Elise and a Family car Kia Sportage**

**Scenario:** Imagine you are in a car showroom to buy a car for your family and you have two options first one is a sports car Lotus Elise that is your dream brand since your childhood and second one is a family SUV Kia Sportage. Consider you don’t have any financial restriction, but you need to choose only one of them. Please rate each question on a scale from 1 to 5, where ‘1’ being they strongly disagree to the question and ‘5’ being they strongly agree to the question.

**Questions:**

1. How highly do you value Performance and speed while choosing a car?
2. Do you consider the environmental impact of a car significantly in your decision-making (Fuel Operated vs Electronic)?
3. How highly do you value a car's technology and innovation?
4. To what extent does the brand of a car influences your perception of its quality?
5. How likely will you buy a car that fits your lifestyle and daily needs over a stylish car with best performance and brand reputation?
6. How likely will you choose a car based on its safety features?
7. Is the resale value of the car an important consideration for you while buying it?.
8. How likely do you prefer cars that offer spacious and comfortable interiors?
9. How often are you influenced by the experiences and recommendations of other car owners?
10. How likely will you value cost efficiency over luxury in vehicles?
11. To what extent do you consider that your car choice reflects on your social image?
12. Do you think comfort is an important factor compared to car's performance?

**Survey Scenario-3: Buying a smart phone**

## **Scenario:**

## Imagine that you are in an electronic appliances store exploring different options to buy a new smartphone. You found two phones that fit all your daily requirements first one is Samsung S23 FE and second one is Fairphone 5 that is a lesser known environmentally sustainable product with better features at the same price range. Please rate each statement or question based on how strongly you agree with it or how it applies to you, using a scale from 1 to 5.

**Questions:**

1. Rate your preference for choosing a smartphone based on brand recognition over specifications.
2. How much does the technical features, design and aesthetic of the smartphone influence your decision?
3. How quickly do you typically make a decision when purchasing smartphones?
4. Do you consider online reviews before making a purchase decision?
5. How much do recommendations from friends or family impact your choice?
6. How strongly does brand loyalty influence your decision when choosing a smartphone?
7. How likely are you to choose a less-known brand if it offers greater features and environmental benefits?
8. How likely do you consider Brand promotions or discounts an important factor while making a purchase?
9. How do you feel about trying new brands that you haven’t used before?
10. Does customer service reputation of the brand affect your decision?
11. How much do your past experiences with a brand influence your current smartphone purchase?
12. To what extent do you think that the smartphone you use define your societal status?

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**Overall Analysis Questions:** The following questions are aimed towards understanding how consumers approach various decision-making scenarios. Please rate each statement or question using a scale from 1 to 5. where ‘1’ being they strongly disagree to the question and ‘5’ being they strongly agree to the question.

1. I often rely on my gut feelings when making decisions.
2. I trust my instincts when choosing between products.
3. My hunches play a significant role in my buying decisions.
4. I make decisions quickly based on intuition.
5. I prefer to make decisions based on what feels right rather than on thorough analysis.
6. I carefully analyse all the information before making a decision.
7. I rely on logical reasoning when making choices.
8. I gather as much information as possible before deciding.
9. I prefer to analyse the details thoroughly before coming to a conclusion.
10. I make decisions based on facts and data rather than feelings.
11. I often worry about regretting my decisions.
12. I try to make decisions that I will not regret later.
13. I tend to avoid making decisions if I fear I might regret them.
14. I consider the possibility of future regret when making decisions.
15. Fear of making the wrong decision often influences my choices.

**Contact Information:** If you have any questions or concerns about this study, please contact Rudrasish Mishra at [xx23121@bristol.ac.uk](mailto:xx23121@bristol.ac.uk). For questions regarding your rights as a research participant you may contact University of Bristol, Research Governance Team at [research-governance@bristol.ac.uk](mailto:research-governance@bristol.ac.uk). If you have any concerns about your participation in this study, you can contact [management-ethicscommittee@bristol.ac.uk](mailto:management-ethicscommittee@bristol.ac.uk).