



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

Introduction

Information Sheet and Consent

What is this research about?

This study explores the effectiveness of synthetic twins – real-time digital replicas of actual users, created through advanced AI techniques combined with insights from behavioural science and psychometrics – in predicting consumer behaviour within an online shopping context. We investigate whether these AI-generated profiles can accurately mirror the decision-making processes and choices of their real-life counterparts

What will participation involve?

Participation in this study will involve completing an online survey where you will be asked to make shopping decisions for a hypothetical vacation. You will also answer questions regarding your purchasing behaviours and preferences. Additionally, the survey will include questions about your personality traits and demographics (e.g., age, gender, employment, political orientation, etc.), and you may be exposed to different product advertisements and advertising messages.

How long will participation take?

The survey will take approximately 18 minutes to complete.

Who is doing this research?

This research is led by Yulian Ustiyanovych (y.ustiyanovych@lse.ac.uk), a researcher in the Department of Psychological and Behavioural Science at the London School of Economics and Political Science.

What about confidentiality?

All the data you provide us with will be identified by a code, which means that you will be assigned an anonymous ID number for identification and only the researcher named above will have access to the data. The data file will be encrypted and kept in a password protected folder on password protected laptop and desktop computers. Your participation will be anonymous. More specifically, as part of the study, we will ask you only to state basic demographic information (e.g., age, gender, employment, political orientation, etc.), but we will not ask you for personally identifiable information (e.g., name, date of birth, e-mail) or track your IP address, to ensure that your data cannot be linked directly to you.

Will you be contacted for follow-up studies?

There is a possibility that you may be contacted for follow-up studies related to this research. Participation in any follow-up study is entirely optional, and you may decline if you are contacted.

What will happen to the study results?

The study results may be presented at conferences or written up in scientific journals. However, results are presented in terms of groups of individuals and not individually, and it will be impossible to trace any of the results to you individually. Once the data is no longer needed, it will be deleted – this will be determined by the data deletion policy of the journal in which the results are published.

Participation and Withdrawal

You are not in any way obliged to participate in this study, and you may withdraw from the study at any stage without explanation or avoid answering any questions you do not wish to answer.

Approval

This study has received ethics approval from the Department of Psychological and Behavioural Science, London School of Economics and Political Science, and is in line with the ethical guidelines established by the Research Ethics Committee of the London School of Economics and Political Science.

If you have read all of the above, and you agree to participate, please choose 'Yes, I want to take part'.

No, I don't want to take part

Yes, I want to take part

Demographics Personal

How do you describe yourself?

- Female
- Male
- Non-binary / third gender
- Prefer not to say

What is your age in years?

Choose one or more racial or ethnic background that you consider yourself to be

- White or Caucasian
- Black or African American
- American Indian/Native American or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander
- Other
- Prefer not to say

What best describes your employment status over the last three months?

- Working full-time
- Working part-time
- Unemployed and looking for work
- A homemaker or stay-at-home parent
- Student
- Retired
- Other

What is your current marital status?

- Married
- Living with a partner
- Widowed
- Divorced/Separated
- Never been married

How many children do you have?

What was your total household income before taxes during the past 12 months?

- Less than \$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000-\$199,000
- \$200,000 or more

What is the highest level of education you have completed?

- Some high school or less
- High school diploma or GED
- Some college, but no degree
- Associates or technical degree
- Bachelor's degree
- Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.)
- Prefer not to say

In which state do you currently reside?

In which country do you currently reside?

US Demographics Political

Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or something else?

- Republican
- Democrat
- Independent
- Other
- No preference

Would you call yourself a strong Republican or a not very strong Republican?

- Strong
- Not very strong

Would you call yourself a strong Democrat or a not very strong Democrat?

- Strong
- Not very strong

Do you think of yourself as closer to the Republican or Democratic party?

- Republican
- Democratic

Here is a 7-point scale on which the political views that people might hold are arranged from extremely liberal (left) to extremely conservative (right). Where would you place yourself on this scale?



Political Ideology

Did you vote in the 2024 U.S. election?

- Yes
- No

Who did you vote for?

- Donald Trump
- Kamala Harris

Shopping Behaviours

How often do you shop online?

- Daily
- Weekly

- Monthly
- A few times a year
- Rarely or never

What's your average monthly spend on online shopping?

- Less than \$50
- \$50 - \$100
- \$101 - \$250
- \$251 - \$500
- More than \$500

What type of brands do you generally prefer?

- Mainstream
- Premium
- Boutique
- Budget-friendly
- Sustainable
- Luxury

How often do you travel for vacation?

- Never
- Every few years

- Once a year
- Multiple times a year

How important are brand names in your purchasing decisions?

Not at all important	Slightly important	Moderately important	Important	Very important
<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important are discounts in your purchasing decisions?

Not at all important	Slightly important	Moderately important	Important	Very important
<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do you typically make purchasing decisions?

I make quick, spontaneous decisions I take my time and carefully consider my options

<input type="radio"/>	<input checked="" type="radio"/>
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Which devices do you typically use for online shopping?

- Smartphone
- Tablet

- Laptop
- Desktop

How much does social media influence your purchasing decisions?

Not at all A little Somewhat Quite a bit Very much

How important is the eco-friendliness of products in your purchasing decisions?

Not at all important Slightly important Moderately important Important Very important

Mini-IPIP (BIG5s) Intro Vignette

Please indicate how accurately each statement describes you:

Mini-IPIP Q-1

I am the life of the party.

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-2

I sympathize with others' feelings

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-3

I get chores done right away.

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-4

I have frequent mood swings.

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-5

I have a vivid imagination.

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-6

I don't talk a lot.

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-7

I am not interested in other people's problems.

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-8

I often forget to put things back in their proper place

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-9

I am relaxed most of the time

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Attention-Check - 1

Please respond with "Very Accurate" to this question

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-10

I am not interested in abstract ideas

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-11

I talk to a lot of different people at parties

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-12

I feel others' emotions

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-13

I like order

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Attention-Check - 2

Please respond with "Moderately Inaccurate" to this question

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-14

I get upset easily

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-15

I have difficulty understanding abstract ideas

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-16

I keep in the background

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-17

I am not really interested in others

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-18

I make a mess of things

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-19

I seldom feel blue

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mini-IPIP Q-20

I do not have a good imagination

Very Inaccurate	Moderately Inaccurate	Neither Inaccurate nor Accurate	Moderately Accurate	Very Accurate
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Shopping Intro Vignette

In the following, you will participate in an online shopping simulation for a two-week vacation.

For this vacation, there are **three** essential items missing that you need to purchase before going on vacation:

1. Cabin luggage;
2. Compressible storage bag set;
3. A water bottle;

Each of these items has 5 unique advertisement versions, tailored to highlight different product features and styles. You will view a total of 15 advertisements, one for each variation.

For each presented item, you will be asked to rate the effectiveness of the advertisement using a 5-point Likert scale. You will respond to 6 questions regarding your

perception of each product advertisement.

Please read the descriptions of the products carefully, as some details may vary slightly between scenarios.

Click next button to begin the task

Product 1 - Openness



The RIMOWA Original

Designed for visionaries who appreciate iconic design innovation. The signature parallel grooves, inspired by early aviation, transform aluminum into flowing sculptural lines. The 35L design challenges you to curate essentials like a minimalist art piece. Each element tells a story – from the understated RIMOWA lettering to the precisely engineered corners. The multi-directional wheels move like brush strokes, while the anodized surface creates ever-changing light plays. Perfect for creative minds who see beauty in engineering.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

This is an effective advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I would purchase this product after seeing this advertisement.

- Strongly Disagree
- Disagree

- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Overall, I like this product advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

This advertisement has made me more interested in the product.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

- Strongly Disagree

- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Product 1 - Conscientiousness



The RIMOWA Original

Exemplifies German engineering precision at its finest. Each of the 15 parallel grooves is exactly 14mm apart, providing optimal structural integrity while reducing weight by 26%. The aircraft-grade aluminum body offers a precise 35L capacity, optimized for carry-on efficiency. The TSA-approved locks feature 1,000 unique combinations, while the whisper-quiet wheels are tested for 832,000 rotations. The interior features a calibrated 50/50 split. Every measurement, every component is exactingly calculated.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

This is an effective advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I would purchase this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Overall, I like this product advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

This advertisement has made me more interested in the product.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree

Strongly Agree

Product 1 - Extraversion



The RIMOWA Original

Turns heads and starts conversations wherever you go. Its iconic grooved design and gleaming aluminum finish make an unforgettable entrance in any setting. The sleek 35L profile is perfect for spontaneous weekend getaways or high-impact business trips. The distinctive silhouette has graced more Instagram stories than any luxury luggage, while the characteristic wheel sound announces your arrival with style. Each scratch tells a story of your adventures. Travel as the trendsetter you are.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

This is an effective advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I would purchase this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Overall, I like this product advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

This advertisement has made me more interested in the product.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Product 1 - Agreeableness



The RIMOWA Original

Embody our commitment to responsible luxury and mindful travel. Our sustainable process uses recycled aluminum for the 35L design, crafted by artisans earning fair wages in family-owned facilities. The smooth-gliding wheels and ergonomic handle are designed with consideration for fellow travelers. We've partnered with global repair artisans to ensure local maintenance, supporting communities worldwide. Join a movement of conscious travelers who believe luxury should lift everyone up.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree

- Agree
- Strongly Agree

This is an effective advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I would purchase this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Overall, I like this product advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree

- Agree
- Strongly Agree

This advertisement has made me more interested in the product.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Product 1 – Neuroticism



The RIMOWA Original

Eliminates travel worries through multiple protection layers. The 35L aircraft-grade aluminum shell, reinforced with 12 structural grooves, exceeds military impact standards while ensuring carry-on compliance. Our corner guards provide eight-point drop protection, with a watertight seal system for all weather. Dual TSA locks feature tamper-alert technology and embedded tracking for real-time location. The stabilized wheel system prevents tip-overs. Travel with absolute confidence.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

This is an effective advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I would purchase this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Overall, I like this product advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

This advertisement has made me more interested in the product.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Product 2 – Openness



Compressible Packing Cubes

Discover a revolutionary art form in travel organization with RIMOWA's visionary cubes. Like modernist sculpture, their fluid compression transforms space itself, challenging conventional boundaries. Each cube is a canvas of infinite possibilities, crafted from aerospace-inspired recycled materials. The avant-garde design morphs as you pack, creating dynamic spatial compositions. Perfect for creative pioneers who see packing as performance art. Break free from ordinary constraints and curate your journey like a gallery installation. Transform travel into pure innovation

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree

- Agree
- Strongly Agree

This is an effective advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I would purchase this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Overall, I like this product advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree

- Agree
- Strongly Agree

This advertisement has made me more interested in the product.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Product 2 – Conscientiousness

Compressible Packing Cubes



Experience the pinnacle of German precision with RIMOWA's meticulously engineered packing system. Each cube reduces volume by 35% while maintaining perfect structural integrity. The design includes precise compression markers, reinforced stress points tested to 12kg capacity, and premium YKK zippers rated for 35,000 cycles. The systematic organization maximizes your 35L cabin case space with efficient compartmentalization. Achieve flawless organization with engineering excellence, measured and tested to perfection.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree

Strongly Agree

This is an effective advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I would purchase this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Overall, I like this product advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

This advertisement has made me more interested in the product.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Product 2 – Extraversion



Compressible Packing Cubes

Become the star of every destination with RIMOWA's most viral travel innovation. These show-stopping cubes have sparked over 350M views across social media, dominated Instagram reels, and inspired countless #PackingWithRIMOWA moments worldwide. The intelligent compression system leaves room for spontaneous shopping discoveries and outfit changes. Their ultra-sleek design transforms hotel room unpacking into a content creator's dream. Perfect for jet-setters who collect likes as often as passport stamps. Pack to impress, travel to be seen.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree

- Agree
- Strongly Agree

This is an effective advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I would purchase this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Overall, I like this product advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree

- Agree
- Strongly Agree

This advertisement has made me more interested in the product.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Product 2 – Agreeableness



Compressible Packing Cubes

Join RIMOWA's global family of mindful travelers with our most conscientious creation yet. Each cube supports three local artisan communities and is crafted from ocean-recovered materials, preventing 12 plastic bottles from harming marine life. The collaborative design promotes shared packing experiences, while our fair-trade manufacturing empowers developing communities. Every purchase funds environmental restoration and educational initiatives. Travel with compassion, pack with purpose, share with love.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree

Strongly Agree

This is an effective advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I would purchase this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Overall, I like this product advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

This advertisement has made me more interested in the product.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Product 2 – Neuroticism



Compressible Packing Cubes

Achieve complete travel peace of mind with RIMOWA's most secure packing innovation. Features military-grade compression technology, antimicrobial Polygiene® treatment, and our patented triple-lock zipper system. Built-in stress indicators prevent over-compression, while RFID-traceable markers ensure nothing gets lost. The water-resistant barriers exceed IP67 standards, protecting from all environmental risks. Backed by our lifetime guarantee and 24/7 global support network. Transform uncertainty into absolute confidence.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree

Strongly Agree

This is an effective advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I would purchase this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Overall, I like this product advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

This advertisement has made me more interested in the product.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Product 3 – Openness



Clima Water Bottle

Discover a sensory revolution in hydration with 24Bottles' artistic innovation. The Clima bottle is a modernist sculpture in stainless steel, featuring avant-garde temperature control that maintains cold for 24 hours or heat for 12. Each bottle's minimalist silhouette and custom-curated colors challenge conventional design boundaries. Perfect for creative spirits who see everyday objects as art pieces, this bottle transforms hydration into a statement of individual expression. Embrace innovation in every sip.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree

Strongly Agree

This is an effective advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I would purchase this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Overall, I like this product advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

This advertisement has made me more interested in the product.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Product 3 – Conscientiousness



Clima Water Bottle

Master your hydration with 24Bottles' precision-engineered Clima bottle. Features 316-grade stainless steel construction, maintaining exact temperatures (24 hours cold/12 hours hot) with 99.9% efficiency. The leak-proof cap system withstands 20,000+ open-close cycles, while the 1L capacity optimizes daily water intake requirements. Each bottle saves 0.08kg carbon footprint daily versus disposable alternatives. Achieve perfect hydration with Swiss-tested temperature control and German-engineered durability.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree

Strongly Agree

This is an effective advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I would purchase this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Overall, I like this product advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

This advertisement has made me more interested in the product.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Product 3 – Extraversion



Clima Water Bottle

Make every sip an opportunity with 24Bottles' most sociable hydration companion. The Clima bottle naturally starts conversations, whether you're at the office, gym, traveling, or meeting friends. Its distinctive design and premium finish draw admiring glances, while double-wall insulation keeps drinks cold for 24 hours or hot for 12 - perfect for impromptu coffee dates or extended adventures with friends. Ideal for those who love bringing people together and staying energized through every social moment. Turn every drink into a chance to connect.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree

Strongly Agree

This is an effective advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I would purchase this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Overall, I like this product advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

This advertisement has made me more interested in the product.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Product 3 – Agreeableness



Clima Water Bottle

Join 24Bottles' compassionate hydration movement with the eco-conscious Clima bottle. Each purchase prevents 580 single-use plastics annually and supports global water conservation projects. Crafted through fair-labor practices, this bottle embodies our commitment to environmental harmony. The mindful design keeps drinks cold for 24 hours or hot for 12, while supporting clean water initiatives worldwide. Choose sustainable hydration that nurtures both people and planet. Every sip makes a difference.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree

Strongly Agree

This is an effective advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I would purchase this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Overall, I like this product advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

This advertisement has made me more interested in the product.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

Strongly Disagree

Disagree

Neither Agree Nor Disagree

Agree

Strongly Agree

Please respond with "Disagree" to this question

Strongly Disagree

Disagree

Neither Agree Nor Disagree

- Agree
- Strongly Agree

Product 3 – Neuroticism



Clima Water Bottle

Experience worry-free hydration with 24Bottles' most secure temperature-control innovation. The Clima bottle features antimicrobial coating, triple-sealed cap technology, and certified food-grade steel construction. Advanced vacuum insulation guarantees temperature stability (24 hours cold/12 hours hot), while the non-slip texture prevents accidents. Each bottle undergoes 25-point safety testing and includes our lifetime warranty. Stay perfectly hydrated while enjoying complete peace of mind.

Please evaluate the effectiveness of this product ad by answering the following questions:

I find this product advertisement to be persuasive.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

This is an effective advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I would purchase this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

Overall, I like this product advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

This advertisement has made me more interested in the product.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

I am interested in learning more about this product after seeing this advertisement.

- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree

Strongly Agree

Post-Shopping Survey – Both Variants

Overall, how persuasive did you find the product advertisements?

Not at all
persuasive

Slightly
persuasive

Moderately
persuasive

Very persuasive

Extremely
persuasive

How likely are you to consider purchasing any of these products?

Very unlikely

Somewhat
unlikely

Neutral

Somewhat likely

Very likely

How similar was this advertisement viewing experience to your typical online shopping behaviour?

Very different

Somewhat
different

Neither different
nor similar

Somewhat
similar

Very similar

Which factors most influenced your ratings of the

advertisements? (Select all that apply)

- Product images
- Product Brand
- Advertisement messages
- Personal preferences
- Perceived necessity for a beach vacation
- Other (please specify)

Post-Shopping Survey

If the advertisements had been tailored to your personal preferences, how much do you think this would have influenced your ratings?

Not at all	A little	To a moderate extent	To a large extent	To a very large extent
<input type="radio"/>				

How much did you notice any differences in how each product was described in the advertisements?

Not at all	A little	To a moderate extent	To a large extent	To a very large extent
<input type="radio"/>				

Captcha Check

Almost There! Just a Quick Check to Confirm You're Not a Robot!

I'm not a robot 
reCAPTCHA
Privacy - Terms

Seriousness check

We'd really appreciate it if you could let us know whether you've been actively engaging with this study or simply clicking through without reading the instructions and questions. Please answer honestly – **your will be paid regardless of your answer**. Thank you 🙏

No, I have not engaged seriously in this study 

Yes, I have engaged seriously in this study 

Debrief

Thank you for participating in our study!

If you're interested in learning more about this study or would like to receive a

summary of the results once the research is completed, please feel free to contact the researcher at y.ustiyanovych@lse.ac.uk

Thank You ❤️

Yulian Ustiyanovych

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