

BEHAVIOURAL SPILLOVERS FROM GREEN PURCHASES

Appendix

1. Green and Conventional Shops (*behavior 1*)

1.2. *Treatment 1-2*. Conventional and Green Shops (Mazar and Zhong, 2010)

Conventional Shop (control)			Green Shop		
	Laundry Detergent- Tide 2x Ultra-concentrated Liquid Size: 50oz, 32 loads	Price: \$8		Laundry Detergent- Tide 2x Ultra-concentrated Liquid Size: 50oz, 32 loads	Price: \$8
	Natural Laundry Detergent- Seventh Generation 2x Natural Concentrated Liquid Biodegradable and non-toxic Size: 50oz, 32 loads	Price: \$8		Natural Laundry Detergent- Seventh Generation 2x Natural Concentrated Liquid Biodegradable and non-toxic Size: 50oz, 32 loads	Price: \$8
	Shampoo-Pantene Pro-V Clarifying shampoo Quantity 13.5 fl oz (400ml)	Price: \$5		Organic Shampoo- Avalon Organics Vegan and biodegradable Quantity: 11 fl oz (325ml)	Price: \$5
	Disposable AA Batteries- Energizer Everyday use batteries Quantity: 4 Batteries	Price: \$5		Rechargeable AA Batteries- Energizer Recycled and reusable batteries that last 4x longer Quantity: 4 Batteries	Price: \$5
	Yogurt- Dannon Whole Milk Yogurt Flavor: Natural Size: 32 oz/ 907g	Price: \$5		Organic Yogurt- Stonyfield farm All natural and organic ingredients Flavor: Natural Size: 32 oz/ 907g	Price: \$5
	Natural Deodorant Stick - Tom's of Main Made out of natural powder Size: 2.25oz	Price: \$4		Natural Deodorant Stick - Tom's of Main Made out of natural powder Size: 2.25oz	Price: \$4
	Deodorant Stick - Speed Stick Long-lasting, powerful deodorant protection Size: 3oz	Price: \$4		Deodorant Stick - Speed Stick Long-lasting, powerful deodorant protection Size: 3oz	Price: \$4
	Macaroni & Cheese Dinner- Kraft The cheesiest, original flavor Size: 7.25 oz (205 g)	Price: \$4		Organic Macaroni & Cheese Dinner- Back to Nature Made with real, certified, organic Cheddar Cheese Size: 6 oz (170 g)	Price: \$4
	Trash Bags- Glad Gallon white garbage bags Size: 6L, 40 bags	Price: \$4		Compostable Trash Bags- The Green Maker 100% biodegradable Size: 6L, 30 bags	Price: \$4
	Potato Chips - Pringles Bursting with flavor Flavor: Original Size: 6 oz	Price: \$3		Organic Potato Chips - Kettle Made with selected organic potatoes Flavor: Jalapeño Size: 5 oz	Price: \$3
	Kitchen Paper Towels- Scott Super absorbent Quantity: 1 roll /128 sheets	Price: \$2		Kitchen Paper Towels- Scott Super absorbent Quantity: 1 roll /128 sheets	Price: \$2
	Recycled Kitchen Paper Towels - Seventh Generation 100% recycled and unbleached Quantity: 1 roll/120 sheets	Price: \$2		Recycled Kitchen Paper Towels - Seventh Generation 100% recycled and unbleached Quantity: 1 roll/120 sheets	Price: \$2
TOTAL:		0	TOTAL:		0

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1.2 Treatment 3 - 4. Green store more expensive/cheaper than conventional

Expensive Green Shop				Cheap Green Shop			
	Laundry Detergent- Tide 2x Ultra-concentrated Liquid Size: 50oz, 32 loads	Price: \$7			Laundry Detergent- Tide 2x Ultra-concentrated Liquid Size: 50oz, 32 loads	Price: \$9	
	Natural Laundry Detergent- Seventh Generation 2x Natural Concentrated Liquid Biodegradable and non-toxic Size: 50oz, 32 loads	Price: \$9			Natural Laundry Detergent- Seventh Generation 2x Natural Concentrated Liquid Biodegradable and non-toxic Size: 50oz, 32 loads	Price: \$7	
	Organic Shampoo- Avalon Organics Vegan and biodegradable Quantity: 11 fl oz (325ml)	Price: \$5			Organic Shampoo- Avalon Organics Vegan and biodegradable Quantity: 11 fl oz (325ml)	Price: \$5	
	Rechargeable AA Batteries- Energizer Recycled and reusable batteries that last 4x longer Quantity: 4 Batteries	Price: \$5			Rechargeable AA Batteries- Energizer Recycled and reusable batteries that last 4x longer Quantity: 4 Batteries	Price: \$5	
	Organic Yogurt- Stonyfield farm All natural and organic ingredients Flavor: Natural Size: 32 oz/ 907g	Price: \$5			Organic Yogurt- Stonyfield farm All natural and organic ingredients Flavor: Natural Size: 32 oz/ 907g	Price: \$5	
	Natural Deodorant Stick - Tom's of Main Made out of natural powder Size: 2.25oz	Price: \$5			Natural Deodorant Stick - Tom's of Main Made out of natural powder Size: 2.25oz	Price: \$3	
	Deodorant Stick - Speed Stick Long-lasting, powerful deodorant protection Size: 3oz	Price: \$3			Deodorant Stick - Speed Stick Long-lasting, powerful deodorant protection Size: 3oz	Price: \$5	
	Organic Macaroni & Cheese Dinner- Back to Nature Made with real, certified, organic Cheddar Cheese Size: 6 oz (170 g)	Price: \$4			Organic Macaroni & Cheese Dinner- Back to Nature Made with real, certified, organic Cheddar Cheese Size: 6 oz (170 g)	Price: \$4	
	Compostable Trash Bags- The Green Maker 100% biodegradable Size: 6L, 30 bags	Price: \$4			Compostable Trash Bags- The Green Maker 100% biodegradable Size: 6L, 30 bags	Price: \$4	
	Organic Potato Chips - Kettle Made with selected organic potatoes Flavor: Jalapeño Size: 6 oz	Price: \$3			Organic Potato Chips - Kettle Made with selected organic potatoes Flavor: Jalapeño Size: 6 oz	Price: \$3	
	Kitchen Paper Towels- Scott Super absorbent Quantity: 1 roll /128 sheets	Price: \$1			Kitchen Paper Towels- Scott Super absorbent Quantity: 1 roll /128 sheets	Price: \$3	
	Recycled Kitchen Paper Towels - Seventh Generation 100% recycled and unbleached Quantity: 1 roll/120 sheets	Price: \$3			Recycled Kitchen Paper Towels - Seventh Generation 100% recycled and unbleached Quantity: 1 roll/120 sheets	Price: \$1	
TOTAL:				TOTAL:			
0				0			

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2. Dependent variable. Pro-environmental behaviors (*behavior 2*)

2.1. Choice between green and conventional products in second shop (Schwartz, Loewenstein & Agüero-Gaete, 2020).

Instruction: In this supermarket you have \$5 extra dollars to spend in one product. The remaining money will be given to you in cash. Choose the product from the list you want to add to your shopping basket.

	13 watt soft white CFL BULB (60 watt incandescent equivalent) - Energy start approved - Life: 12,000 hours - 1 lightbulb	\$ 2.45 each	☐
	60 watt soft white incandescent lightbulb - Life: 1,000 - Medium base - 4 lightbulbs (1 pack of 4)	\$ 1.27 (4 lightbulbs)	☐
	Leviton 3-way ivory light switch - Controls lights from two locations (two-3 way switches must be used in a 3 way system) - 1 light switch	\$ 3.95 each	☐
	Feit electric 75 watt halogen bulb - Life: 2,000 hours - G8 base - 1 light bulb	\$ 3.99 each	☐
	Leviton 15-AMP plug - Brown/white 2-points duty plug - 15 AMP/125 volt, non-grounding - For light duty, polarized, strait blade plug - 2 plugs	\$ 3.98 2 plugs	☐

2.2. Climate Policy Support Questions

Instruction: Here we will ask you some questions regarding different policies and climate initiatives. Please mark you willingness to perform each of the following initiatives using the scale below.

*Measured on a scale from 1 (completely disagree) to 7 (completely agree)

- I would be willing to sign a petition to support an environmental cause

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- b. I would be willing to pay more taxes to support greater government control of the sustainability of companies and products
- c. I would be willing to pay more each month for electricity if it meant cleaner air

3. Instructions and Questionnaire

Screen 1. Spending Task (*Consent*)

Welcome to the Spending Task.

With this task, we aim to explore the kind of everyday decisions that people make.

Please read the following statement carefully.

This hit is carried out for a research project by the Autonomous University of Barcelona. It contains an incentivized spending task followed by a short survey used for scientific purposes only. It will take you about 10 minutes to complete.

It has no commercial or government-related purpose. There are no known risks for you if you decide to participate, nor will you experience any costs when participating.

Your participation is anonymous and the information you provide will not be stored or used in any way that could reveal your personal identity.

Screen 2. Spending Task (*Consent*)

If you have any questions or concerns about completing this hit or about participating in this survey, you may contact us at

You can exit the task anytime by clicking the exit button.

If you have read and understood the consent form and agree to participate please accept the hit and continue. Otherwise, click on the exit button.

Screen 3. Spending Task (*Instructions_1*)

Thank you for accepting this hit! You will receive \$1.00 for participating. Note you will only receive the payment if you complete the whole task.

This hit has two parts:

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- First you will be presented with a shopping task where you will be asked to select between some products from an online supermarket.
- Next you will answer a questionnaire regarding the products in the online supermarket and some other questions regarding your opinions.

Screen 4. Spending Task (*Instructions_2*)

You will be presented with an online supermarket containing a set of products that differ in various respects, such as utility, price or advertising.

You have \$25 to spend in the supermarket. Please take some time to get familiar with the products and then make your choice.

When you are done with your purchase you will be asked a set of questions regarding the products.

At the end of the study, you will participate in a lottery where 10 participants can win a voucher for the chosen products. The winners will be announced at the end of the study.

Screen 5. Spending Task (*Online Store_control; green_sameprice or; green__expensive or; green_cheap*)

Welcome to the online supermarket! You can spend up to \$25 on the products you like. You can only buy a product once. The running total of how much you have spent will be shown at the bottom of the page.

To buy a product write its dollar value in the box next to the product. Otherwise, leave the box empty.

When you are ready check out of the shop. If you do not want to buy anything, please exit the task.

**Here image of the supermarket (Appendix 1)*

Screen 6. (*Dependent variable*) **Behaviour 2_Consumption decision or Policy support**

**Here image of the supermarket or questions on policy support (Appendix 2)*

Screen 7. Survey

Now we will ask you some personal opinions.

1. (**Green identity**) Please rate the extent to which you agree with the following statements using the scale below (1 = *completely disagree* and 7 = *completely agree*)
 - “Acting environmentally friendly is an important part of who I am,”
 - “I am the type of person who acts environmentally friendly,”

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- “I see myself as an environmentally friendly person”
2. (**Perception of having “done enough” for the protection of the environment**) Please rate the extent to which you agree with the following statements using the scale below (1 = *completely disagree* and 7 = *completely agree*)
 - “I contribute to the protection of the climate and the environment more than most other people,”
 - “I sufficiently contribute to the protection of the climate and the environment”
 - “In everyday life, I succeed in protecting the climate and the environment.”
 3. (**Self-efficacy**) I believe consumption of less carbon-intensive (or green) products can effectively reduce global CO₂ emissions
 4. (**Responsibility**) I am responsible for the CO₂ emissions generated by the products I buy. (−3 = *completely disagree* and 3 = *completely agree*)
 5. (**Climate change concern**) I personally worry a great deal about climate change (−3 = *completely disagree* and 3 = *completely agree*)
 6. (**Climate change consequences**) Climate change won't affect me personally (R)
 7. (**Climate change beliefs**) Climate change is mainly caused by human activity
 8. (**Environmental attitude**) Now we want to ask you some questions regarding your everyday actions. Using the scale above, please state how often you performed each of the following actions during the last year [GRID: never, rarely, sometimes, often, and very often, NA]
 - Waste separation to facilitate recycling
 - Maintain your house at a lower temperature during wintertime and instead put on extra clothing
 - Buy products with less packaging
 - Take shorter or colder showers
 - Select holiday trips that do not require travel by airplane
 - Turn off lights and appliances when not in use
 - Reduce car travel by shifting to walking, cycling or public transportation
 - Use your own reusable bag for shopping
 - Use your own reusable bottle for water
- (**Attention check**)
9. Now we will ask you a series of questions regarding the products offered in the first online supermarket.
Which of the following products were not offered in the supermarket? Choose all that apply (Deodorant, Dish-washing liquid, Ravioli, Detergent, Yogurt).
 10. In the first online supermarket there were some green and some conventional products. Greener products on average were: (more expensive than conventional

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products; less expensive than conventional products; same price as conventional products; I do not remember).

(*Demographics*)

11. Are you? (*Male, Female, Other*)

12. What is your age? Under 18; 18-24; 25-34; 35-50; 51-65; Over 65

13. What is the highest level of education you have completed?

- Less than High School
- High School
- College Degree
- Master's Degree
- Doctoral Degree

14. Which of the following do you consider to be your primary racial or ethnic group?

- White
- African American
- Asian American
- Hispanic or Latino
- Native American
- Other

15. Which of these describes your personal income last year?

- \$0
- \$1 to \$9 999
- \$10 000 to \$24 999
- \$25 000 to 49 999
- \$50 000 to 74 999
- \$75 000 to 99 999
- \$100 000 to 149 999
- \$150 000 and greater

16. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or other?

- Democrat
- Republican
- Independent
- Other

Screen 8. MTurk Identification code

Thank you for your participation!

Please write down your MTurk Id to proceed with the payment _____

At last, in case you result as a winner of the lottery for the chosen products of the supermarket, how would you like to receive the price?

- a. As an Amazon voucher for the selected products
- b. With an MTurk transfer to buy them myself