



How psychological distance affects consumer behavior towards sustainable product features and attributes

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Abstract

Title: How psychological distance affects consumer behavior towards sustainable product features and attributes

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Summary: Consumers are constantly confronted with decision making processes on a daily basis and the number of different offers and the vast amount of opportunities can be challenging. But also, for marketers creating the right amount of attention and desire to promote and place their products at the right time and right way is challenging. An important factor and variable plays the construal level theory, that states that people can be either in a more concrete (low) or in a more abstract (high) state of mind. This theory of psychological distance is an important key factor for understanding consumer behavior and to understand what effects this can cause and what are the different dimensions that influence psychological distance. With sustainable consumption on the rise and the offer for more sustainable product alternatives constantly rising, this dissertation aims to explore the connections and the effects psychological distance manipulation has on how consumers evaluate and rate products with sustainable product features and attributes. Previous research has stated that sustainable attributes gain importance when consumers are in a more abstract state of mind with the construal level theory examining, that people that are in a more concrete state of mind are more detailed orientated in their decision- making process. And the combination of those two theories are the baseline of this dissertation. It hypothesizes that psychological distance is a mechanism that affects consumer behavior towards sustainable product attributes. Two studies were conducted for testing these hypotheses.

Keywords: psychological distance, construal level theory, sustainable, consumer behavior, product evaluation, decision-making

Resumo

Título: Como a distância psicológica afecta o comportamento do consumidor em relação às características e atributos do produto sustentável

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Sumário: Os consumidores são constantemente confrontados com processos de tomada de decisão numa base diária e o número de diferentes ofertas e a vasta quantidade de oportunidades pode ser um desafio. Um factor importante e variável desempenha a teoria do nível constual, que afirma que as pessoas podem estar ou num estado de espírito mais concreto (baixo) ou num estado de espírito mais abstracto (alto). Esta teoria da distância psicológica é um factor chave importante para compreender o comportamento do consumidor e para compreender os efeitos que isto pode causar, quais são as diferentes dimensões que influenciam a distância psicológica. Com o consumo sustentável em ascensão e a oferta de alternativas de produtos mais sustentáveis a aumentar constantemente, esta dissertação visa explorar as ligações e os efeitos que a manipulação psicológica da distância tem sobre a forma como os consumidores avaliam e classificam produtos com características e atributos de produtos sustentáveis. Pesquisas anteriores afirmaram que os atributos sustentáveis ganham importância quando os consumidores estão num estado de espírito mais abstracto com a teoria do nível constual examinando que as pessoas que estão num estado de espírito mais concreto se orientam mais detalhadamente no seu processo de tomada de decisões. E a combinação destas duas teorias é a base desta dissertação. A tese pressupõe que a distância psicológica é um mecanismo que afecta o comportamento do consumidor em relação aos atributos do produto sustentável.

Palavras-Chave: distância psicológica, teoria do nível constutivo, sustentável, comportamento do consumidor, avaliação do produto, tomada de decisões

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Chapter 1: Introduction

Research Topic

Every consumer is confronted with influences from companies, the media or social contacts like friends and family in their daily decision-making process and therefore, are subsequently affected on how and why they behave in a certain way as a consumer. Especially, a trend can be monitored towards the inclusion of sustainable variables into the decision-making process of consumers. Consumers including social and moral concerns (eg., impact on the environment, human rights, animal testing, corporate social responsibility) has constantly increased over the past years and affects consumer behavior (Nelson, 2004). Those consumer decisions extend the traditional values like price, quality and brand image attributes (Nelson, 2004).

Research has shown that the Construal level theory (CLT), a framework that is connecting distance and abstraction, suggests that psychological distance is one important determinant of whether primary, essential characteristics or secondary, peripheral characteristics are used as the basis of evaluation (Trope, Liberman, & Wakslak, 2017). There have been numerous amounts of studies analyzing psychological distance towards consumer behavior. However, a research gap occurs analyzing the effects psychological distance can have towards sustainable consumer behavior.

Previous studies by (Goldsmith, Newman, & Dhar, 2016) support that an abstract (high level constraint) mindset promotes self-transcendent benefits, whereas people with a more concrete (low level of constraint) mindset value economic values of a product more. This means that if a person is put in a more abstract position towards his decision-making process, he values sustainable attributes over economical values. However, with the focus on psychological distance and in detail the manipulation of temporal distance, we believe that under certain conditions a more abstract and low level of constraint is supportive towards the evaluation of sustainable product attributes and consumer behavior, which is in contradiction to the previous study by Goldsmith, Newman & Dhar.

Research Problem

The main goal of this dissertation is to analyze how consumers perception towards sustainable product features and attributes changes through manipulation of psychological distance. A mix of different distance manipulations will be used as the factor to analyze psychological distance. However, the main focus being on the temporal distance dimension.

RQ1: How does psychological distance affect sustainable consumer decision making and behavior and to what extend does the sustainability factor influence the decision-making process. Studies by (Goldsmith, Newman, & Dhar, 2016) have shown that consumers in a more abstract (high level) mindset value sustainable attributes and features more. However, we believe that under certain conditions a more concrete (low level) thinking promotes sustainable consumer behavior and decision making.

RQ2: Under which conditions can a more concrete (low level of construal) level of mindset enhance sustainable consumer behavior and decision making?

Consumers in a more concrete level of mindset are more focused on details compared to people with an abstract mindset. Furthermore, sustainability attributes are more important for consumers in a high level of constraint. This research combines those two theories and tests if under a certain condition a low level of constraint, promotes sustainable consumer behavior.

Previous studies have shown that psychological distance has a considerable impact on consumer behavior and decision making. One of the primary aims of consumer psychology is to understand the way in which individuals make decisions and evaluate objects and products. Numerous studies have led to an understanding that evaluations are driven not only by the quality and desirability of an object but also by a variety of less central factors. Construal level theory (CLT), a framework that is connecting distance and abstraction, suggests that psychological distance is one important determinant of whether primary, essential characteristics or secondary, peripheral characteristics are used as the basis of evaluation (Trope, Liberman, & Wakslak, 2017). Furthermore, in the past a rise in sustainable products and consumption can be monitored. Sustainability-marketed products grew faster than their conventional counterparts with no sustainable product features. However, a research gap occurs when analyzing psychological distance towards sustainability attributes and features of products. Most researchers focus on temporal or spatial distance to prove a correlation between psychological distance and consumer behavior.

Nonetheless, there are still some major gaps regarding those dimensions especially by analyzing the effects of high or low psychological distance towards sustainable product attributes and features.

Dissertation Structure

The dissertation is divided in five main chapters. The first Chapter introduces the research topic, research problem and the main research questions this dissertation will answer. In chapter two a literature review will analyze current research and explains the fundamental basis on what this dissertation is based on. Furthermore, it will provide information to help answer the research question and to set the foundation for our hypotheses. In chapter 3 the research methodology is presented. Chapter four will explain the main results and findings of the conducted studies. Two studies were analyzed in order to prove the hypotheses.

In chapter five a main conclusion of the overall study and the results are presented. Furthermore, limitations that could have influenced the study and possible future research will also be provided at the end of the dissertation.

Purpose of Study

This research study aims to explore detail levels of the Construal level theory (CLT) by analyzing psychological distance towards sustainable consumer behavior and purchasing decisions of sustainable products. This study will help marketers to better understand what influence low or high psychological distance has on how consumers evaluate products that differ in the level of detail, regarding the sustainable and environmental information's provided. Especially, with the growing number of consumers that include a more sustainable and environmental approach in their decision-making and buying approach. This study will help to close an important gap to further understand the motivation and attributes that influences consumer behavior. The goal is to analyze the previous conducted studies by (Lieberman, Trope, & Wakslak, 2007) & (Goldsmith, Newman, & Dhar, 2016) and find connecting points between these studies, with the main focus on the sustainable consumption and how consumers value environmentally friendly attributes with the inclusion of psychological distance manipulation. This study has the potential to display new angles on to the topic, with the goal to better understand the connection between psychological distance and sustainable consumption, and therefore, generating an important addition to previous conducted research.

Chapter 2: Literature Review

Construal Level Theory (CLT)

The construal level theory (CLT) explains how psychological distance affects the perception of people and consumers towards their decision-making process and consumer behavior (Liberman, Trope, & Wakslak, 2007). The construal level theory displays how the mental representation of certain stimuli that are either lower and at a more concrete level, and stimuli that are more psychologically distant and at higher and more abstract level of constraint (Trope & Liberman, 2010). The higher psychological distance is, perceivers tend to create high-level rather than low-level of construal's of objects and events (Bar-Anan, Liberman, & Trope, 2006). CLT indicates four main dimensions of psychological distance: (a) spatial— how distal in space is the target from the perceiver; (b) temporal— how much time (past or future) is between the perceiver's present time and the target event; (c) social— how distinct is the social target from the perceiver's self (e.g., self vs. others, friend vs. stranger); and (d) hypotheticality— how likely is the target event to happen, or how close it is to reality, as construed by the perceiver (Bar-Anan, Liberman, & Trope, 2006). For example, reading a book could be construed as spending some personal time in the afternoon, which could be construed as more concrete level. However, a more abstract representation of reading a book is to reach a specific goal, which in this representation could be to get “educated” (Trope & Liberman, 2010).

A very important aspect of the Construal Level Theory is that the different psychological distances are mentally connected with each other. This means that if a person thinks of distant location, he also associates it with a more distant future rather than the near future. Different dimensions of psychological distance should be affected in the same or similar way. (Trope & Liberman, 2010).

This is especially important due to the fact that we are going to focus our research experiment mostly on the manipulation of temporal distance. With the manipulation of temporal distance, we conclude that the results generated from the experiment can be concluded as effects on psychological distance. Furthermore, the construal level theory states that the psychological distance influences what perception characteristics are used for evaluation. Higher levels of construal implicate that people favor options at a higher more abstract level (Trope & Liberman, 2010). The CLT suggests that there are multiple levels of abstractness of objects, hierarchies and goals. Each level (reading a journal article) breaches into a more abstract level of constraint which

answers “why” the certain action or task is performed. By asking the “why” question a higher and more abstract thinking is created. The higher the level of abstractness is, the lower will the concrete level of details about the specific task or event will get and abstract attributes are set into focus (Semin & Fiedler, 1988).

Most research towards consumer behavior had its primary focus on the present moment of choice when consumers are in their decision-making phase (Fishbach, Dhar, & Zhang, 2006). However, in recent years a change from analyzing single goal scenarios to a setting where people are seeking multiple goals through a variant of different choices (Fishbach, Dhar, & Zhang, 2006). This inclusion of different aspects and dimensions offers marketers wider opportunities in their marketing strategies and offer them a wider set of chances to market their product in the right way time and place.

Effects of temporal Distance Manipulation

The primary focus of this dissertation will be the manipulation of the psychological distance manipulation with the main focus on temporal distance with either concrete (low) and abstract (high) level of construal. Most of the preliminary research regarding psychological distance manipulation has focused its research on spatial or temporal distance to analyze the effects of psychological distance.

Temporal distance also referred to as time factor, displays how people respond to certain events that are either in a short period of time (concrete) or are in a more distant future (abstract). For example: Consumers value other aspects and are focused on other details when asked about buying a car tomorrow, compared to when asked about details of car they are supposed to buy next year.

Consumer psychology has proven that people are more focused on details and are more risk averse towards events that occur in the near future compared to events in the distant future where people are willing to take higher risks and are more confident in their decision making processes (Liberman, Sagristano, & Trope, 2002). Events someone will participate in or decisions an individual has to make, the further those events and decisions are moved into the distant future the more people's responses to those events and decisions will change compared to near distant events (Liberman, Sagristano, & Trope, 2002). When confronted with changes in temporal distance, the consumer behavior of an individual can change completely. Temporal distance is with spatial distance, the dimension which offers the best possibilities for manipulation regarding research.

Green Consumer and sustainable consumption behavior

Describing the green consumer and his respective consumer behavior there are many stereotypes that occur. Those stereotypes conclude that green consumers are mostly young to middle aged females who have a good education and are considered wealthy to an extent and have a liberal political view (White, Habib, & Hardisty, 2019). There are three main factors that influence green consumer behavior. Environmental values and concerns show that a higher level of environmental consciousness is strongly linked to non-materialistic consumption habits of individuals. Green consumers show more altruistic habits and are more open to change (White, Habib, & Hardisty, 2019). A second factor that describes green consumers are Socio-demographic variables which give significant prove towards the stereotypes explained above (Evans, et al., 2012). The final factor that influence green consumer behavior are psychological factors. Psychological factors are a person's individual attributes that influence their green behavior. Main psychological factors are self-efficacy, perceived consumer effectiveness, social responsibility and the interaction of the effects of variables like price and quality. Those three main variables have a major impact and are important in order to understand what influences and drives sustainable and green consumption (hanss & Doran, 2019). Sustainable Consumers are constantly growing and are demanding more information and options of the producers. This puts pressure on the companies and the markets, to fulfill those required needs and to adapt to the requested changes.

Psychological Distance and the effects on Sustainable consumer behavior

Within the last years a major shift towards a more sustainable thinking in consumer behavior can be observed. The product range of products that feature sustainable attributes is constantly rising. Many different segments and companies have switched on promoting sustainable attributes of their products instead of economical features. The general target goal of marketing and advertising campaigns is to influence consumers in their decision making and affect their product preferences and choices (Fiedler, 2007). All marketing related strategies from companies that involve changes in their pricing or brand strategies has the overall goal to generate an impact on consumer preferences (Fiedler, 2007).

Recent studies have shown that consumers tend to favor self-transcendent (helping the environment) instead of economic motives (saving money) (Bolderdijk, Geller, Lehman, & Postmes, 2013). However, many environmental campaigns in the past have put their focus on promoting economic vs environmental claims. With the simple reason that many companies believe that most people base their decision making on economic self-interest. (Bolderdijk, Geller, Lehman, & Postmes, 2013). Therefore, ignoring the fact that people not only follow economical self-interests but also care about their perception and maintaining a favorable view on how they are perceived in society. Buying something sustainable and green makes you look better and creates a positive self-concept. People favor to be perceived as environmentally friendly rather than greedy (Bolderdijk, Geller, Lehman, & Postmes, 2013). Furthermore, people that have self-transcendent appeals have a higher probability of supporting sustainable behavior compared to self-interest appeals (Evans, et al., 2012).

An important research study that analyzes the different levels of mental representation and the effects on consumer behavior towards sustainable products was conducted by (Goldsmith, Newman, & Dhar, 2016). They show that an abstract (high level of constraint) mindset promotes self-transcendent benefits, whereas people with a more concrete (low level of constraint) mindset value economic values of a product more. Those presented experiments display and identify how important the psychological elements are in order to analyze and understand how and when certain economic benefits will have higher or lower effects in terms of environmental behavior (Goldsmith, Newman, & Dhar, 2016). In detail current literature has demonstrated that factors like economic benefits (opportunities to save costs) reduces consumer interest in sustainable products when individuals are in more abstract mindsets compared to a more concrete mindset (Goldsmith, Newman, & Dhar, 2016). Furthermore, researchers argue that there is a lack of “fit” between people being in an abstract state of mind and economic motivations in correlation with pro-environmental behavior (Goldsmith, Newman, & Dhar, 2016). The theory that different stages of mental representation have an effect on how consumers assess monetary aspects compared to self-transcendent benefits is deeply established in the construal level theory (Trope & Liberman, 2010). Previous studies have proven, that people and consumers can be manipulated towards a more abstract or concrete representation of stimuli by using simple, subtle and unrelated factors. (Eyal, Liberman, & Trope, 2009). A more abstract mindset enhances a more “idealistic” concept of an

individual, which therefore, increases the preference towards more self-fulfilling benefits compared to monetary benefits (Kivetz & Tyler, 2007). However, most research was focused on the benefits and comparing sustainability with monetary aspects, leaving a gap regarding the aspects of product evaluations.

Previous Research Studies

There are two primary studies that were analyzed prior to conducting the study for this dissertation. The theory is based on the Construal Level Theory by Liberman and Trope, with the effects of psychological distance towards consumer decision making processes. The other main reference study was the study conducted by Goldsmith, Newman and Dhar on how Mental Representation Changes the Evaluation of Green Product Benefits. Their findings suggest that there is a connection between the mental construal (CLT) and the benefits connected to sustainable products analyzing (economic vs self-transcendent) benefits (Goldsmith, Newman, & Dhar, 2016). Their findings suggest that communication economic benefits can reduce the interests of consumers in sustainable goods.

Their findings argue that people that are in a more concrete (low level of construal) state of mind are more affected by economic (financial) benefits. However, people that are in a more abstract (high level of construal) are more affected by self-transcendent (pro-environmental choices) when they need to choose between economic and environmental choices. Their findings suggest that environmental choices are more important to people in a more abstract state of mind. However, we believe that these findings have some limitations and by conducting the following two surveys we are going to test that under certain conditions a more concrete state of mind (low level of construal) actually supports pro-environmental consumer behavior by combining the construal level theory; where people in a more concrete state of mind are more detail orientated and the just mentioned study by Goldman, where pro-environmental benefits are more important for consumers in a more abstract state of mind. The combination of those two previous studies offers an interesting opportunity to analyze.

Overview of Studies

For testing the hypothesis, two studies were conducted. Both studies were similar in their study approach with adaptations and improvements for study 2, in order to eliminate irregularities that occurred in the first conducted study. Study 1 manipulated psychological distance. The study is based on the study conducted by (Goldsmith, Newman, & Dhar, 2016). The study measures the effects psychological distance has on sustainable consumer behavior. Participants are presented with different products and different types of sustainable information. The study included a questionnaire analyzing general environmental behavior as well as a measure of abstraction was included with the BIF questionnaire (Vallacher & Wegner, 1989). The second study was put in place after analyzing the results of the first study. Analysis has shown that the first study was providing certain limitations that didn't allow to analyze the full potential of this study. In order to eliminate the problems a second more realistic and detailed oriented study was set up to test the hypotheses.

The second study eliminated the environmental questionnaire, adapted the psychological distance manipulation, improved the randomization of the survey in order to enable a detailed repeated measures ANOVA and finally the unsustainable dimensions of the products were eliminated.

H1: People with a more concrete (abstract) level of construal are more detailed oriented (less detail oriented) in their purchase decisions.

H2: Lower (higher) psychological distance has a positive effect on consumer behavior towards sustainable product attributes but only when the level of sustainable Product detail is High (Low). **H3:** Consumers in a more concrete (abstract) level of construal have a higher WTP towards sustainable product attributes but only when the level of sustainable Product detail is High (Low).

Chapter 3: Methodology

Study 1: Psychological Distance Manipulation

Participants

Two hundred thirty-seven participants (88 women, 149 men; Average Age = 33,13 years, where 40% were aged between 26 and 35 years; 84.05% where US Citizens) participated in the study. All data was collected through Amazons Mechanical Turk and all participants received 0.50 \$ compensation. All participants were randomly assigned to either the high or low psychological distance condition.

Procedure & Materials

All Participants were provided a consent form and were told they would be participating in a study about consumer behavior and that they will be shown different products to evaluate.

In a first step, all participants were randomly assigned to either the high or low psychological distance condition. In this experiment, the effect of psychological distances on the evaluation of sustainable product attributes and features were tested. Mainly Temporal and social distance manipulation was used in order to create a low and high psychological distance. Participants in the low psychological distance condition were asked to imagine that they will travel next week and want to buy some products for this trip. For the high psychological distance manipulation participants were asked to imagine that they will travel next year and want to buy and start searching for those products. All participants had around thirty seconds to think about this statement and to be affected by the manipulation, before they were able to continue the survey. After the psychological distance manipulation, the behavior identification form (Vallacher & Wegner, 1989) was used to analyze the level of abstraction of the participants of the survey.

Participants were presented a statement (e.g. making a list) and were then presented with two options (getting organized (high-level) and (writing things down (low-level)). Participants needed to choose one of the presented options. According to the action identification theory, the identities for an action can be arrayed in a cognitive hierarchy, from low-level identities that specify how one acts to high-level identities that specify why or with what effect one acts in different scenarios (Vallacher & Wegner, 1989).

After the behavior identification form participants were shown four different products with four different conditions, that the participants were randomly assigned to. Participants again were given another short explanation for every product, where social distance manipulation was used for the low and high condition. Participants were shown one of the four different product conditions and were then asked how easy it was for them to evaluate the products, how easy it was for them to form an opinion and how interested they are in the displayed product. A 7-point Likert scale ranging from Extremely easy (1) to extremely difficult (7) was used to record the responses.

Design

The study had a 2 Psychological Distance (near/distant) X 4 Dimensions (Sustainable Header, Sustainable Detail, Unsustainable Detail Control Group) between subject's design. The Sustainable Header Group and the Control Group were not provided with detailed product information. In Contrary to the first study all dimensions featured a detailed product information. For every presented product randomization was applied for the four different conditions.

The psychological distance manipulation is used as the independent variable in this experiment, which was manipulated, and the measures of preferences, product evaluation and interest level, are used as the dependent variables in this experiment. Two conditions of the temporal distance manipulation were used: distant and near. In the individual part, corresponding to each individual product displayed, temporal distance was manipulated to create the level of abstraction. Temporal distance was either displayed as close (next week) or distant (next year).

Table 1 Study Design for 1st Study 4x2 Between Subjects Design

Product	Manipulation	Sustainable Header	Sustainable Detail	Unsustainable Detail	Control Group	
Backpack	Low					
Shoe						
Portable Speaker		High				
Watch						

Study 2: Improved Psychological Distance Study

Participants

One hundred five participants (52 women, 52 men, 1 other) participated in the study. From those participants 42% were aged between 18 and 26 years and 34,3% were between 26 and 35 years old, Furthermore, 56,2% were US Citizens, 25% were central Europeans that completed the survey. The data was partially collected through Amazons Mechanical Turk and through distribution on various Social Media platforms and channels. All participants were randomly assigned to either the high or low psychological distance condition. The vast majority of the participants were Students (40%) and currently employed people (57%). After analyzing the first study. A second more improved study was conducted in order to improve the conducted results of the study in order to confirm the findings of the first conducted study.

Procedure & Materials

All Participants again were provided a consent form and were told they would be participating in a study about consumer behavior and that they will be shown different products to evaluate and rate. All participants were randomly assigned to either the high or low psychological distance condition. In this experiment, the effect of psychological distance on the evaluation of sustainable product attributes and features were tested. The manipulation question for the low and high psychological remains the same as for the previous study. Again, after the psychological distance manipulation, the behavior identification form (Vallacher & Wegner, 1989) was used to analyze the level of abstraction of the participants of the survey. After the behavior identification form participants were shown four different products with 3 different conditions, that the participants were randomly assigned to. However, in this study 4 different surveys were created, where randomly participants were put into on survey. This was done, in order to guarantee that only the conditions change but the products stayed in the same order. Participants again were given another short explanation for every product, where temporal distance manipulation was used for the low and high condition. Participants were shown one of the 3 product conditions.

Main difference compared to the first study was that there were only 3 product conditions (Sustainable Header, Sustainable Detail, Control Group) and that the order of the products was fixed and not randomized. Participants again were then asked how easy it was for them to evaluate the products, how easy it was for them to form an opinion and how interested they are in the displayed product. A 7-point Likert scale ranging from Extremely easy (1) to extremely difficult

(7) was used to record the responses. Furthermore, additional questions on Willingness to Pay (WTP), Willingness to Buy (WTB) and if they would recommend it to a friend were asked. Again, a 7-point Likert scale ranging from Totally like it (1) to Totally (7) was used to record the responses for the second set of questions.

The sustainable attributes tests conducted in the first study was deleted from the second survey, due to no significant impacts resulting the in analysis of the first set of respondents. Finally, demographic data of all participants were collected and a small debrief of the study was presented at the end of the study. The study had a 2 Psychological Distance (near/distant) X 3 Dimensions (Sustainable Header, Sustainable Detail, Control Group) between subject's design. In Contrary to the first study all dimensions featured a detailed product information. This was added in order to simulate a more realistic approach. For that reason, also the unsustainable Header dimension was removed from the evaluation. The psychological distance manipulation is used as the independent variable in this experiment, which was manipulated, and the measures of preferences, product evaluation and interest level, are used as the dependent variables in this experiment. Two conditions of the temporal distance manipulation were used: distant and near. In the individual part, corresponding to each individual product displayed, temporal distance was manipulated to create the level of abstraction. Temporal distance was either displayed as close (next week) or distant (next year).

Table 2 Study Design for 2nd Study 3x2 Between Subjects Design

Product	Manipulation	Sustainable Header	Sustainable Detail	Control Group
Backpack	Low			
Shoe				
Portable Speaker	High			
Watch				

Chapter 4: Results

Study 1: Psychological Distance Manipulation

The analysis began with the evaluation of the behavioral identification form of (Vallacher & Wegner, 1989). This test was conducted in order to get an understanding of the participants mindset after the first psychological distance manipulation. Participants in the low ($M=1.45$, $SD = 0.30$) and high ($M=1.31$, $SD= 0.266$) have shown significant differences, $t(234) = 3.773$, $p = .000$, which implies a positive manipulation of psychological distance of the participants.

All 4 products used in the analysis have been pre-tested and analysis have shown that there are no significant differences in the evaluation and that the products are perceived similar, which guaranteed that no personal preferences affected the evaluation and that grouping the products towards the different dimensions was possible. Therefore, Cronbachs Alpha value was conducted before grouping the different dimensions, with all values having Cronbachs Alpha ≥ 0.750 .

Independent Samples T-Tests where used to analyze the four conditions with psychological distance being the independent variable. A lower score indicates it was easier for the participants to evaluate the products (Table 3). The results show significant results for participants with the high psychological distance manipulation for the Sustainable Header and the Control Group. Having significant effects on the control group comes as a surprise however we can see indications proving **H1**, that people in a more abstract mindset are less detail orientated than people in a more concrete state of mind. However, no significant results for sustainable (unsustainable) detail could be measured in this analysis, regarding on how easy it was to evaluate the products.

Figure 1: Estimated Marginal Means for Dimensions with the effect of psychological distance

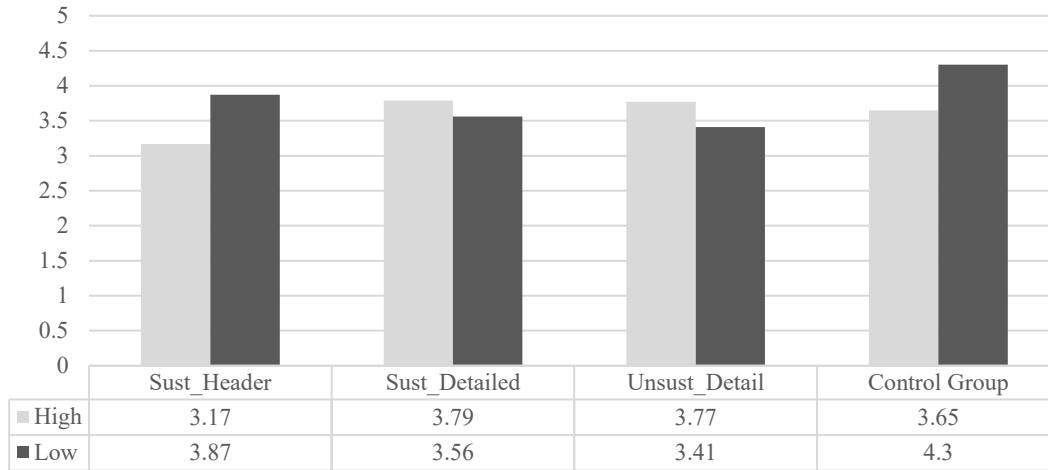


Table 3: Means (standard deviations) and statistical values of first study.

Dimension	Condition	M (SD)	Statistical Value
Sustainable Header	Low	3.87 (1.42)	t(165) = 2.96, p = .004
	High	3.17 (1.61)	
Sustainable_Detail	Low	3.56 (1.60)	t(161) = .941, p = .348
	High	3.79 (1.52)	
Unsustainable_Detail	Low	3.41 (1.73)	t(163) = 1.433, p = .155
	High	3.77 (1.51)	
Control_Group	Low	4.30 (3.65)	t(159) = 2.73, p = .007
	High	3.65 (1.59)	

Study 2: Improved Psychological Distance Study

Product Evaluation

The second more adapted and improved study was built on the same principle as the first study. It started with the evaluation of the behavioral identification form of (Vallacher & Wegner, 1989). Results show similar results to the first study. Participants in the low ($M = 1.46$, $SD = 0.26$) and high ($M = 1.30$, $SD = 0.18$) have shown significant differences, $t(103) = 3.726$, $p = .000$, which again implies a positive manipulation of psychological distance of the participants. As the same products were used no separate pre-testing was done for the products.

Similar to the first study, regarding the evaluation process of the products an Independent Samples T-Tests were used with the psychological distance manipulation again being the independent variable. A lower score indicates it was easier for the participants to evaluate the products.

Compared to the first study, by implementing a more realistic and approved setting and by eliminating the unsustainable detail group, clearer results can be monitored. Analysis have shown highly significant effects on the Sustainable Header and the Sustainable Detail Dimension. The Participants of the Control Group have shown no statistically significant differences between low and high psychological distance (Table 4). Having those significant different values for the Sustainable detail manipulation, regarding low and high psychological distance can be explained by the clearer study structure, the elimination of the randomization of the first study and the smaller number of participants. These results are supporting H1, implying that consumers with a more concrete (abstract) level of construal are more detail orientated (less detail orientated in their purchase decisions (Figure 2).

Figure 2: Estimated Marginal Means for Dimensions regarding H1

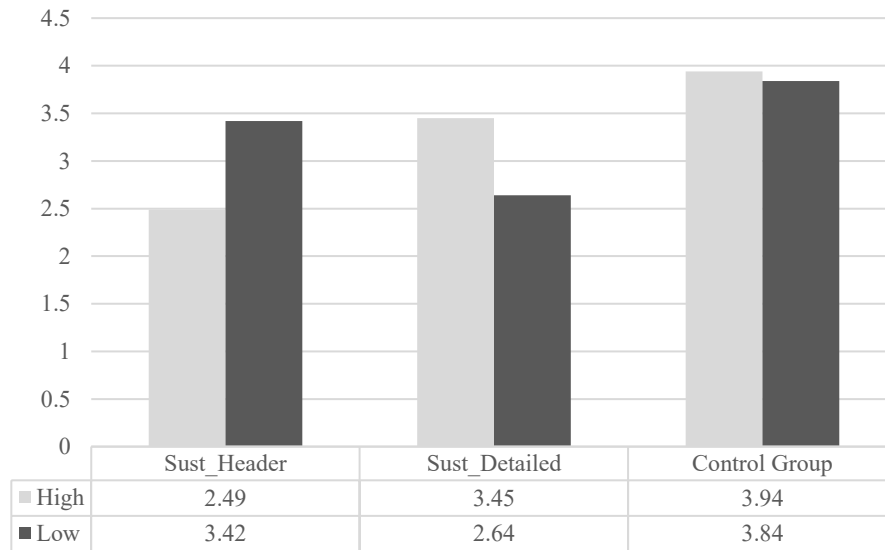


Table 4 Means (standard deviations) and statistical values of second study

Dimension	Condition	M (SD)	Statistical Value
Sustainable Header	Low	3.42 (0.91)	t(165) = 4.42 p = .000
	High	2.49 (1.20)	
Sustainable Detail	Low	2.64 (0.57)	t(161) = -6.07, p = .000
	High	3.45 (0.78)	
Control Group	Low	3.84 (0.94)	t(103) = -0.464, p = .644
	High	3.94 (1.19)	

Consumer Behavior

The second part of the analysis is testing H2, by testing the effect low and high psychological distance has towards consumer behavior towards sustainable product attributes and the level of detail provided. Like for the previous analysis, regarding the evaluation process of the products an Independent Samples T-Test was used with the psychological distance manipulation being the independent variable. Different to the previous analysis a higher score now indicates a higher preference towards the product. The analysis for the Independent Samples T-Test show similar results to the previous T-Test analyzing the product evaluation. We can monitor highly significant effects on the sustainable Header and the Sustainable Detail Dimension between the low and high psychological distance dimension (Table 5). Furthermore, no significant difference regarding the Control Group could be measured. The sustainable Detail and Sustainable Header Groups show identical effects towards the psychological distance manipulation. Thereby, supporting H2, implying that consumers that are in a more concrete (abstract) state of mind have a higher preference towards sustainable product attributes when the level of product detail is high (low) (Figure 3).

Figure 3: Estimated Marginal Means for Dimensions for H2

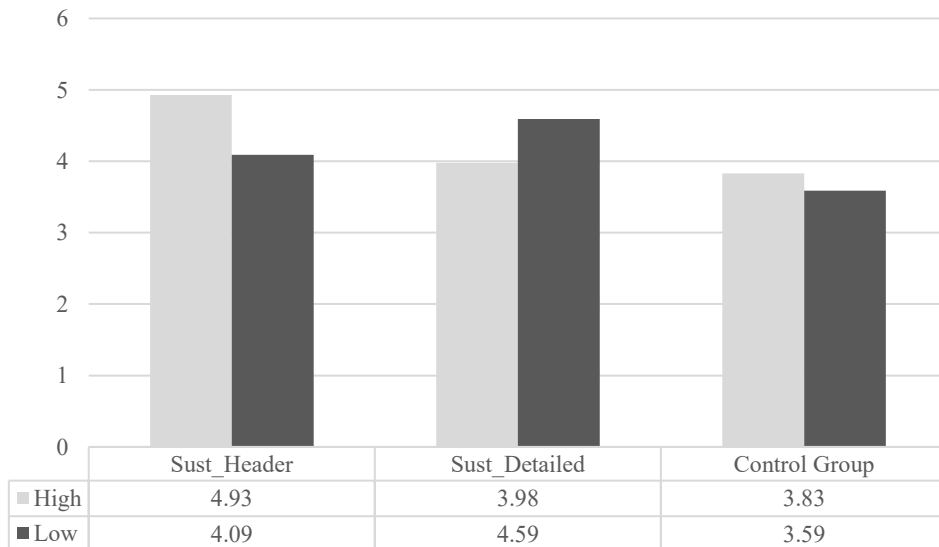


Table 5 Means (standard deviations) and statistical values of second study (Likeability)

Dimension	Condition	M (SD)	Statistical Value
Sustainable Header	Low	4.09 (1.19)	t(103) = -3.571, p = .001
	High	4.93 (1.20)	
Sustainable Detail	Low	4.59 (0.57)	t(103) = 3.092, p = .003
	High	3.98 (0.78)	
Control Group	Low	3.59 (0.94)	t(103) = -0.992, p = .323
	High	3.83 (1.19)	

WTP

For the third part of the analysis we are testing the Willingness to Pay (WTP) for the various products, analyzing the differences regarding low and high psychological distance. The third part of the analysis is testing H3, respectively that consumers in a more concrete level of construal have a higher WTP towards sustainable product attributes but only when the level of sustainable Product detail is high (low). As for the previous two analysis of this study Independent Sample T-Tests were used with the psychological distance manipulation being the independent variable. As the nature of the base prices of the four different products is different, every product will be evaluated independently with the different dimensions and conditions. Regarding the first product, the backpack, analysis have shown significant results in the sustainable detail dimension. Furthermore, the low psychological condition having the highest total WTP of all the dimensions. For the second product (Shoe) no significant differences could be measured. However, again the low sustainable Detail and high sustainable Header dimensions show the highest WTP. For the speaker again only the sustainable detail dimension is showing significant differences in the WTP. The same can be monitored analyzing the fourth product (Watch) that was displayed to the participants with again only the sustainable detail dimension showing significant results (Table 6). But for all products it can be monitored that the respective low and high conditions for the detail and header dimensions show the highest WTP. Those results clearly show that consumers in a more concrete state of mind are more focused on products providing more sustainable detailed attributes and when provided

with these information's are willing to pay a higher price for the products. Differences could also be monitored for the sustainable header dimension, but effects had no significant differences. Something that needs to put in perspective when analyzing those numbers is, that some differences could occur due to the fact that people from different countries around the world participated in the study and they could have different general price relations regarding the products.

Table 6 Means (standard deviations) and statistical values of second study WTP

Product	Dimension	Condition	M (SD)	Statistical Value
Backpack	Sustainable Header	Low	112 \$ (37.29)	$t(37) = -1.306, p = .200$
		High	129 \$ (43.86)	
	Sustainable Detail	Low	145 \$ (35.29)	$t(30) = 3.394, p = .002$
		High	103 \$ (35.26)	
	Control Group	Low	104 \$ (34.35)	$t(32) = 1.822, p = .078$
		High	82 \$ (33.69)	
Shoe	Sustainable Header	Low	90 \$ (46.85)	$t(30) = -1.607, p = .119$
		High	115 \$ (40.94)	
	Sustainable Detail	Low	125 \$ (23.44)	$t(32) = 1.217, p = .233$
		High	113 \$ (31.70)	
	Control Group	Low	87 \$ (40.33)	$t(37) = 1.063, p = .295$
		High	75 \$ (30.17)	
Speaker	Sustainable Header	Low	89 \$ (27.37)	$t(32) = -1.719, p = .095$
		High	110 \$ (41.45)	
	Sustainable Detail	Low	125 \$ (34.91)	$t(37) = 5.206, p = .000$
		High	71 \$ (28.95)	
	Control Group	Low	81 \$ (39.70)	$t(30) = 0.797, p = .432$
		High	70 \$ (38.81)	
Watch	Sustainable Header	Low	105 \$ (33.39)	$t(37) = -1.075, p = .285$
		High	117 \$ (36.10)	
	Sustainable Detail	Low	120 \$ (25.17)	$t(30) = 2.240, p = .033$
		High	97 \$ (33.02)	
	Control Group	Low	97 \$ (42.35)	$t(32) = 0.809, p = .424$
		High	85 \$ (33.39)	

ANOVA

In order to further evaluate the results a repeated measures ANOVA was conducted in order to measure the interaction between the dimensions and the sustainable info conditions. The repeated measures ANOVA was chosen in order to get more statistical power. The Repeated measures designs can be very powerful because they control for factors that cause variability between subjects. In a first step a Mauchly's test indicated that the assumption of sphericity had been met, $\chi^2(2) = 5.670$, $p = .059$. However, this result is very close to $p \leq .050$, so we will look at the results of sphericity assumed and at alternative univariate tests. A repeated-measures ANOVA determined that mean scores between the Control, Sustainable Header and Sustainable Detail differed significantly. ($F(2, 206) = 40.798$, $p = .000$). Therefore, for the repeated Measures ANOVA with Subjects Design we can conclude that the results for the ANOVA indicate a statistically significant effect for the 3 condition groups (Table 7). To test Between-Subjects Effects, presents the ANOVA results for the between-groups variable, Manipulation. Since the probability in the Sig. column (.995) is greater than .05, we can conclude that the main effect for Manipulation shows no statistically significant difference (Table 8). Running the repeated Measures ANOVA has supported the results we received by running the different T-Tests for the different conditions.

Table 7 Repeated Measures ANOVA within Subjects Effects

Source		Type III Sum of Squares	Df	Mean Squared	F	Sig	Partial Eta Squared
Cont_Head_Detail	Sphericity Assumed	56.391	2	28.195	40.798	.000	.284
	Greenhouse-Geisser	56.391	1.897	29.720	40.798	.000	.2284
Cont_Head_Detail * Manipulation	Sphericity Assumed	40.186	2	20.093	40.798	.000	.284
	Greenhouse-Geisser	40.186	1.897	21.179	40.798	.000	.284

Table 8 Repeated Measures ANOVA Between Subjects Effects

Source	Type III Sum of Squares	Df	Mean Squared	F	Sig	Partial Eta Squared	Nonc. Parameter	Observed Power
Intercept	3425.576	1	3425.576	2405.647	.000	.959	2405.657	1.000
Manipulation	.005	1	.005	.003	.995	.000	.003	.050

Chapter 5: Conclusion & General Discussion

In Marketing consumer behavior and the consumer decision-making processes play an important factor for Marketeers around the world. Furthermore, a very interesting topic that also has huge effects on marketing strategies is the topic of consumer psychology. The theory of the construal level theory has created a new possibility to better understand the mindset of existing and potential new customers. Especially in the marketing of sustainable products, with this product segment experiencing a significant raise in the last years, there is a great potential but also a high value of uncertainties present. The sustainable consumer has a different approach, different interests and has other priorities than the usual consumer. Therefore, it is essential to research this specific consumer type to understand their behavioral patterns and their decision-making processes.

Therefore, this paper tried to gather data regarding the main principals of the construal level theory and the effects and interactions this theory has towards sustainable consumer behavior. This dissertation presents the effects of psychological distance towards these perceptions. Additionally, understanding not only how certain manipulations affect how consumers evaluate sustainable product attributes but why this is occurring. This will help marketeers to include psychological distance in their strategic decisions, product offers, creating target groups and identifying market needs. Sustainable consumer behavior induces easier product evaluations and likeability factors of the products when consumers are in a more concrete state of mind.

The results of this dissertation have the potential to help Marketeers to better understand on how to target people in different mindsets and on how to advertise at the right time for the right target group. Therefore, different combinations of more present and more detailed features are important in order to target consumers effectively at the time of purchase.

Academic Implications

Psychological distance plays a major role in consumer behavior. Consumers are offered nearly unlimited choices in their purchasing behavior. Furthermore, companies have realized the need for more sustainable and environmentally friendlier products. The positive rise of those product alternatives also created new challenges for companies on how to promote and advertise those sustainable products. Companies effectively use different messages, claims and appeals that can differ in terms of temporal and social distance (Nenkov, 2012). For example, the cereal company Kellogg's advertises different products with either more concrete (help support child's immunity now) or more abstract orientation (Lose up to 6 pounds in the 3 weeks) (Nenkov, 2012). However, the effects of psychological distance towards sustainable consumer behavior has a limited amount of academic research to display the effects it has on consumers purchasing decisions. Previous research conducted by (Goldsmith, Newman, & Dhar, 2016) is applying that consumers in a more abstract mindset are more likely to choose sustainable options compared to consumers that are in a more concrete state of mind. Furthermore, the general theory of construal level theory states that people in a more concrete level of mindset are more detailed orientated compared to people in a more abstract mindset, that are more focused on the bigger picture of a product and service and they are not to focused on detailed implications of a product. Therefore, the aim of this dissertation was to analyze those two respective theories, combining both core elemental research findings and analyzing what effects psychological distance has on sustainable consumer behavior and to explore the conditions under which a more concrete mindset supports sustainable consumer behavior.

The main objective was to analyze the effects psychological distance has on the evaluation products with different levels of sustainable details.

In terms of **H1**, significant results were measured indicating that higher state of psychological distance of an individual, influences how hard or easy it is for consumers to evaluate products with low and high detailed information. The studies have shown that individuals in a lower level of construal are more detailed orientated and it was easier for them to evaluate products that offered them more detailed information compared to consumers in higher level of construal. These effects could be measured similar towards the low and high detailed orientated conditions. Therefore, proving **H1** and the evaluation abilities, psychological distance has on consumers.

Regarding **H2**, analyzed how lower (higher) psychological distance has a positive effect on consumer behavior towards sustainable product attributes but only when the level of sustainable Product detail is High (Low). Regarding H2, the results showed significant effects of abstraction. Consumers in a more concrete level of construal had a higher likeability of the different presented products when sustainable attributes were presented in a detailed form. Same effects were monitored towards the more abstract level of construal. Regarding H1, the study supports the Construal Level Theory conducted by (Liberman, Trope, & Wakslak, *Construal Level Theory and Consumer Behavior*, 2007). However, regarding H2, this dissertation has some contrary and interesting results compared to the study conducted by (Goldsmith, Newman, & Dhar, 2016). They state that consumers in a more abstract state of mind are more indulged in self-transcendent benefits (environment and sustainable) compared to people in a more concrete state of mind. However, regarding H2, this dissertation has shown that the assumption stated by (Goldsmith, Newman, & Dhar, 2016), can't be supported completely. This thesis has shown a different perspective towards that angle and have outlaid that it more factors and variables need to be included in the assumption that consumers value sustainable attributes more in an abstract state of mind. The results of this thesis have shown that psychological distance have a strong effect on how consumers evaluate and rate sustainable products and that those effects are stronger than the effects presented by (Goldsmith, Newman, & Dhar, 2016).

Regarding **H3**, Consumers in a more concrete (abstract) level of construal have a higher WTP towards sustainable product attributes but only when the level of sustainable Product detail is High (Low). This hypothesis was conducted in order to have an additional support for H2. The Willingness to Pay is a great indicator combining H1 and H2. Analyzing their WTP applies to the ability of the costumer to evaluate and rate a product very closely and is a good indicator towards the general perception of the consumers.

The dissertation has shown that there are significant effects regarding the sustainable detail dimension. This indicates that consumers in a more concrete level of construal are willing to pay a premium when the sustainable information is presented in a more detail orientated way. However, this effect could only be measured for the low level of psychological distance, which is in contrary towards the other hypotheses where effects on concrete and abstract state of mind could be monitored in both directions.

Analyzing all three hypotheses, there is clear connection visible, regarding psychological distance and how consumers sustainable consumer behavior. It was shown that psychological distance affects consumers in their consumer behavior. Furthermore, sustainable consumer behavior paired with environmentalism is on the rise and this dissertation gave an indication, that self-transcendent benefits are affected similar, about psychological distance than normal products. This interesting topic will need more research to further understand the connections and to get a better marketing understanding towards the topic.

Limitations and Future Research

There were a few main limitations discovered that could have led to clearer results. Firstly, conducting further studies with the implication of further parameters would a more detailed and clearer picture on the results. Despite some significance levels future research and more advanced research is needed to analyze the wide details of the topic. Secondly, a more diverse group of product categories, would help to further understand differences of for example hedonic and utilitarian goods. Differences between utilitarian and hedonic goods, regarding psychological distance have already been conducted but the inclusion of the sustainability topic is an interesting approach for future research. Especially, including hedonic and utilitarian consumption can give a brighter insight into this wide topic. Also, the manipulation of psychological distance was a certain limitation, due to the fact that the distance manipulation may not have been strong enough. Open questions where participants need to write and think more strongly connected with the certain type of psychological distance and are forced to write responses. Previous research has shown that the distance manipulation had stronger effects than just reading a statement, like it was conducted in this survey. A stronger manipulation means that participants are clearer in their object goals which makes eliminating outliers easier and strengthens the results of the survey. As this thesis covers study matters of psychological background, a certain scarcity of specialization on the topic from the student's side may have influenced theories and statistical results. For example, conducting the first study was created with a lack of knowledge and could have been better designed in order to be more realistic and displaying clearer results. Also due to current Covid-19 measures and the fact of distance learning, with being away from Portugal and having the personal connection to the supervisor may have influenced the outcome of this dissertation in a certain way. Furthermore, a

more in-depth knowledge over the matters studied would have allowed for a better structuring of the studies and surveys. Furthermore, the scope of this dissertation may have been too narrow for the time conducted. Due to limited time and budget restraints a more detailed study could have brought more clearer results. One option would have been to include an actual “unsustainable” header. A sentence applying to the “unsustainable product” in the information header. This design is not plausible to observe in the marketplace but experimentally, that design could test whether such negative headers have an impact or not and whether this should be something to consider to be legislated or not. Furthermore, another interesting option for future research would be to have a real interaction between Headers and Details. This means, there should be a sustainable and an unsustainable detail for the sustainable header condition and a “neutral” header condition (absence of sustainability related information on the header) should be included. The study would have a Sustainable header and the neutral header, like we conducted in this dissertation, but an interesting factor would be to include sustainable and unsustainable details to these two presented conditions. The “neutral header” conditions would correspond to what we have did in the previous conducted study, now in the detail conditions. The sustainable header condition would include those boxes with the details. The design would be a 2 distance X 2 sustainable header (present/absent) X 2 sustainable/unsustainable detail. Those presented study designs would be an interesting alternative for future studies to bring a brighter and clearer view towards the topic. However, this dissertation was a small step in the right direction to analyze the effects of psychological distance towards sustainable consumption and behavior. Future research is needed as sustainable consumer behavior and the current changes of perception and consumption towards a more environmentally friendly society. Companies are constantly improving their marketing techniques to promote their products and understanding this rising consumer group will be very important in order to make the best strategic decisions. Furthermore, the quick pace on how the market and the surroundings are changing, with factors like digitalization and globalization constantly reaching new levels it is even more important to analyze studies and trends and by being innovative on the market. We hope this dissertation is a step towards the future, in order to have a better understanding and help marketers setting the right direction into the future.

Appendices

Study 2: One of the three dimension

Intro First of all, thank you very much for your time and for participating in this study!! This study is part of my masters dissertation from the Catolica School of Business and Economics.

In this study we will present you with some **information and products**, analyzing **consumer behavior**. We would like to ask you to follow and read the instructions **carefully** and to answer the following questions **honestly**.

The survey should not take longer than 5 minutes.

All answers you provide will be kept strictly anonymous, confidential and will be used for academic purposes only.

Thank you very much and enjoy!!

Q116 Imagine you will **travel next week** and you realize you **need and want** to buy some things for your trip **next week**. You decide to shop for these things you will need in **a few days**. Please take a **few moments** to think about your plans for a trip **next weekend**.

Q146 Imagine you will travel **next year** and you need and want to buy some things for your trip next year. You decide to shop for these things you will **need for your future trip**. Please take a few moments to think about your plans for a trip for **next year**.

behav_identification After thinking about the previous question, please choose one of the two following options.

Making a List (1)	<input type="radio"/> Getting Organized (1)	<input type="radio"/> Writing things down (2)
Reading (2)	<input type="radio"/> Gaining knowledge (1)	<input type="radio"/> Following lines of print (2)
Washing Clothes (3)	<input type="radio"/> Removing odors from clothes (1)	<input type="radio"/> Putting clothes into the machine (2)
Measuring a room for carpeting (4)	<input type="radio"/> Getting ready to remodel (1)	<input type="radio"/> Using a yardstick (2)
Cleaning the House (5)	<input type="radio"/> Showing one's cleanliness (1)	<input type="radio"/> Vacuuming the floor (2)
Painting the room (6)	<input type="radio"/> Making the room look fresh (1)	<input type="radio"/> Applying brush strokes (2)
Paying the rent (7)	<input type="radio"/> Maintaining a place to live (1)	<input type="radio"/> Writing a Check (2)
Caring for houseplants (8)	<input type="radio"/> Making the room look nice (1)	<input type="radio"/> Watering plants (2)
Locking a door (9)	<input type="radio"/> Securing the house (1)	<input type="radio"/> Putting the key in the lock (2)
Filling out a personality test (10)	<input type="radio"/> Revealing what you're like (1)	<input type="radio"/> Answering Questions (2)
Toothbrushing (11)	<input type="radio"/> Preventing Tooth decay (1)	<input type="radio"/> Moving a brush around (2)

Taking a test (12)	<input type="radio"/> Showing one's knowledge (1)	<input type="radio"/> Answering Questions (2)
Greeting someone (13)	<input type="radio"/> Showing friendliness (1)	<input type="radio"/> Saying Hello (2)
Resisting temptation (14)	<input type="radio"/> Showing moral courage (1)	<input type="radio"/> Saying "No" (2)
Eating (15)	<input type="radio"/> Getting nutrition (1)	<input type="radio"/> Chewing and swallowing (2)
Traveling by car (16)	<input type="radio"/> Seeing countryside (1)	<input type="radio"/> Following a map (2)
Having a cavity filled (17)	<input type="radio"/> Protecting your teeth (1)	<input type="radio"/> Going to the dentist (2)
Talking to a child (18)	<input type="radio"/> Teaching a child something (1)	<input type="radio"/> Using simple words (2)
Pushing a doorbell (19)	<input type="radio"/> Seeing if someone's home (1)	<input type="radio"/> Moving a finger (2)

Q125 For your planned travel next week, the first thing you need is a new Travel Backpack.

backpack_control



Q149 For your **planned travel next year**, the first thing you want is a **new Travel Backpack**.

Q43 “How difficult was it for you to decide whether or not you were interested in the Pinqponq Backpack?”

- Extremely easy 1
- 2
- 3
- 4
- 5
- 6
- Extremely difficult 7

Q44 “How difficult was it for you to evaluate the Pinqponq Backpack?”

- Extremely easy 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - Extremely difficult 7
-

Q45 How difficult was it for you to form an opinion about the Pinqponq Backpack?

- Extremely easy 1
- 2
- 3
- 4

- 5
 - 6
 - Extremely difficult 7
-

Q161 How much would you like to have this product?

- Not at all 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - Totally like it 7
-

Q163 How much would recommend this product to a friend?

- Not at all 1
- 2
- 3
- 4
- 5
- 6
- Totally recommend 7

Q162 How much would you be willing to pay for this product? (in US\$)

0 25 50 75 100 125 150
175 200 225 250

WTP ()



Q150 For your **planned travel next week**, the next thing you need is a new **Sneaker** you can wear to walk around.

Q88 For your **planned travel next year**, the next thing you want is a new **Sneaker** you can wear to walk around all day.

shoe_sust_header

GIESSWEIN RUNNING SHOE MADE OF FAIR-TRADE MATERIALS



AVAILABLE IN DIFFERENT COLOURS AND SIZES

LONG-LASTING MATERIAL

FEATHER-LIGHT

MACHINE-WASHABLE

SUPER-FLEXIBLE

HIGH PERFORMANCE

Detailed Product Information

- > 3D Stretch Technology
- > Free worldwide Delivery
- > Only limited numbers are produced
- > Easy-fit technology
- > Produced and manufactured in Europe

Q51 "How difficult was it for you to decide whether or not you were interested in the Giesswein Running Shoe?"

- Extremely easy 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - Extremely difficult 7 (7)
-

Q52 "How difficult was it for you to evaluate the Giesswein Running Shoe?"

- Extremely easy 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - Extremely difficult 7 (7)
-

Q53 How difficult was it for you to form an opinion about the Giesswein Running Shoe?

- Extremely easy 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)

- 6 (6)
 - Extremely difficult 7 (7)
-

Q179 How much would you like to have this product?

- Not at all 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - Totally like it 7
-

[SHORTENED TITLE UP TO 50 CHARACTERS]

Q180 How much would recommend this product to a friend?

- Not at all 1
- 2
- 3
- 4
- 5
- 6
- Totally recommend 7

Q166 How much would you be willing to pay for this product?

0 25 50 75 100 125 150
175 200 225 250



Q153 For your **planned travel next week**, you want to **enjoy some good music** on your trip and want to buy some portable Bluetooth speakers.

Q157 For your planned travel **next year**, you want to enjoy **some good music** on your trip and want to buy some portable Bluetooth speakers.

speaker_sust_detail



Q67 “How difficult was it for you to decide whether or not you were interested in the Marley Bluetooth Speaker?”

- Extremely easy 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)

- 5 (5)
 - 6 (6)
 - Extremely difficult 7
-

Q68 "How difficult was it for you to evaluate the Marley Bluetooth Speaker?"

- Extremely easy 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - Extremely difficult 7 (7)
-

Q69 How difficult was it for you to form an opinion about the Marley Bluetooth Speaker?

- Extremely easy 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - Extremely difficult 7 (7)
-

Q188 How much would you like to have this product?

- Not at all 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - Totally recommend 7
-

Q189 How much would recommend this product to a friend?

- Not at all 1
- 2

- 3
- 4
- 5
- 6
- Totally recommend 7

Q190 How much would you be willing to pay for this product? (in US\$)

0 25 50 75 100 125 150
175 200 225 250



Q106 For your planned travel next week, you want to buy yourself a nice watch to wear on a night out.

Q156 For your planned travel next year, you get excited and want to buy yourself a nice watch to wear on your evenings out.

watch_control

HOLZKERN HANDMADE WOODEN WATCH



Detailed Product Information

- > Swiss technology
 - > Designed and produced in Europe
 - > All models are limited
 - > 10-year guarantee
 - > Express 2-day delivery
 - > Low product weight
-

Q96 “How difficult was it for you to decide whether or not you were interested in the Holz Kern Watch?”

- Extremely easy 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - Extremely difficult 7 (7)
-

[SHORTENED TITLE UP TO 50 CHARACTERS]

Q97 “How difficult was it for you to evaluate the Holzkern Watch?

- Extremely easy 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - Extremely difficult 7 (7)
-

Q98 How difficult was it for you to form an opinion about the Holzkern Watch?

- Extremely easy 1 (1)
- 2 (2)

- 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - Extremely difficult 7 (7)
-

Q177 How much would you like to have this product?

- Not at all 1
- 2
- 3
- 4
- 5
- 6
- Totally like it 7

Q178 How much would recommend this product to a friend?

- Not at all 1
- 2
- 3

- 4
- 5
- 6
- Totally recommend 7

Q169 How much would you be willing to pay for this product? (in US\$)

0 25 50 75 100 125 150
175 200 225 250

WTP ()



Q 156 For your planned travel next year, you get excited and want to buy yourself a nice watch to wear on your evenings out.

Q107 For the final part of the survey we would like to ask you some demographic questions.



Age What is your Age?

Gender What is your Gender?

- Male (1)
- Female (2)
- Other (3)

Income Average Yearly Income (before Taxes) in US\$

- < 10.000 (1)
 - 11.000 - 25.000 (2)
 - 26.000 - 45.000 (3)
 - 46-75.000 (4)
 - > 75.000 (5)
-

Prof What is your current profession?

- Student (1)
 - Self-employed (2)
 - Employed (3)
 - Unemployed (4)
 - Retired (5)
-

Country What is your Home Country?

- United States (1)
- Canada (2)
- Germany (3)
- Austria (4)
- Italy (5)
- Portugal (6)

- Spain (7)
- United Kingdom (8)
- Other (9) _____

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