

Study 3 Survey Instrument

Online Shopping Study Screener Questionnaire

Thank you for your interest. To find out if you qualify to participate in this study, please answer the following questions.

In which US zip code do you live? (You must live in the United States to participate).

How old are you?

Consent to Participate in a Research Study

SHOPPING STUDY

Conducted by Carol Moser, University of Michigan; Dr. Sarita Yardi Schoenebeck, Ph.D, University of Michigan; and Dr. Paul Resnick, Ph.D., University of Michigan.

We invite you to participate in a research study about shopping. We are interested in learning about how consumers make purchase decisions. You are invited to participate because you indicated that you are an adult (18 years or older), living in the United States. This study is being conducted as part of a doctoral dissertation research project.

Description of subject involvement

If you agree to take part in the research study, we will ask you to complete two phases of the study. Part 1 will show you some products and ask you some questions about a product and yourself. Part 1 will take about 5 minutes. We will ask for your email address to complete Part 2, where we will email you some additional questions to answer. Part 2 should take about 5 minutes.

Benefits

Although you may not directly benefit from being in this study, others may benefit because this survey will give us a better understanding of how we can design apps and web tools to help consumers shop online.

Risks and discomforts

There is little risk associated with this study. Participating in this study is no more risky than other everyday activities.

Compensation

For completing both parts of this study (Part1 and Part 2), you will be given a \$5 Amazon e-Gift Card. You will only be compensated after completing Part 2 of this study.

Confidentiality

We plan to publish the results of this study, but will not include any information that would identify you. There are some reasons why people other than the researchers may need to see information you provided as part of the study. This includes organizations responsible for making sure the research is done safely and properly, including the University of Michigan.

To keep your information safe, your survey response will be anonymized. Email addresses will not be saved or linked to any survey responses you provide. The researchers will retain anonymous survey responses for up to five years.

Voluntary nature of the study

Participating in this study is completely voluntary. Even if you decide to participate now, you may change your mind and stop at any time. If you decide to withdraw early, the information or data you provided cannot be destroyed because it is not linked to you either directly or by code.

Contact information

If you have questions about this research you may contact Carol Moser at moserc@umich.edu or Dr. Sarita Schoenebeck at yardi@umich.edu . If you have questions about your rights as a research participant or wish to obtain information, ask questions, or discuss any concerns about this study with someone other than the researcher(s), please contact the University of Michigan Health Sciences and Behavioral Sciences Institutional Review Board, 2800 Plymouth Rd. Building 520, Room 1169, Ann Arbor, MI 48109-2800, (734) 936-0933, or toll free, (866) 936-0933, irbhsbs@umich.edu.

Consent

By indicating “Yes” below, you are agreeing to be in the study. Be sure that questions you have about the study have been answered and that you understand what you are being asked to do. You may contact the researcher if you think of a question later.

- Yes, I agree to participate in the study
- No, I do NOT agree to participate in the study

Take some time to look at the products listed. Below, we'll ask you to select **the product that you feel the strongest urge to buy**. All prices include taxes and shipping.

<p>(A) Michigan Game Day Sunglasses</p>  <p>\$3.81 List: \$7.62 (50% off)</p>	<p>(B) Color-changing Coffee Mug</p>  <p>\$4.77 List: \$9.54 (50% off)</p>
<p>(C) Game of Thrones Mug</p>  <p>\$5.49 List: \$10.99 (50% off)</p>	<p>(D) Cat Coin Purse</p>  <p>\$2.49 List: \$4.99 (50% off)</p>
<p>(E) Bluetooth Unisex Beanie</p>  <p>\$5.09 List: \$10.19 (50% off)</p>	<p>(F) Stranger Things Movie Poster</p>  <p>\$3.48 List: \$6.96 (50% off)</p>

Which product do you feel the strongest urge to buy?

- (A) Michigan Game Day Sunglasses
- (B) Color-changing Coffee Mug
- (C) Game of Thrones Mug
- (D) Cat Coin Purse
- (E) Bluetooth Unisex Beanie
- (F) Stranger Things Movie Poster

At this moment, the urge I feel to buy the product that I selected above can be described as:

- (1) I feel no urge to buy this product
- (2)
- (3)
- (4) I feel a moderate urge to buy this product
- (5)
- (6)
- (7) I feel a very strong urge to buy this product

The likelihood that I would purchase this product is:

(1) very low

(2)

(3)

(4)

(5)

(6)

(7) very high

How do you identify your gender?

Man

Woman

Thank you for completing Part 1 of this study. We will email you within 48 hours to complete Part 2 of this study. After you complete Part 2, we will send a \$5 Amazon gift card to the email address you provided.

Welcome back! Below is Part 2 of the Shopping Study (which includes 2 short pages of questions).

In Part 1 of this study you selected the following product:

Michigan Game
Day Sunglasses

\$3.81

List: ~~\$7.62~~ (50% off)



At this moment, the urge I feel to buy the product that I selected above can be described as:

- (1) I feel no urge to buy this product
- (2)
- (3)
- (4) I feel a moderate urge to buy this product
- (5)
- (6)
- (7) I feel a very strong urge to buy this product

The likelihood that I would purchase this product is

- (1) very low
- (2)
- (3)
- (4)
- (5)
- (6)
- (7) very high

Did you look for this product in stores or online after first seeing it in Part 1 of this study?

- Yes
- No

Did you end up purchasing this product or something very similar?

- Yes
- No

How often do you make unplanned, impulse purchases online?

- Never
- A few times a year
- A few times a month
- A few times a week
- Every day

Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

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

What is your race?

- White
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Asian
- Pacific Islander
- Other _____

What is your current employment status?

- Employed full-time
- Employed part-time
- Out of work and looking for work
- Out of work but not currently looking for work
- Stay-at-home parent
- Student
- Military
- Retired
- Unable to work
- Other

What is your highest completed level of education?

- Some high school, no diploma
- High school graduate, diploma or the equivalent (for example: GED)
- Some college credit, no degree
- Trade/technical/vocational training
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

What is your annual household income?

- Less than \$30,000 per yea
- \$30,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$149,99
- \$150,000 or more
- I don't know

Study 4 Survey

Consent to be Part of a Research Study

Title of the Project: Amazon Shopping Study (HUM00161211)
Principal Investigator: Carol Moser, School of Information, University of Michigan
Faculty Advisors: Dr. Sarita Schoenebeck, School of Information, University of Michigan
Dr. Paul Resnick, School of Information, University of Michigan

Invitation to be Part of a Research Study

You are invited to participate in a research study about online shopping. In order to participate, you must be at least 18 years old and someone who makes unplanned purchases at least a few times per month. This study takes place at the University of Michigan, Ann Arbor, MI. Taking part in this research project is voluntary.

Important Information about the Research Study

Things you should know:

- The purpose of the study is to understand consumer behavior online. If you choose to participate, you will be asked to complete (a) a short writing exercise, (b) a shopping exercise, and (c) a survey.
- After the study, some participants will receive an email invitation to complete a short follow-up online survey.
- We do not anticipate any substantial risks for participating in this study. However, it is not possible to eliminate the possibility of a data breach, where your email address is linked to your study data.
- Taking part in this research project is voluntary. You don't have to participate and you can stop at any time.

Please take time to read this entire form and ask questions before deciding whether to take part in this research project.

What is the study about and why are we doing it?

The purpose of the study is to understand consumer behavior online and how to design tools that help shoppers with the consumer choices they make.

What will happen if you take part in this study?

If you agree to take part in this study, you will be asked to complete (a) a short writing exercise, (b) a shopping exercise, and (c) a survey. During the shopping exercise, we will have you shop

on Amazon.com. We will give you a 25% discount on an approved list of Amazon products and \$20 to spend or to take home with you. Your computer screen will be visible to the researcher and we will take notes on how you shop. We will also have software installed on the computer that will track how you shop (for example, how many products you look at and which ones you add to your cart). We expect the study to take approximately 30-60 minutes.

After the study, some participants will receive an email invitation to complete a short follow-up online survey for a 1 in 10 chance to win a \$25 Amazon e-gift card.

How could you benefit from this study?

While there are no anticipated direct benefits to you for participating in the study, your participation will help us better understand consumer behavior.

What risks might result from being in this study?

We believe there is only minimal risk from participating in this research. As with most research studies, there is a risk of loss of confidentiality. It is not possible to eliminate the possibility of a data breach, where your email address is linked to your study data.

How will we protect your information?

We plan to publish the results of this study. To protect your privacy, we will not include any information that could directly identify you.

To make this study work, the researchers need to collect and store some information about you including: your email address, your survey responses, and your shopping activity during the shopping exercise. We link your data with an anonymized participant id. However, your email address is linked to some of this data. When collecting and storing this information we take security precautions such as storing data on secure, password-protected servers. When we finish collecting data, we will remove your email address from your data.

It is possible that other people may need to see the information we collect about you. These people work for the University of Michigan and government offices that are responsible for making sure the research is done safely and properly.

What will happen to the information we collect about you after the study is over?

We plan to keep your research data to use for future research. Any information that can directly identify you will be deleted from the research data collected as part of the project. We may share your research data with other investigators without asking for your consent again, but it will not contain information that could directly identify you.

How will we compensate you for being part of the study?

You will receive \$20 for participating in the study. You can choose to spend some, none, or all of the \$20 during the shopping exercise. The products you see during the shopping exercise are real products that will be shipped to you if you choose to buy.

After the study, some participants will receive an email invitation to complete a short follow-up online survey for a 1 in 10 chance to win a \$25 Amazon e-gift card.

What are the costs to you to be part of the study?

This study takes place at the University of Michigan, Ann Arbor, MI. To participate in this study, you will need to pay for your own transportation and/or parking costs.

Your Participation in this Study is Voluntary

It is totally up to you to decide to be in this research study. Participating in this study is voluntary. Even if you decide to be part of the study now, you may change your mind and stop at any time. You do not have to answer any questions you do not want to answer. If you decide to withdraw before this study is completed, we will delete your email address and all of the links between your data and your personal information, so it cannot be linked to you.

Contact Information for the Study Team and Questions about the Research

If you have questions about this research, you may contact **Carol Moser** (moserc@umich.edu), **Dr. Sarita Schoenebeck** (yardi@umich.edu), or **Dr. Paul Resnick** (presnick@umich.edu).

The University of Michigan Health Sciences and Behavioral Sciences Institutional Review Board has determined that this research is exempt from IRB oversight

Your Consent

By signing this document, you are agreeing to be in this study. Make sure you understand what the study is about before you sign. I/We will give you a copy of this document for your records. I/We will keep a copy with the study records. If you have any questions about the study after you sign this document, you can contact the study team using the information provided above.

I understand what the study is about and my questions so far have been answered. I agree to take part in this study.

Printed Subject Name

Signature

Date



Shopping Study Survey

Thank you for participating! This is the last part of the study.
Please answer the questions below.

Participant ID

When I go shopping online, I buy things that I had not intended to purchase.

Very rarely (1)	(2)	(3)	Sometimes (4)	(5)	(6)	Very often (7)
<input type="radio"/>						

I am a person who makes unplanned purchases online.

Very rarely (1)	(2)	(3)	Sometimes (4)	(5)	(6)	Very often (7)
<input type="radio"/>						

When I see something online that really interests me, I buy it without considering the consequences.

Strongly disagree (1)	(2)	(3)	Neither agree nor disagree (4)	(5)	(6)	Strongly agree (7)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

It is fun to buy spontaneously online.

Strongly disagree (1)	(2)	(3)	Neither agree nor disagree (4)	(5)	(6)	Strongly agree (7)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I avoid buying things online that are not on my shopping list.

Strongly disagree (1)	(2)	(3)	Neither agree nor disagree (4)	(5)	(6)	Strongly agree (7)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How motivated are you to reduce your amount of online impulse buying?

Completely unmotivated (1)	Mostly unmotivated (2)	Somewhat unmotivated (3)	Neither motivated nor unmotivated (4)	Somewhat motivated (5)	Mostly motivated (6)	Completely motivated (7)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How confident are you in your ability to resist online impulse buying?

Completely unconfident (1)	Mostly unconfident (2)	Somewhat unconfident (3)	Neither confident nor unconfident (4)	Somewhat confident (5)	Mostly confident (6)	Completely confident (7)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your annual household income?

- Less than \$30,000 per year
- \$30,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$149,999
- \$150,000 or more

What is your race?

- White
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Asian
- Pacific Islander
- Other

What is your current employment status?

- Employed full-time
- Employed part-time
- Out of work and looking for work
- Out of work but not currently looking for work
- Stay-at-home parent
- Student
- Military
- Retired
- Unable to work

Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

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

What is your highest completed level of education?

- Some high school, no diploma
- High school graduate, diploma or the equivalent (for example: GED)
- Some college credit, no degree
- Trade/technical/vocational training
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

[continue](#)

I purchased at least one product during today's study.

- Yes
- No
- I don't know

(Conditional on 'yes' above) At least one product that I bought during today's study was something I was already planning on buying before I saw it here today.

- Yes
- No
- I don't know

(Conditional on 'yes' above) Which product(s) were you already planning to purchase?

[continue](#)

Note: the following screens only appeared for the delay condition

During the shopping exercise, did you add anything to your shopping cart?

- Yes
- No
- I don't know

(Conditional on 'yes' above). During the shopping exercise, I noticed that my shopping cart made me wait before I could checkout.

- Yes
- No
- I don't know

continue

These questions ask about your experience with this study's shopping cart, which had you wait at least 10 minutes before being able to buy a product.

During your shopping cart's waiting period, did you change your mind and decide not to buy one or more products?

- Yes
- No
- I don't know

(Conditional on 'yes' above) Why did you decide not to buy that/those product(s)?

Waiting 10 minutes to checkout helped me make better purchase decisions.

- | | | | | | | |
|--------------------------|-----------------------|--------------------------|-----------------------------------|-----------------------|-----------------------|-----------------------|
| Strongly disagree
(1) | Disagree
(2) | Somewhat disagree
(3) | Neither agree nor disagree
(4) | Somewhat agree
(5) | Agree
(6) | Strongly agree
(7) |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Waiting 10 minutes to checkout was not helpful for me.

- | | | | | | | |
|--------------------------|-----------------------|--------------------------|-----------------------------------|-----------------------|-----------------------|-----------------------|
| Strongly disagree
(1) | Disagree
(2) | Somewhat disagree
(3) | Neither agree nor disagree
(4) | Somewhat agree
(5) | Agree
(6) | Strongly agree
(7) |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

If it were possible, I would like to continue using an online shopping tool that makes me wait before I can checkout.

- | | | | | | | |
|--------------------------|-----------------------|--------------------------|-----------------------------------|-----------------------|-----------------------|-----------------------|
| Strongly disagree
(1) | Disagree
(2) | Somewhat disagree
(3) | Neither agree nor disagree
(4) | Somewhat agree
(5) | Agree
(6) | Strongly agree
(7) |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Please describe what you liked, if anything, about having to wait to checkout.

Please describe what you did not like, if anything, about having to wait to checkout.

Study 5 Survey



Thank you for your interest in this study. Please answer the question below to determine your eligibility to participate in this study.

Screening Question

How often do you make unplanned, impulse purchases online?

Never

A few times a year

A few times a month

A few times a week

Every day





Consent to be Part of a Research Study

Title of the Project: Online Purchasing Study (HUM00172369)

Principal Investigator: Carol Moser, School of Information, University of Michigan

Faculty Advisors: Dr. Sarita Schoenebeck, School of Information, University of Michigan and Dr. Paul Resnick, School of Information, University of Michigan

Invitation to be Part of a Research Study

You are invited to participate in a research study about online shopping. In order to participate, you must be at least 18 years old, reside in the United States, and be someone who makes unplanned purchases online at least a few times per month. Taking part in this research project is voluntary.

Important Information about the Research Study

Things you should know:

- The purpose of the study is to understand purchasing behavior online.
- If you choose to participate, you will be asked to complete a shopping exercise followed by survey questions. You'll be shown an assortment of products online and asked to select one. Some participants will be asked questions about buying the product and some participants will be asked to complete an exercise where you'll count squares in a table. The study will conclude with survey questions about your purchasing behavior and demographics.
- We do not anticipate any substantial risks for participating in this study.
- Taking part in this research project is voluntary.

Please take time to read this entire form and ask questions before deciding whether to take part in this research project.

What is the study about and why are we doing it?

The purpose of the study is to understand consumer behavior online and how to design tools that help shoppers with the consumer choices they make.

What will happen if you take part in this study?

If you choose to participate, you will be asked to complete a shopping exercise followed by survey questions. You'll be shown an assortment of products from Amazon.com and asked to select one. Some participants will be asked questions about buying the product and some participants will be asked to complete an exercise where you'll count squares in a table. The study will conclude with survey questions about your purchasing behavior and demographics. We expect the study to take approximately 15 minutes.

How could you benefit from this study?

There are no anticipated direct benefits to you for participating in the study.

What risks might result from being in this study?

We believe there is only minimal risk from participating in this research.

How will we protect your information?

While we plan to publish the results of this study, we will not be collecting any information that could directly identify you and therefore we will not publish information that could directly identify you. This study is be run on Prolific.co and therefore we will collect your Prolific.co ID number. When data collection is complete, we will remove your ID number from your data.

It is possible that other people may need to see the information we collect about you. These people work for the University of Michigan and government offices that are responsible for making sure the research is done safely and properly.

What will happen to the information we collect about you after the study is over?

We plan to keep your research data to use for future research. We may share your research data with other investigators without asking for your consent again, but it will not contain information that could directly identify you.

How will we compensate you for being part of the study?

Compensation will be handled fully by Prolific.co. We will not be directly compensating you.

Your Participation in this Study is Voluntary

It is totally up to you to decide to be in this research study. Participating in this study is voluntary.

Contact Information for the Study Team and Questions about the Research

If you have questions about this research, you may contact **Carol Moser** (moserc@umich.edu), **Dr. Sarita Schoenebeck** (yardi@umich.edu), or **Dr. Paul Resnick** (presnick@umich.edu).

The University of Michigan Health Sciences and Behavioral Sciences Institutional Review Board has determined that this research is exempt from IRB oversight.

By clicking YES below you confirm that you have read and understood the above and agree to take part in this research.

Yes, I agree to participate in the study

No, I do NOT agree to participate in the study



If selects 'No', the survey ends.

REFLECTION CONDITION



INSTRUCTIONS: Look through the products on the website linked below and then return to this survey to answer the questions below.

Step 1: [Click here to view the shopping website.](#)

Step 2: Answer questions below

Select the product that you feel the strongest urge to purchase.

At this moment, the urge I feel to buy the product that I selected above can be described as:

I feel no urge to buy this product (1)	(2)	(3)	I feel a moderate urge to buy this product (4)	(5)	(6)	I feel a very strong urge to buy this product (7)
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The likelihood that I would purchase this product is:

very low (1)	(2)	(3)	(4)	(5)	(6)	very high (7)
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The product you selected was [Product Name]. Imagine that product is available for purchase for \$10.

Please list 5 reasons for buying it.

Please list 5 reasons for **not** buying it.





The product you selected was [Product Name].

At this moment, the urge I feel to buy the product that I selected can be described as:

I feel no urge to buy this product (1)	(2)	(3)	I feel a moderate urge to buy this product (4)	(5)	(6)	I feel a very strong urge to buy this product (7)
--	-----	-----	--	-----	-----	---

The likelihood that I would purchase this product is:

very low (1)	(2)	(3)	(4)	(5)	(6)	very high (7)
--------------	-----	-----	-----	-----	-----	---------------





The product you selected was [Product Name].

Were you already planning on buying this product before you saw it here today?

Yes

No

When I go shopping online, I buy things that I had not intended to purchase.

Very rarely
(1)

(2)

(3)

Sometimes
(4)

(5)

(6)

Very often
(7)

I am a person who makes unplanned purchases online.

Very rarely
(1)

(2)

(3)

Sometimes
(4)

(5)

(6)

Very often
(7)

When I see something online that really interests me, I buy it without considering the consequences.

Strongly disagree
(1)

(2)

(3)

Neither agree nor disagree
(4)

(5)

(6)

Strongly agree
(7)

It is fun to buy spontaneously online.

Strongly disagree
(1)

(2)

(3)

Neither agree nor disagree
(4)

(5)

(6)

Strongly agree
(7)

I avoid buying things online that are not on my shopping list.

Strongly disagree
(1)

(2)

(3)

Neither agree nor disagree
(4)

(5)

(6)

Strongly agree
(7)

How motivated are you to reduce your amount of online impulse buying?

Completely unmotivated
(1)

Mostly unmotivated
(2)

Somewhat unmotivated
(3)

Neither motivated nor unmotivated
(4)

Somewhat motivated
(5)

Mostly motivated
(6)

Completely motivated
(7)

How confident are you in your ability to resist online impulse buying?

Completely unconfident
(1)

Mostly unconfident
(2)

Somewhat unconfident
(3)

Neither confident nor unconfident
(4)

Somewhat confident
(5)

Mostly confident
(6)

Completely confident
(7)



For each of the statements below, please indicate whether or not the statement is characteristic of you or of what you believe.

I prefer complex to simple problems.

Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--

I find satisfaction in deliberating hard and for long hours.

Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--

I like tasks that require little thought once I've learned them.

Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--

I really enjoy a task that involves coming up with new solutions to problems.

Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--

The notion of thinking abstractly is appealing to me.

Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--





How do you identify your gender?

Man

Woman

How old are you?

What is your annual household income?

Less than \$30,000 per year

\$30,000-\$49,999

\$50,000-\$74,999

\$75,000-\$149,999

\$150,000 or more

What is your race?

White

Hispanic or Latino

Black or African American

Native American or American Indian

Asian

Pacific Islander

Other

What is your current employment status?

Employed full-time

Employed part-time

Out of work and looking for work

Out of work but not currently looking for work

Stay-at-home parent

Student

Military

Retired

Unable to work

Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

Married

Living with a partner

Divorced

Separated

Widowed

Never been married

What is your highest completed level of education?

Some high school, no diploma

High school graduate, diploma or the equivalent (for example: GED)

Some college credit, no degree

Trade/technical/vocational training

Associate degree

Bachelor's degree

Master's degree

Professional degree

Doctorate degree





On a scale from 1 (very difficult) to 5 (very easy), how hard was it for you to come up with reasons for **buying** the product that you selected?

Very difficult (1)	(2)	(3)	(4)	Very easy (5)
-----------------------	-----	-----	-----	------------------

On a scale from 1 (very difficult) to 5 (very easy), how hard was it for you to come up with reasons for **not buying** the product that you selected?

Very difficult (1)	(2)	(3)	(4)	Very easy (5)
-----------------------	-----	-----	-----	------------------

Please describe what you **liked**, if anything, about listing reasons for buying and not buying the product you selected.

Please describe what you **did not like**, if anything, about listing reasons for buying and not buying the product you selected.

How did your feelings about the product change, if at all, after listing reasons for buying and not buying it?





We thank you for your time spent taking this survey.
Your response has been recorded.

DISTRACTION CONDITION



INSTRUCTIONS: Look through the products on the website linked below and then return to this survey to answer the questions below.

Step 1: [Click here to view the shopping website.](#)

Step 2: Answer questions below

Select the product that you feel the strongest urge to purchase.

At this moment, the urge I feel to buy the product that I selected above can be described as:

I feel no urge to buy this product (1)	(2)	(3)	I feel a moderate urge to buy this product (4)	(5)	(6)	I feel a very strong urge to buy this product (7)
--	-----	-----	--	-----	-----	---

The likelihood that I would purchase this product is:

very low (1)	(2)	(3)	(4)	(5)	(6)	very high (7)
--------------	-----	-----	-----	-----	-----	---------------





Table 1 of 2. (Internal note: image is temporary placeholder, not final)

1	■	●	■	■	●	■	●	■	●	●
2	■	■	●	●	■	●	●	●	●	●
3	●	●	■	■	■	●	■	●	●	■
4	●	■	●	■	●	●	●	■	■	●
5	■	●	■	●	●	■	●	●	●	■
6	●	■	●	●	■	●	■	■	●	●
7	●	●	■	■	■	●	■	●	■	■
8	■	■	●	●	●	■	●	■	●	■
9	●	●	■	■	●	●	●	●	■	■
10	●	■	●	●	■	●	■	●	●	■
11	■	■	●	■	●	●	●	●	●	■
12	●	●	■	●	●	●	■	●	■	●
13	●	●	■	●	■	■	●	■	■	●
14	■	●	●	●	●	●	●	●	●	●
15	■	●	●	●	■	●	●	■	●	■

Enter the number of red squares shown in each row above.

Row 1	<input type="text"/>
Row 2	<input type="text"/>
Row 3	<input type="text"/>
Row 4	<input type="text"/>
Row 5	<input type="text"/>
Row 6	<input type="text"/>
Row 7	<input type="text"/>
Row 8	<input type="text"/>
Row 9	<input type="text"/>
Row 10	<input type="text"/>
Row 11	<input type="text"/>
Row 12	<input type="text"/>
Row 13	<input type="text"/>
Row 14	<input type="text"/>
Row 15	<input type="text"/>





Table 2 of 2. (Internal note: image is temporary placeholder, not final)

1	■	●	■	■	●	■	●	■	●	●
2	■	■	●	●	■	●	●	●	●	●
3	●	●	■	■	■	●	■	●	●	■
4	●	■	●	■	●	●	●	■	■	●
5	■	●	■	●	●	■	●	●	●	■
6	●	■	●	●	■	●	■	■	●	●
7	●	●	■	■	■	●	■	●	■	■
8	■	■	●	●	●	■	●	■	●	■
9	●	●	■	■	●	●	●	●	■	■
10	●	■	●	●	■	●	■	●	●	■
11	■	■	●	■	●	●	●	●	●	■
12	●	●	■	●	●	●	■	●	■	●
13	●	●	■	●	■	■	●	■	■	●
14	■	●	●	●	●	●	●	●	●	●
15	■	●	●	●	■	●	●	■	●	■

Enter the number of red squares shown in each row above.

Row 1	<input type="text"/>
Row 2	<input type="text"/>
Row 3	<input type="text"/>
Row 4	<input type="text"/>
Row 5	<input type="text"/>
Row 6	<input type="text"/>
Row 7	<input type="text"/>
Row 8	<input type="text"/>
Row 9	<input type="text"/>
Row 10	<input type="text"/>
Row 11	<input type="text"/>
Row 12	<input type="text"/>
Row 13	<input type="text"/>
Row 14	<input type="text"/>
Row 15	<input type="text"/>





In the beginning of this survey you selected [Product Name].

At this moment, the urge I feel to buy the product that I selected can be described as:

I feel no urge to buy this product (1)	(2)	(3)	I feel a moderate urge to buy this product (4)	(5)	(6)	I feel a very strong urge to buy this product (7)
--	-----	-----	--	-----	-----	---

The likelihood that I would purchase this product is:

very low (1)	(2)	(3)	(4)	(5)	(6)	very high (7)
--------------	-----	-----	-----	-----	-----	---------------





The product you selected was [Product Name].

Were you already planning on buying this product before you saw it here today?

Yes

No

When I go shopping online, I buy things that I had not intended to purchase.

Very rarely
(1)

(2)

(3)

Sometimes
(4)

(5)

(6)

Very often
(7)

I am a person who makes unplanned purchases online.

Very rarely
(1)

(2)

(3)

Sometimes
(4)

(5)

(6)

Very often
(7)

When I see something online that really interests me, I buy it without considering the consequences.

Strongly disagree
(1)

(2)

(3)

Neither agree nor disagree
(4)

(5)

(6)

Strongly agree
(7)

It is fun to buy spontaneously online.

Strongly disagree
(1)

(2)

(3)

Neither agree nor disagree
(4)

(5)

(6)

Strongly agree
(7)

I avoid buying things online that are not on my shopping list.

Strongly disagree
(1)

(2)

(3)

Neither agree nor disagree
(4)

(5)

(6)

Strongly agree
(7)

How motivated are you to reduce your amount of online impulse buying?

Completely unmotivated
(1)

Mostly unmotivated
(2)

Somewhat unmotivated
(3)

Neither motivated nor unmotivated
(4)

Somewhat motivated
(5)

Mostly motivated
(6)

Completely motivated
(7)

How confident are you in your ability to resist online impulse buying?

Completely unconfident
(1)

Mostly unconfident
(2)

Somewhat unconfident
(3)

Neither confident nor unconfident
(4)

Somewhat confident
(5)

Mostly confident
(6)

Completely confident
(7)



For each of the statements below, please indicate whether or not the statement is characteristic of you or of what you believe.

I prefer complex to simple problems.

Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--

I find satisfaction in deliberating hard and for long hours.

Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--

I like tasks that require little thought once I've learned them.

Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--

I really enjoy a task that involves coming up with new solutions to problems.

Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--

The notion of thinking abstractly is appealing to me.

Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--





How do you identify your gender?

Man

Woman

How old are you?

What is your annual household income?

Less than \$30,000 per year

\$30,000-\$49,999

\$50,000-\$74,999

\$75,000-\$149,999

\$150,000 or more

What is your race?

White

Hispanic or Latino

Black or African American

Native American or American Indian

Asian

Pacific Islander

Other

What is your current employment status?

Employed full-time

Employed part-time

Out of work and looking for work

Out of work but not currently looking for work

Stay-at-home parent

Student

Military

Retired

Unable to work

Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

Married

Living with a partner

Divorced

Separated

Widowed

Never been married

What is your highest completed level of education?

Some high school, no diploma

High school graduate, diploma or the equivalent (for example: GED)

Some college credit, no degree

Trade/technical/vocational training

Associate degree

Bachelor's degree

Master's degree

Professional degree

Doctorate degree





On a scale from 1 (very difficult) to 5 (very easy), how hard was it to complete the counting squares exercise?

Very difficult (1)	(2)	(3)	(4)	Very easy (5)
-----------------------	-----	-----	-----	------------------

While I was counting squares, I was also thinking about the product that I selected.

Strongly disagree (1)	(2)	(3)	Neither agree nor disagree (4)	(5)	(6)	Strongly agree (7)
--------------------------	-----	-----	--------------------------------------	-----	-----	-----------------------

Please describe what you **liked**, if anything, about the counting squares exercise.

Please describe what you **did not like**, if anything, about the counting squares exercise.

How did your feelings about the product change, if at all, after completing the counting squares exercise?





We thank you for your time spent taking this survey.
Your response has been recorded.

CONTROL CONDITION



INSTRUCTIONS: Look through the products on the website linked below and then return to this survey to answer the questions below.

Step 1: [Click here to view the shopping website.](#)

Step 2: Answer questions below

Select the product that you feel the strongest urge to purchase.

At this moment, the urge I feel to buy the product that I selected above can be described as:

I feel no urge to buy this product (1)	(2)	(3)	I feel a moderate urge to buy this product (4)	(5)	(6)	I feel a very strong urge to buy this product (7)
--	-----	-----	--	-----	-----	---

The likelihood that I would purchase this product is:

very low (1)	(2)	(3)	(4)	(5)	(6)	very high (7)
--------------	-----	-----	-----	-----	-----	---------------





The product you selected was [Product Name].

Were you already planning on buying this product before you saw it here today?

Yes

No

When I go shopping online, I buy things that I had not intended to purchase.

Very rarely
(1)

(2)

(3)

Sometimes
(4)

(5)

(6)

Very often
(7)

I am a person who makes unplanned purchases online.

Very rarely
(1)

(2)

(3)

Sometimes
(4)

(5)

(6)

Very often
(7)

When I see something online that really interests me, I buy it without considering the consequences.

Strongly
disagree
(1)

(2)

(3)

Neither
agree nor
disagree
(4)

(5)

(6)

Strongly
agree
(7)

It is fun to buy spontaneously online.

Strongly
disagree
(1)

(2)

(3)

Neither
agree nor
disagree
(4)

(5)

(6)

Strongly
agree
(7)

I avoid buying things online that are not on my shopping list.

Strongly
disagree
(1)

(2)

(3)

Neither
agree nor
disagree
(4)

(5)

(6)

Strongly
agree
(7)

How motivated are you to reduce your amount of online impulse buying?

Completely
unmotivated
(1)

Mostly
unmotivated
(2)

Somewhat
unmotivated
(3)

Neither
motivated
nor
unmotivated
(4)

Somewhat
motivated
(5)

Mostly
motivated
(6)

Completely
motivated
(7)

How confident are you in your ability to resist online impulse buying?

Completely
unconfident
(1)

Mostly
unconfident
(2)

Somewhat
unconfident
(3)

Neither
confident
nor
unconfident
(4)

Somewhat
confident
(5)

Mostly
confident
(6)

Completely
confident
(7)



For each of the statements below, please indicate whether or not the statement is characteristic of you or of what you believe.

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Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--

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Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--

I like tasks that require little thought once I've learned them.

Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--

I really enjoy a task that involves coming up with new solutions to problems.

Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--

The notion of thinking abstractly is appealing to me.

Extremely uncharacteristic of me (1)	Somewhat uncharacteristic of me (2)	Uncertain (3)	Somewhat characteristic of me (4)	Extremely characteristics of me (5)
---	--	------------------	--------------------------------------	--





How do you identify your gender?

Man

Woman

How old are you?

What is your annual household income?

Less than \$30,000 per year

\$30,000-\$49,999

\$50,000-\$74,999

\$75,000-\$149,999

\$150,000 or more

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White

Hispanic or Latino

Black or African American

Native American or American Indian

Asian

Pacific Islander

Other

What is your current employment status?

Employed full-time

Employed part-time

Out of work and looking for work

Out of work but not currently looking for work

Stay-at-home parent

Student

Military

Retired

Unable to work

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Living with a partner

Divorced

Separated

Widowed

Never been married

What is your highest completed level of education?

Some high school, no diploma

High school graduate, diploma or the equivalent (for example: GED)

Some college credit, no degree

Trade/technical/vocational training

Associate degree

Bachelor's degree

Master's degree

Professional degree

Doctorate degree





Please describe what you **liked**, if anything, about the products listed on the website you visited in the beginning of this survey.

Please describe what you **did not like**, if anything, about the products listed on the website you visited in the beginning of this survey.





We thank you for your time spent taking this survey.
Your response has been recorded.