

# Thinking Outside the Box: Reducing Tertiary Packaging Waste to Develop a More Sustainable E-commerce



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## **Abstract**

There is little to no research studying the role of payed sustainable packaging in consumer emotions and online retailer experiences. This research paper aimed to investigate people's emotions towards and evaluations about companies' engagement and communication in (payed) sustainable packaging. The study employed a survey designed to uncover consumers' emotions of sustainable packaging and the effect of payed packaging on consumers' evaluation of online retailers. The respondents were Dutch consumers. Between different packaging conditions ((1) free regular package; (2) mandatory payed sustainable packaging and (3) choice between a free and a payed sustainable packaging) no difference in positive nor negative emotions were observed. However, there was seen a positive influence of positive emotions triggered by sustainable packaging on retailer's evaluations. This relationship was not present for the negative emotions. Also, a positive influence of environmental concern was found on the evaluations. The findings provide new insights that can inform online retailers of the effect and manner of introducing sustainable packaging on their consumer evaluations.

*Keywords – E-commerce, Consumers, Sustainability, Packaging, Plastic, Emotions, Environmental concern, Evaluations, The Netherlands*

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# Contents

Abstract	1
Acknowledgements	2
1. Introduction	5
2. Literature review	8
2.1 E-commerce	8
2.2 Sustainable packaging	9
2.3 Emotions	11
2.4 Evaluation online retailer	13
2.5 Environmental concern	13
3. Method	16
3.1 Participants and design	16
3.2 Procedure and variables	16
3.2.1 Packaging	17
3.2.2 Emotions	18
3.2.3 Evaluation	18
3.2.4 Control questions	19
3.2.5 Environmental concern	20
3.2.6 End of survey	20
4. Results	21
4.1 Manipulation check	21
4.2 Hypothesis testing	21
4.2.1 Emotions	21
4.2.2 Evaluation	22
4.2.3 environmental concern	23
4.2.4 Summary of the hypothesis testing	24
4.3 Other outcomes	25
5. General discussion	26
5.1 Summary of empirical findings	26
5.2 Theoretical contribution	26
5.3 Practical contribution	27
5.4 Limitations and future research	28

5.5 Final conclusion	28
References	30
Appendix I	36

# 1. Introduction

In the last decade, the awareness of unsustainable patterns of consumption has increased humongously (Bell, 2016; Oreskes, 2004). Over the years, more consumers have realized that their purchasing behaviour had a direct impact on many ecological problems and adapted to this new threatening situation by considering environmental issues when shopping (Laroche et al., 2001). Perhaps the most convincing evidence supporting the growth of ecologically favourable consumer behaviour is the increasing number of individuals who are willing to pay more for environmentally friendly products (Laroche et al., 2001). The importance of sustainable consumer behaviour is underlined by researchers and environmentalists that believe that through purchasing environmentally friendly products and products with recyclable packaging, consumers can contribute significantly to improve the quality of the environment (Abdul-Muhmim, 2007).

However, the majority of consumers are struggling to translate their concerns about environmental issues into purchases, as indicated by the ‘attitude–behaviour gap’ or ‘values–action gap’ (Young et al., 2010). Every time consumers make a decision about whether (or not) to purchase a product or service there is the potential for that decision to contribute to a more or less sustainable pattern of consumption (Moisander, 2007). These every day decisions on practical environmental or ethical solutions often result in trade-offs between conflicting issues and result in a motivational and practical complexity of sustainable consumption (Moisander, 2007). Consumers are regularly confronted with contradictory arguments concerning what is sustainable and what is not and may be most amenable to the argument that is most cogently expressed, or most is in accordance with their prior beliefs (Koenig-Lewis et al., 2014). Additionally, consumers are not always able to perceive connections between their buying behaviour and environmental consequences (Thøgersen, 2000).

To fill the gap between consumers’ willingness to act more sustainable and actual behaviour, governments and companies can play a role. For example, in 2015 the European Union has obliged all member states to reduce the use of plastic bags (European Commission, 2016). The urgent of the amount of use of plastic bags was underlined by the European Union Commissioner for the Environment, Maritime Affairs and Fisheries Karmenu Vella: *“In the European Union we currently consume up to 200 bags per person, every year. Only about 7 % are recycled. Billions end up as litter across Europe, especially on our beaches and in the sea”* (European Commission, 2016). The Netherlands complied with the prohibition of free plastic

bags to this European obligation and aims to increase awareness and sustainable consumer behaviour. Nowadays, businesses have changed their plastic bags into sustainable bags or let their consumers pay a small amount for a carry-home plastic bag. However, this example only applies to in-store purchases, while the carbon emissions for packaging of the e-commerce are more than fifteen times as much as for traditional brick and mortar stores (see Figure 1).

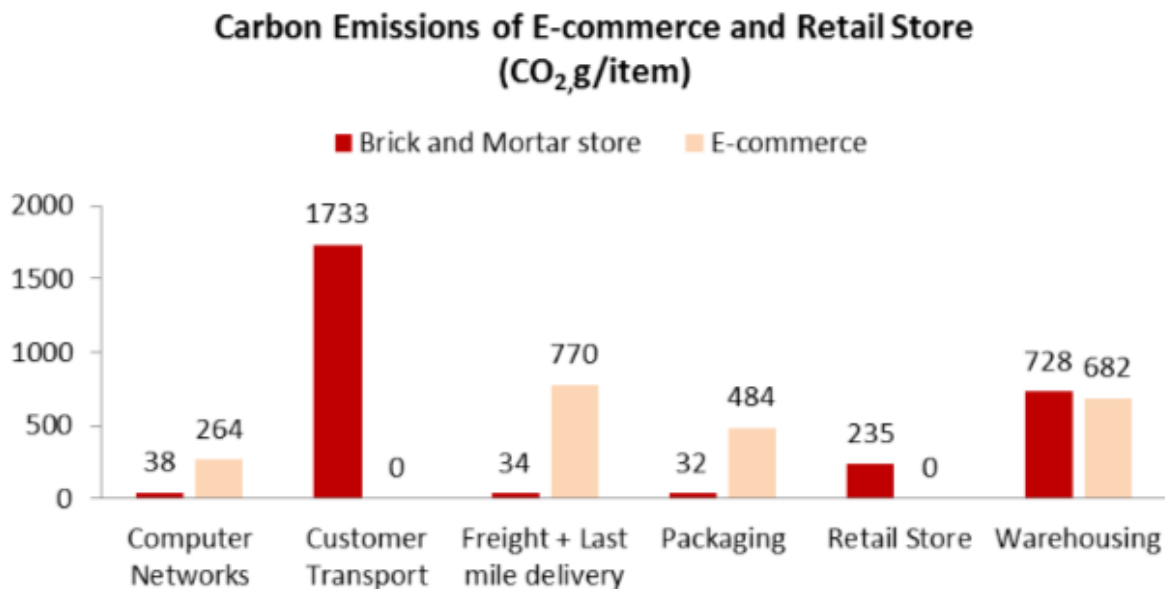


Figure 1. Carbon Emissions of E-commerce and Retail Store (CO<sub>2</sub> g/ item). Source: Johnson, J. (2016). *Good or bad for Sustainability?*

The e-commerce contributes to environmental impacts and especially with tertiary packaging which is the packaging of already packaged products. When making an online order, consumers do not have to pay extra costs for this tertiary packaging. For tertiary packaging in the e-commerce there are no rules (yet) implemented by the government, what is remarkable in view with Figure 1. Online retailers can take the responsibility by themselves but may be hesitant and cautious for the evaluations of consumers (Schmeltz, 2012). One of the critical aims of retailers is to increase consumers' market response outcomes, such as trust, satisfaction, and loyalty (Jin and Park, 2006). Nevertheless, a more positive image is a possible outcome by introducing sustainable packaging and can help online retailers to obtain a competitive advantage relative to their competitors. Therefore, this thesis is aiming to explore what the influence is of sustainable packaging and the manner of presenting it to their consumers emotions and retailers' evaluations.

Yet, there is hardly any existing research on the sustainable issues of packaging in the e-commerce concerning consumers' opinions. It is unclear how more sustainable packaging

solutions might influence consumer evaluations of online retailers. These effects might be positive or negative and thus it is important to investigate consumers' emotions of sustainable packaging and how this influence the evaluation of the online retailer (i.e. trust, satisfaction and loyalty). The general research question is: What is the influence of payed sustainable packaging on consumers' emotions and online retailers' evaluations? The sub questions are: (1) Is there a difference in consumer emotions and retailer evaluation between payed mandatory sustainable packaging and a choice between a free regular and a payed sustainable package?; (2) Is there a difference in consumer emotions and retailer evaluation when consumers have to pay for a sustainable package? and (3) Does environmental concern influence the emotions triggered by the sustainable packaging?

In the current study, two options will be investigated: consumer's emotions towards sustainable packaging when there is a mandatory package of €0,50 and consumer's emotions when there is a choice between a regular free package or a sustainable option of €0,50. Also, there will be studied how these emotions influence the evaluation of the online retailer. There might be a difference in consumers who are environmental concerned and who are not, that is why environmental concern will be considered as a moderator in the conceptual model. The outcome of the study might be helpful for online retailers that are interested in sustainable packaging but hesitating because of unknown consumer evaluations.



## **2. Literature review**

### ***2.1 E-commerce***

In this study the online retail, also called e-commerce is central. E-commerce is the abbreviation of electronic commerce and is widely considered as the buying and selling of products over the internet (Corbitt et al., 2003; Niranjnamurthy et al., 2013). It can be subdivided into three categories: business to business (B2B), business to consumer (B2C), and consumer to consumer (C2C) (Abukhader and Jonson, 2004). The e-commerce is a growing business that can, and for many cases already does, replace in-store purchases. The alleged beauty of the e-commerce is that it offers a more direct, cost-effective route to the consumer than brick and mortar stores do (Leon, 2000). E-commerce has changed the way of doing business in a modern world (Gates, 1999; Niranjnamurthy et al., 2013). It is more than just electronic payment on the Internet; it covers also banking activities, publishing including electronic distribution, sales portals covering sales, marketing, production, management, and distribution.

In the recent years, e-commerce has attracted a great deal of attention due to its potential and implications for both buyers and sellers (Eroglu et al., 2001). From the retailer's perspective, the e-commerce offers a number of advantages; consumer's emphasis on efficient use of time, combined with technology improvements that provide greater convenience and more information than traditional retailing, more retailers are considering online as a way of doing business. From the consumer point of view, online shopping offers convenience (temporal and spatial), value (through price comparison opportunity), and hedonic consumption possibilities.

The popularity of the online retail also has its downside. In the online world, reliable retailers and product quality are not always easily to distinguish from poorly organised players on the market (Niranjnamurthy et al., 2013). Electronic commerce typically lacks human warmth (Hassanein and Head, 2007; Lu et al., 2016) and lack of trust is one of the most frequently cited reasons why consumers do not purchase from the Internet (Corbitt et al., 2003; Grabner-Krauter and Kaluscha, 2003; Kim et al., 2016; Lee and Rha, 2016, Tan, 1999). Moreover, recent studies have also addressed trust from the perspective of its different relationships (Söllner et al., 2016) and how privacy assurance and concerns affect trust (Aïmeur et al., 2016; Bansal et al., 2015). These issues indicate that for both consumers and retailers the

e-commerce faces risks. Positive consumer evaluations are important indications for retailers to know they are doing good, and for consumers to gain trust.

Another stream of literature is about concerns of the new e-commerce business models and the energy and packaging materials used by the logistics networks for product fulfilment and delivery (Matthews et al., 2001). Whereas in the beginning of the nineties, climate critics were hardly believed, today, issues as global warming, exceeded emissions, pollution and waste caused by human actions cannot be ignored anymore. These issues are no longer only subjects of political debate, but also play an important role in the supply chains of businesses (Porter & Reay, 2016). Companies now take on responsibilities traditionally handled by government, and corporate practices and products are changed in response to consumer pressure (Schmeltz, 2012). As Schmeltz (2012) says *“there is no longer a sharp distinction between doing good and doing business; often these two are compatible”*.

However, ‘doing good business’ does not automatically mean a sustainable business. Although an increased amount of e-commerce companies admitted the issues of unsustainable patterns in the business, the majority of companies still works with unsustainable packaging. Hillier (2017) researched a few of the leading companies in packaging and their sustainability agendas. He concluded that the majority of the companies recognised their impact and reported their commitments to sustainability, however the approach towards sustainability varied a lot and can be rather seen as a weak sustainable model when looking to actual behaviour of reducing demands on finite natural resources.

## ***2.2 Sustainable packaging***

In today’s consumption patterns, packaging plays an important role and it is generally seen to fulfil four key functions, namely (1) preservation and protection of the product; (2) communication of brand image; (3) convey information; and (4) offering convenience (PricewaterhouseCoopers, 2010). Simultaneously, materials for packaging require a wide range of natural resources whose disposal has a negative environmental impact (Hillier, 2017). In 1994, the EU made a directive on packaging and packaging waste, which is presently being implemented in national law in EU countries (Skjoett-Larsen, 2000). The packaging directive compelled many companies to reconsider their type of packaging and form of transport in order to minimise their packaging expenditures. Through a process of raising awareness and highlighting the benefits of choosing ecologically products, governments worldwide have sought to change behaviour towards more sustainable consumption. Since the late 1980s there

is an increased response from companies with 'greener' products and packaging that are less harmless for the environment (Koenig-Lewis, 2014). However, there are still a lot of companies who do not consider any sustainable issues in their practices. Also, the interpretation of the term sustainability varied a lot (Hillier, 2017).

Sustainability is generally defined as using resources to meet the needs of the present without compromising the ability of future generations to meet their own needs (Linton et al., 2007). The notion of sustainable packaging represents the application of the concept of sustainability defined by the Brundtland Report in 1987 to the field of packaging production (Martinho et al., 2015). Sustainability is a concept that focus on economic, environmental, and social interdependence. When applied to packaging, this concept includes insertion of the goals of sustainable development. The Sustainable Packaging Alliance (SPA), a partnership between two Australian universities and a business innovation, recognised the need to develop an integrated, supply chain focused, multi-dimensional approach to research, education and training (James et al. 2005). One of the first initiatives of SPA was to establish a research project to create and promote a vision of sustainable packaging (Sonneveld, 2005). SPA came up with a definition for sustainable packaging consisting the three elements of sustainability: the economic or commercial functions that packaging fulfils, its social, and environmental functions. A 100% sustainable package should meet all these functions. When there is talked about a sustainable package in this study, I mean a package from recycled or degradable material. The social aspect plays a less important role, because this study focusses on the biggest sustainable issue of this moment concerning packaging, which is the environmental impact. Although a lot of studies paying attention to the environmental concerns concerning packaging (Lewis et al., 2010; Linton et al., 2007), not a lot is known about the consumers emotions towards sustainable packaging and the effect of payed sustainable packaging on retailers' evaluations. Therefore, this study will focus on those two aspects.

To study if there is a demand and a willingness to pay for sustainable packaging by consumers, there is chosen in the design of this study to ask €0,50 for a sustainable package based on research that reusable bags are currently sold at an average €0.50 per bag (Martinho et al., 2017). To study consumer's emotions as reaction on this, two options are created: a mandatory payed sustainable package and an option where there is a choice between a free regular package and a payed sustainable package.

## ***2.3 Emotions***

Research in the link between sustainability and emotions is already done. An explanation for unsustainable behaviour can be found in that emotions which promote more sustainable choices, are weaker than the cognition that points towards less sustainable behaviour (Menzel, 2013). One might feel sorry, ashamed or guilty for preferring an option because of the suffering it implies for others. However, one might override these emotions emphasising conflicting but higher ranked intentions or distant goals (Menzel, 2013). To go deeper into which emotions play a role within marketing and consumer behaviour, in this subchapter five common approaches will be discussed and why they will or will not fit in my study. The five approaches are the (1) categories approach; (2) dimensions approach; (3) cognitive appraisals approach; (4) specific emotions approach; and (5) valence-based approach (Watson and Spence, 2007; Zeelenberg and Pieters, 2004).

The categories approach places emotions around exemplars and considers their different effects on consumption related behaviour. Yet, it lacks explanation why different emotion groups have different behavioural effects. The second, dimensions approach, offers some more explanatory power, by using the affective dimensions of valence and level of arousal to distinguish between emotions and the effects they have on consumer behaviour. However, this method lacks the ability to account for differences between behaviours driven by emotions of similar valence and arousal levels. More recently, the cognitive appraisals method approached emotions' underlying evaluation and motivational roots to explain their influences on consumer behaviour. The cognitive appraisals approach supposes that underlying evaluations of a situation combine to provoke specific emotions and has been seen as a relevant approach for understanding the emotional responses of consumers in the marketplace (Johnson and Stewart, 2005). Although, some features of appraisal theory can be find in early work, current versions of the theory trace their roots to Magda Arnold (1960) who first used the term 'appraisal', in the sense of direct, immediate, and intuitive evaluations, 'to account for qualitative distinctions among emotions' (Ellsworth and Scherer, 2003). However, it was Richard Lazarus (1966) who became the most influential early appraisal theorist and who had two ideas that are common to almost all current appraisal theories. First, he proposed that human emotions are characterized by enormous variability and subtle distinctions. Second, he argued that emotions can change over time by approaching the experience of emotion as a continuous process (Ellsworth and Scherer, 2003).

The specific emotion approach leans heavily on the appraisal theory of emotions (Zeelenberg and Pieters, 2004) and focuses on the characteristic elements of specific emotions (e.g. DeSteno et al., 2000; Lerner and Keltner, 2000; Zeelenberg et al., 1998). According to this approach, different positive and negative emotions may differentially impact (dis)satisfaction (Zeelenberg and Pieters, 2004). Finally, the valence-based approach entails a summation of the positivity and negativity of the different emotions that consumers experience to arrive at an overall judgement of (dis)satisfaction (Zeelenberg and Pieters, 2004). According to his approach, negative emotions will probably lead to more dissatisfaction, whereas positive emotions are expected to lead to more satisfaction. The up following behaviours are expected to be driven by the overall positivity or negativity. This approach has the disadvantage of ignoring the different elements within the specific emotions, which are expressed in more ways than only valence.

As research in the field of emotion theory has shown, different specific emotions can have different behavioural tendencies and consequences (e.g. Frijda and Zeelenberg, 2001; Roseman et al., 1994). These findings have important implications for companies due to the effects it has on consumer behaviours (Zeelenburg and Pieters, 2004). The specificity of the impact of emotions on behavioural responses implies that a focus on emotion specific influences may offer improved insight. Therefore, it is purposed that the specific emotions approach is the most complete to study consumers' behavioural responses to emotions and therefore chosen for this study. Based on Richins (1997), thirteen specific positive (*happy, grateful, enthusiastic, amused, good, hopeful, curious, overjoyed, moved, relieved, satisfied, surprised* and *delighted*) and thirteen specific negative (*scared, ashamed, worried, angry, alarmed, irritated, nervous, uncomfortable, dissatisfied, uncertain, guilty, disappointed* and *sad*) consumption-related emotions are chosen for this study. It is expected that the mandatory sustainable packaging will trigger different emotions than the optional sustainable packaging, because in the first option people do not have a choice and are forced to pay an extra €0,50 for a sustainable package.

*H1: Optional sustainable packaging will trigger more positive emotions than mandatory sustainable packaging.*

*H2: Mandatory sustainable packaging will trigger more negative emotions than optional packaging.*

## ***2.4 Evaluation online retailer***

When looking from a retailer's perspective, the predominant feature of consumers today is that they are unmanageable due to their many faces (Gabriel and Lang, 2015). This poses a considerable challenge for companies as they are faced with a target group that can be sometimes hard to work with as its potential consumers can be variously characterised as both choosers, explorers, victims, activists and identity-seekers, etc. However, ecologically responsible packaging has been found to positively influence purchase intentions and brand evaluations (Van Birgelen et al., 2009). However, this was not shown for payed sustainable packaging.

Anyhow, understanding pro-environmental consumption behaviour may enable companies to establish reputational and competitive advantages. In case of Corporate Social Responsibility (CSR) it has been shown that consumers expect companies to engage in CSR but find it inappropriate if they explicitly communicate about their own 'good deeds' (Gabriel and Lang, 2015). A number of surveys and studies point out that consumers see CSR as a very important issue, and something they expect companies to engage in (Beckmann, 2006; Maignan, 2001; Ramasamy and Yeung, 2008; Sen and Bhattacharya, 2001). In contrast, several other studies show that consumers have reservations about companies that are over-eager in their efforts to inform stakeholders about their CSR activities (Mohr et al., 2001; Morsing et al., 2008). From these findings, it is likely that sustainable packaging influences the evaluations of the online retailer and whether it is positive or negative seems to depend on how the retailer presents the sustainable packaging to their consumers. Following the reasoning that emotions lead to (dis)satisfaction, the following hypotheses are adopted:

*H3: The more positive emotions triggered by sustainable packaging, the more positive the consumer evaluation of the online retailer will be.*

*H4: The more negative emotions triggered by the sustainable packaging, the more negative the consumer evaluation of the online retailer will be.*

## ***2.5 Environmental concern***

Environmental concern is not a scientific term, but one imported from the political discourse (Bamberg, 2003). The term is widely used to refer to a wide range of environmentally related perceptions, emotions, attitudes, values, knowledge and behaviours. However, most researchers excluded actual behaviour itself from the conceptual definition of environmental

concern, but rather see it as a general attitude, which centers on the cognitive and affective evaluation of the object environmental protection (e.g. Dunlap and Van Liere, 1978; Weigel and Weigel, 1978). Studies have showed also the disappointment about the weak direct relationship between environmental concern and specific environmentally related behaviours, due to the incorrect assumption that general attitudes like environmental concern are direct determinants of specific behaviours (Bamberg, 2003; Tan and Chan, 2017).

The question which factors determine environmental concern, knows different answers. A first explanation can be found in the personal background of consumers, such as age, education or income (Jones and Dunlap, 1992; Van Liere and Dunlap, 1980). Another examines individuals' environmental concern as a function of the risks they attach to environmental problems (Gould et al., 1988; Slovic, 1987). A third approach treats environmental concern as a subset of morally tinged human concerns, rooted in universal value (Stern et al., 1993; Stern et al., 1995). A last answer can be find in environmental concern as a developmental phenomenon, for instance an expression of higher-order needs (Brechtin and Kempton, 1994; Dunlap et al., 1993; Inglehart, 1995).

In this study, environmental concern is approached by a combination of the risks they attach to environmental problems and a subset of morally tinged human concerns. Cause in this study environmental concern is related to emotions, and not necessarily to actual behaviour, it is likely that environmental concerned consumers have more positive emotions towards mandatory sustainable packaging than optional sustainable packaging, because the first is more sustainable than the last. Following this way of reasoning, consumers who are a little or not at all concerned about the environment, will probably have more negative emotions towards the mandatory sustainable packaging than towards the optional sustainable package, because in the last case they can still choose for the regular package which is free of charge. Therefore, the following hypotheses are adopted:

*H5: Consumers with a higher level of environmental concern, will have more positive emotions on mandatory sustainable packaging than on optional sustainable packaging.*

*H6: Consumers with a lower environmental concern will have more negative emotions on mandatory sustainable packaging than on optional sustainable packaging.*

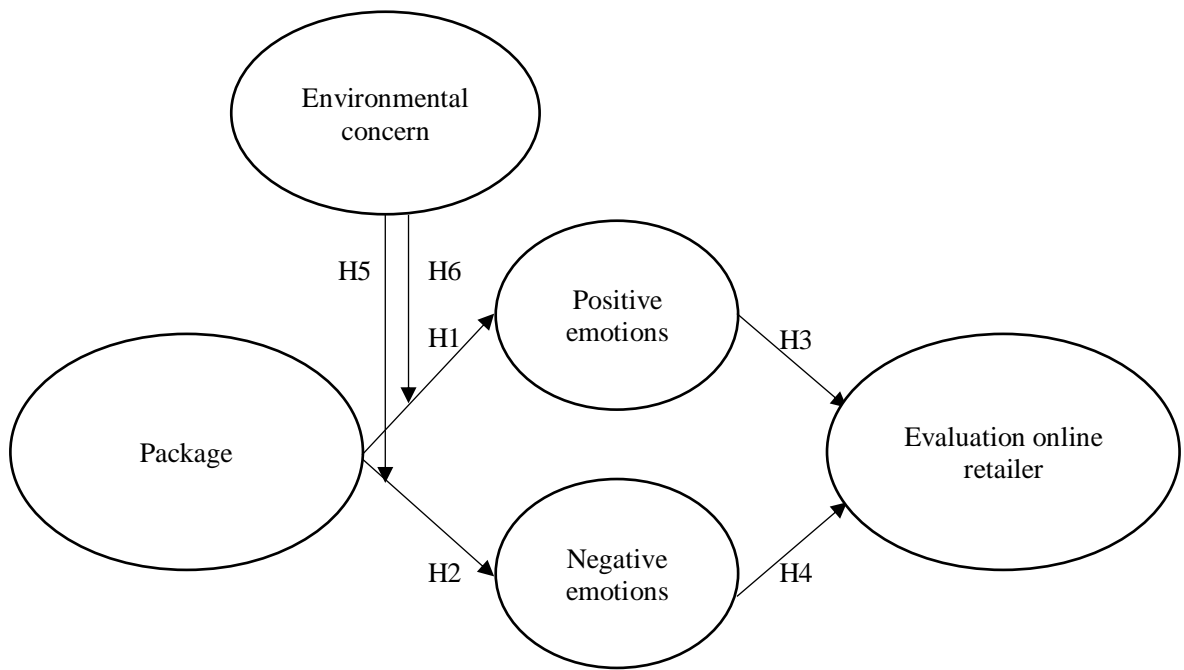


Figure 2. Conceptual model.



## **3. Method**

### ***3.1 Participants and design***

The study, an online survey (shown in Appendix I), had a between-subject design with three different conditions ((1) a regular package (no sustainable package), (2) a mandatory sustainable package (no regular package) and (3) a choice between a regular and a sustainable package). The respondents ( $n = 185$ ) were randomly assigned to the three conditions. Respondents were gathered by using convenience sampling and approached by mail, social media and word of mouth. Additionally, for three days students in the Forum building (Wageningen University Campus) were asked to join the survey wherefore in return they received a (healthy) snack. Participation in the survey was completely voluntary and anonymous. Before starting any statistical analyses, the dataset was checked on errors and missing data. Although Qualtrics forced participants to answer each question, before going to the next question, still some errors were found. With help of frequencies tables missing values were observed. The survey initially had 185 responses, but after deleting the uncomplete responses, 147 results were fully recorded and therefore used for the data analysis. The gender of the participants was 35% male and 65% female. The mean age of the participants was age  $M = 26.96$  years with a standard deviation of  $SD = 11.56$  years. Because the survey was in Dutch, it has been assumed that all participants were from the Netherlands.

### ***3.2 Procedure and variables***

As said before the survey was in Dutch, and created within the programmer Qualtrics. Participants were able to fill in the survey on any electric device and could open the survey via an online link or by scanning a QR-code. When opened the link, participants first faced a short introduction about my research, an estimation of the duration of the survey and a confidential statement. After agreement, the first questions were screening questions about age, gender and if the participant had ever done an online purchase. This last question was essential for the research and if the answer was no, the participant directly went to the end of the survey. With an answer 'yes' the participant was randomly assigned with help of Qualtrics randomization to one of the three scenarios of this study (regular package (free), sustainable package (€0,50) or a choice between regular package (free) and sustainable package (€0,50)). In this last case, the participant was asked to make a choice between the regular (free) package and the sustainable (€0,50) package. The chosen option was the condition the participant saw in this case. Despite

the randomizer in Qualtrics, the group sizes were unequal for the three conditions, respectively 53, 48 and 46. However, for the calculations the harmonic mean of the group sizes were used. The harmonic mean sample size = 48.828

In all three conditions participants were asked to imagine a situation wherein they would buy a book in a virtual ‘online shop X’. Online shop X offered, dependent from the condition a regular, a sustainable or a choice between a regular and a sustainable package. After a short description of this situation, a package with a short description of the characteristics was shown to the participants. There were two different descriptions: one for a regular package and one for a sustainable package. The image of the package, a simple white box with ‘online shop X’ printed on the outside, was the same for both descriptions, to ensure this would not influence the outcome of the study.

### **3.2.1 Packaging**

From this point on, all respondents saw the same text and questions. First, they were asked about their general impression of the package where they could choose between ‘very negative’ and ‘very positive’ based on a 7-point Likert scale. The 7-point Likert measurement was also used for the next question where the participant had to indicate the extent to which they think the package was *properly, decent, professional, handy, beautiful, exciting, attractive, boring, personal, overdone, useful, suitable for my order, unnecessary, sustainable, trendy, modern, environmentally friendly, creative, responsible*. The scale was ranging from 1= ‘not at all’ to 7 = ‘very strong’.

A factor analysis on the impression of the packaging with KMO = .831 showed three clear factors with respectively eigenvalues of 5.770, 3.301, 2.776 and a fourth with eigenvalue 1.116. The first three factors explained 62% (four factors 68%). Based on the scree plot and pattern matrix there were selected three factors. The first factor (*F1: impression*) contained the items *personal, sustainability, trendy, modern, environmentally friendly, creative* and *responsible*. The second factor (*F2: function*) consisted of the items *overdone, unnecessary, useful* and *suitable for my order*. The last two items were recoded to fit in this factor. Then, *properly, decent, professional, handy, beautiful, exciting* and *attractive* formed the last factor (*F3: appearance*). Only the item *boring* did not fit in any of the three factors, wherefore deleted. The Cronbach’s alpha for the three factors were all above .700, respectively  $\alpha = .859$ ,  $\alpha = .792$  and  $\alpha = .819$ , so it was reliable to put the items under one scale.

### 3.2.2 Emotions

The variables positive and negative emotions were questioned with the question ‘*How would you feel while unpacking the package?*’ The participant saw twice the following statement: ‘*I would feel ... while unpacking the package*’. First, they were confronted with thirteen positive emotions that might be triggered by the package where they could indicate on a scale from 1 = ‘not at all’ to 7 = ‘very strong’ how they felt when receiving and opening the package. The thirteen positive emotions were: *happy, grateful, enthusiastic, amused, good, hopeful, curious, overjoyed, moved, relieved, satisfied, surprised* and *delighted*. The same question was asked for the negative feelings that might be triggered by the package. The thirteen negative emotions were: *scared, ashamed, worried, angry, alarmed, irritated, nervous, uncomfortable, dissatisfied, uncertain, guilty, disappointed* and *sad*.

A factor analysis on the positive emotions showed a one factor solution with KMO = .893. The first component (eigenvalue = 6.299) explained 48% of the variance, where the second component (eigenvalue = 1.432) explained 59%. However, when looked at the scree plot there was a clear one factor solution with a reliable scale of Cronbach’s alpha = .907. Therefore, the thirteen positive emotions were seen as one factor in this study. A factor analysis on the negative emotions showed also a one factor solution with KMO = .909. The first component (eigenvalue = 7.528) explained 58% of the variance. Included a second component (eigenvalue = 1.523) 70% will be explained. However, when looked at the scree plot there was chosen for one factor here. The scale was reliable with  $\alpha = .938$ .

The specific emotions approach argues that different positive (negative) emotions lead to a different (dis)satisfaction, for example the emotion ‘happy’ would have a different effect than ‘grateful’ on the evaluation of the retailer. However, a factor analysis showed a high reliability to reduce the thirteen positive and thirteen negative emotions each into one factor: positive and negative emotions. Therefore, the results are based on positive versus negative emotions, and not on specific emotions.

### 3.2.3 Evaluation

Next the variable *evaluation* was questioned. Respondents were asked about their attitude towards online store X followed by questions about commitment, attachment and recommendations towards online store X. The first question was ‘*After receiving, unpacking, and paying for your online purchase, what would you think of the online store X?*’ Eight options had to be answered, respectively 1 = ‘very bad’ to 7 = ‘very good’; 1 = ‘very unpleasant’ to 7 = ‘very pleasant’; 1 = ‘very unfavorable’ to 7 = ‘very favorable’; 1 = ‘very negative’ to 7 =

‘very positive’; 1 = ‘very indecent’ to 7 = ‘very decent’; 1 = ‘very incompetent’ to 7 = ‘very competent’; 1 = ‘very unreliable’ to 7 = ‘very reliable’; and 1 = ‘not honest’ to 7 = ‘very honest’. The second question asked the participant to indicate to what extent he or she agreed or disagreed with five statements. The scale was again a 1-7 point scale with 1 = ‘totally disagree’ to 7 = ‘very much agree’. The statements were: (1) *I would be loyal to online store X*; (2) *I would be faithful to online store X*; (3) *I would feel connecten with online store X*; (4) *I would be attached to online store X*; and (5) *I would recommend family/friends online store X*.

Lastly, questions related to repurchase intention and satisfaction were asked. The question ‘*How likely is it that you would visit online store X again to buy something?*’ could be answered on a 1 = ‘very unlikely’ to 7 = ‘very likely’ scale. The next question asked, ‘*If you ever need the same product again, how likely is it that you would buy it again from online store X?*’ had the same scale. The last question, belonging to the variable evaluation was the overall question ‘*How satisfied would you be in the described situation with online store X?*’ The answer could vary from 1 = ‘very dissatisfied’ to 7 = ‘very satisfied’.

A Factor analysis on the evaluation of the retailer met the requirements with KMO = .897. The first component (Eigenvalue = 8.300) explained 52%. There were two other components with an eigenvalue above 1.000, respectively component 2 (eigenvalue = 2.775) explained 69%, and component 3 (eigenvalue = 1.231) explained 77%. However, since the scree plot showed that only one clear factor could be extracted, and no meaningful explanation could be given for combining the items belonging to the second and third component, here was decided to bring all items under one factor. This one factor solution showed a reliable scale with  $\alpha = .932$

### **3.2.4 Control questions**

After all specific questions on the described situation, some control questions were asked: (1) if the participant had a regular package or a sustainable package in the situation described and (2) if the participant had the choice between a regular package and a sustainable package. In the first question the participant had to choose between a (a) regular package and a (b) sustainable package. The second manipulation check was a true/ false statement: *In the described situation I had the choice between a regular package and a sustainable package.*

### **3.2.5 Environmental concern**

Then, participants were asked ‘What is your concern about the environment?’ The environmental concern of the consumer, the moderator of this study, stood apart from the situation description about ‘online store X’. A person’s concern for the environment and willingness to work toward its protection is measured in the scale using four Likert-type items. The scale is original to Schuhwerk and Lefkoff-Hagius (1995). The four items were the following: (1) I am concerned about the environment; (2) The condition of the environment affects the quality of my life; (3) I am willing to make sacrifices to protect the environment and (4) my actions have an impact on the environment. An 1-7-point scale was used wherein 1 = ‘totally disagree’ and 7 = ‘strongly agree’.

Environmental concern was measured with a scale from 1 to 7 with a mean of 5.4. A factor analysis on the environmental concern items showed a clear one factor solution with KMO = .812. The first component (eigenvalue = 2.848) explained 71% of the variance and formed a reliable scale with  $\alpha = .859$ .

### **3.2.6 End of survey**

In the final question all participants were asked to make a choice between a regular package (free) and a sustainable package (€0,50). After this last question, there is space for the respondent to give their opinion/ ideas about online shopping in general: ‘*If you would like to comment on the questionnaire, your answers and / or the subject of internet orders in general, you can write this down below*’.

## 4. Results

### 4.1 Manipulation check

The results of the two control questions were found with help of cross tabulation. The first control question asked the participants which kind of package they had to deal with in the described situation. In the control group 96% gave the correct answer. The second group which had the mandatory sustainable packaging had a lower score: 69% gave the correct answer. The last group which had the choice between a regular and a sustainable package showed some confusion: in the first described situation the participants were faced with a regular as well as a sustainable package which will mean only 11% of the participants gave the correct answer. However, you could argue the other two answers are not false because after the participants made their choice, they only saw the described situation of their choice. To check if this would explain the low percentage, there was looked how many participants chose for the regular package (61%) and for the sustainable package (39%). These values compared with the given answers on the first control question, supported a higher percentage of correct answers (89%). The first control question was also tested with a Chi-square test into SPSS with independent variable *manipulation* and the answers on the question as dependent variable. The outcome:  $X^2(4) = 76.082$ ,  $p < .001$  which meant there can be concluded whatever the participants were in up here, is what they thought.

The second control question was to check if participants realized if they had a choice or not between a regular and a sustainable packaging. In the control group all respondents gave the right answer (100%). In the second group with the mandatory packaging this was 83% and in the last group where there was a choice between a regular and a sustainable package this was 93%. According this high percentages, there is assumed that the manipulation has worked. This was also tested with a Chi-square in SPSS with independent variable the manipulation and the answers on the question as dependent variable. The outcome was  $X^2(2) = 150.199$ ,  $p < .001$ . So, there can be concluded that the situation the participants got is the same identified by them.

### 4.2 Hypotheses testing

#### 4.2.1 Emotions

Hypothesis 1 stated that optional sustainable packaging would trigger more positive emotions compared to mandatory sustainable packaging. This was tested with a one-way

ANOVA with independent variable *manipulation* and dependent variable *positive emotions*. The outcome of the ANOVA ( $F(2, 137.612) = .309, p = .735$ ) did not show significant difference in positive emotions between the different conditions. Also, when the thirteen specific positive emotions were separately put in an one-way ANOVA as dependent variables and independent variable *manipulation* no significance was observed.

Hypothesis 2 stated that mandatory sustainable packaging would trigger more negative emotions than optional sustainable packaging. This was also tested with a one-way ANOVA with independent variable *manipulation* and dependent variable *negative emotions*. The outcome of the ANOVA ( $F(2, 137.794) = .483, p = .618$ ) was also not significant. These results indicate that hypothesis 1 and 2 were not supported by the data and thus must be rejected. Thus, whatever the condition of the packaging was (regular, mandatory sustainable or optional sustainable) it did not influence the emotions of the consumer. Also, the thirteen specific negative emotions were also separated tested with an one-way ANOVA. Also, here no significance was observed when the thirteen specific emotions were tested separated in an one-way ANOVA.

#### **4.2.2 Evaluation**

Hypothesis 3 stated that the more positive emotions triggered by sustainable packaging, the more positive the consumer evaluation of the online retailer would be. This was tested in a regression analysis with independent variable *positive emotions*, and dependent variable *evaluation*. The outcome,  $p < .001$  indicates that, overall, the regression model statistically significantly predicts the outcome variable, in other words hypothesis 3 was supported by the data and could be accepted. Hypothesis 4 which stated that more negative emotions would lead to a more negative evaluation was also executed in a regression with independent variable *negative emotions* and dependent variable *evaluation*. The outcome ( $p = .481$ ) was not supported by the data and thus hypothesis 4 must be rejected: the effect of negative emotions on the evaluation of the retailer was not proven significant.

It was also tested if the different conditions had a direct effect on the evaluation of the retailer with independent variable *condition* and dependent variable *evaluation*. This was tested with one-way ANOVA ( $F(2, 138.656) = .317, p = .729$ ). Concluding that no direct significant effect of the package on the evaluation was found.

### 4.2.3 Environmental concern

In hypothesis 5 was the interest whether consumer's positive emotions on different packaging conditions were influenced by their level of environmental concern. So, the question was here whether positive emotions could be predicted by environmental concern. A linear regression analysis was done with dependent variable *positive emotions* and independent dummy variables '*D1: mandatory*' and '*D2: choice*'. From Table 1. was only seen marginal significance in environmental concern ( $p = .025$ ). There is no significant effect of environmental concern on the positive emotions in the specific conditions of mandatory sustainable packaging or choice. So, environmental concern positively influenced the positive emotions, but this influence was not significant in the specific conditions.

In hypothesis 6 was the interest whether consumer's negative emotions on different packaging conditions were influenced by their level of environmental concern. A linear regression with the *negative emotions* as dependent variable and '*D1: mandatory*' and '*D2: choice*' as independent variables was done. The outcome (Table 2) showed no significance at all. So, environmental concern had no positive nor negative influence on the negative emotions at all.

Table 1. Outcome linear regression analysis with dependent variable positive emotions.

	p
D1mandatory * environmental concern	.447
D2choice * environmental concern	.533
Environmental concern	.025

Table 2. Outcome linear regression analyss with dependent variable negative emotions.

	p
D1mandatory * environmental concern	.951
D2choice * environmental concern	.776
Environmental concern	.180



#### 4.2.4 Summary of the hypothesis testing

Given below is a summary of the hypothesis and if they were supported or not by the obtained data. As seen both hypothesis 1 and 2 were rejected because no difference in emotions, nor positive or negative were found between the different packaging conditions. However, the positive emotions did influence the evaluation of the online retailer (H3), in the direction of higher positive emotions lead to a more positive evaluation. This relationship was not observed for the influence of the negative emotions on the evaluation, which was stated in hypothesis 4, and was therefore rejected. Also, hypotheses 5 and 6 had to be rejected because no difference was found on the influence of environmental concern on the positive or negative emotions in the different packaging conditions. Nevertheless, environmental concern overall positively influences the positive emotions.

Table 3. Overview hypothesis testing

Hypothesis	Supported?
<i>H1: Optional sustainable packaging will trigger more positive emotions than mandatory packaging.</i>	Rejected
<i>H2: Mandatory sustainable packaging will trigger more negative emotions than optional packaging.</i>	Rejected
<i>H3: The more positive emotions triggered by sustainable packaging, the more positive the consumer evaluation of the online retailer will be.</i>	Accepted
<i>H4: The more negative emotions triggered by the sustainable packaging, the more negative the consumer evaluation of the online retailer will be.</i>	Rejected
<i>H5: Consumers with a higher level of environmental concern, will have more positive emotions on mandatory sustainable packaging than on optional sustainable packaging.</i>	Rejected

*H6: Consumers with a lower environmental concern will have more negative emotions on mandatory sustainable packaging than on optional sustainable packaging.*

Rejected

### **4.3 Other outcomes**

Finally, all participants had in the end of the survey the choice between a regular package (free) and a sustainable package (€0,50), without any further description or graph. Of the 147 participants 33% chose the regular package and 67% went for the sustainable package. This indicated that the majority of participants is not against payed sustainable packaging. However, no further tests were done with these results.

## **5. General discussion**

### ***5.1 Summary of empirical findings***

The aim of the research was to investigate consumers' emotions of (payed) sustainable packaging and if and how this influenced the evaluation of the online retailer. It had been assumed that there would be a difference in emotions between the three studied groups, but the different kind of packages did not show any difference in positive nor negative emotions. Yet, the effect of the positive emotions on the evaluation of the retailer did show significance in the way that positive emotions lead to a more positive evaluation. It was not indicated that this worked automatically also the other way around. The assumption that more negative emotions will lead to a more negative retailer's evaluation was not proven.

The influence of environmental concern on the relationship between the packaging and the emotions was only partly present. There is a positive effect of environmental concerned consumers on their positive emotions, but this did not differ between the situation wherein consumers had the mandatory packaging or the choice, which was expected in hypotheses 5 and 6. Any effect of environmental concern on the negative emotions triggered by the packages did not show up.

### ***5.2 Theoretical contribution***

This study has attempted to shed more light on pro-environmental consumption behaviour by investigating how ecological considerations relate to consumer decisions and emotions as well as the evaluation of the retailer that controls the pro-environmental consumption. By doing so, this study differentiates from other studies which not studied the specific combination of payed packaging on consumer emotions and retailer's evaluations. For instance, Ghosal et al. (2009) studied the role of packaging in consumer choice behaviour and product experience but did not look specific at sustainable packaging nor the influence of payed packaging on the evaluation of the retailer. Van Birgelen et al. (2009) studied the effect of package-related behaviours regarding beverage consumption purchase and post-consumption disposal but did not include emotions in this process. My study tried to give insights in how consumers feelings would be according payed sustainable package and the retailer who implemented the sustainable package. The findings of my study showed only a positive effect of positive emotions on the evaluation of the retailer. Negative emotions triggered by the payed sustainable packaging where not automatically translated into a more negative evaluation.

It has been suggested in previous research that environmental awareness of consumers is related to their eco-friendly decisions and purchases (Van Birgelen et al., 2009; Mainieri et al., 1997). Other studies showed that environmental concern is more seen as an attitude (e.g. Dunlap and Van Liere, 1978; Weigel and Weigel, 1978) and multiple times showed as a weak predictor for environmentally related behaviours (Bamberg, 2003; Tan and Chan, 2017). My study tested environmental concern as attitude and did not test actual behaviour. In this case, there was seen a positive influence of environmental concern on the positive emotions. These positive emotions lead also to higher evaluations.

Furthermore, Van Birgelen et al. (2009) found that ecologically responsible packaging positively influences purchase intentions and brand evaluations. Also, Ghosal et al. (2009) showed that there is an effect of packaging on attitude towards the product, brand or company. These findings are in line with my research as there was seen a positive significant effect of the positive emotions triggered by sustainable packaging on the evaluation of the retailer. The new insight my study brought was that also payed sustainable packaging has a positive effect on the retailer, and no negative effect was shown.

### ***5.3 Practical contribution***

Understanding pro-environmental consumption behaviour may enable companies to establish reputational and competitive advantages. Nowadays companies often hesitate in doing sustainable business (Schmeltz, 2012). This research has shown that the majority of the consumers was willing to pay a small fee for a sustainable package. Also, the outcome of the study showed that the positive emotions had a stronger effect than the negative. These outcomes might give companies more confidence to corporate more sustainable. If they doubt between doing this by mandatory or optional sustainable packaging, the advice based on this study would be that it does not matter because there was no difference in emotions observed between mandatory sustainable packaging and a choice between a regular and a sustainable package.

Another important practical issues, is the lack of trust, one of the most frequently cited reasons why consumers do not purchase from the Internet (Corbitt et al., 2003; Grabner-Krauter and Kaluscha, 2003; Kim et al., 2016; Lee and Rha, 2016, Tan, 1999). The issue of trust also played a role in this research. Participants were critical about the look of the package that was shown in the survey (*“From my point of view the packaging was far too big for the book that was in it and printed so dyed. To what extent is that very sustainable?”*) and put

question marks by what was meant with ‘sustainable’ (“*I'd be willing to pay the extra 50 cents for sustainable packaging but additional information about the necessity and legitimacy of the sustainable packaging would help in my opinion to ensure that choice.*”). So, the transparency and legitimacy from the retailers’ side are important for gaining consumer’s trust.

#### ***5.4 Limitations and future research***

The study that has been done, was a questionnaire and did not measure actual behaviour in the end. Maybe people will behave differently in a real situation, then they said they would do in this hypothetical study. Also, the regular package and the sustainable package had the same design, only the description was different between the three conditions. The package design was the same for all three conditions, to prevent the study from other outcomes. However, this might be the reason for that the different packaging conditions did not show any difference in consumer’s emotions/ evaluations. As said before, the measured environmental concern is a weak prediction of actual behaviour, as environmental concern is more seen as an attitude (e.g. Dunlap and Van Liere, 1978; Weigel and Weigel, 1978). My study does not give certainty that in a real situation consumers are be willing to pay the extra costs for sustainable package. Therefore, this study is limit to emotions and attitudes and not giving insights in real behaviour.

As my study was limited to a questionnaire in an empirically based situation, future research might try a payed sustainable package in a real company and look what the effect is on the consumers’ behaviour and retailer’s evaluation. Also, the sustainable package should look sustainable and the company/ researcher might provide more information about what the package makes the package sustainable and where the extra payment for is used. To get more insights in the effect of sustainable packaging on the emotions, in my opinion the package should look more sustainable than the case was in my study, and different than a regular package.

#### ***5.5 Final conclusion***

This thesis aimed to investigate consumer’s emotions towards payed sustainable packaging and how this would affect the evaluation of the online retailer. The results showed that there was not any difference in the effect of the different packaging conditions on consumers positive nor negative emotions. However, the impression of the packages was different reviewed by the three groups. Also, the emotions had an effect on the evaluation of

the retailer, but this was only the case for the positive emotions. The more positive the emotions, the more positive the evaluation of the retailer. Also, environmental concern showed a positive influence on the emotions of the consumer.

Overall there can be concluded that the positive emotions were stronger than the negative which means consumers are open to sustainable packaging and are even willing to pay a small amount for a sustainable package. The conclusion of this study is that companies hesitating on implementing sustainable packaging at the expense of consumers, should not be afraid for consumer's reaction based on this research. The findings of this study show no fewer positive emotions or more negative emotions experienced by the consumer compared to a regular package. Also, paying sustainable packaging did not lead to more negative retailer evaluations. So, according to this study, a sustainable package should not be a choice or an exception, but the standard.

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# Appendix I

## *Survey Packaging in the E-commerce (Dutch)*

Start of Block: Informed consent and screening questions

Q0

### **Welkom bij dit onderzoek!**

Online (internet) aankopen doen gebeurt steeds vaker. In dit onderzoek probeer ik meer inzicht te krijgen in de rol die verpakkingen spelen in het ontvangen van internet-aankopen. U krijgt zo meteen een situatie schets te lezen over het ontvangen van een internet-aankoop die u zogenaamd gedaan heeft. Ik wil u vragen zich goed in te beelden in de omschreven situatie, en een aantal vragen hierover te beantwoorden.

Alle informatie die u geeft wordt volledig vertrouwelijk en anoniem behandeld. Dit betekent dat uw naam nergens zal verschijnen en dat specifieke antwoorden niet gelinked kunnen worden aan uw naam. De vragenlijst duurt maximum 10 minuten.

Wanneer u klikt op "ik ga WEL akkoord", bevestigt u dat u deze tekst gelezen hebt, dat u geen verdere vragen hebt met betrekking tot uw deelname aan het onderzoek, en dat u 18 jaar of ouder bent. Klik daarna op "volgende" onderaan de pagina.

- Ik ga WEL akkoord
- Ik ga NIET akkoord

*Skip To: End of Block If Q0 = Ik ga NIET akkoord*

Q1.1 Wat is uw leeftijd? Beweeg aub de slider naar het correcte antwoord.

15 27 39 51 63 74 86 95

Q1.2 Wat is uw geslacht? Klik a.u.b. op het best passende antwoord.

- Man
- Vrouw

Q1.3 Heeft u wel eens online aankopen gedaan?

- Ja
- Nee

End of Block: Informed consent and screening questions

---

Start of Block: Scenario 1: Reguliere verpakking (gratis)

**Stel u zich het volgende voor, alsof u het op dit moment meemaakt:**

Stel, u bent van plan een boek te kopen. Dit boek geeft informatie over een onderwerp waar u meer over wilt leren, en het lijkt u erg leuk om te lezen. U zoekt op internet naar het boek, en vindt het bij online winkel X. Online winkel X staat bekend als een grotere online winkel die meerdere, verschillende producten verkoopt. Online winkel X biedt gratis reguliere verpakking. U besluit het boek bij deze online winkel X te kopen. U maakt een online account aan en bestelt het boek. U betaalt het boek direct via Ideal. Na de betaling rondt u de bestelling af.

Vervolgens...

Twee dagen later klinkt de deurbel bij u thuis. U doet de deur open, en u ontvangt een pakket van de postbode. Na de postbode bedankt te hebben, bekijkt u het pakket eens goed. De doos is van een normaal formaat, gemaakt van karton, onbeschadigd, en dichtgelijmd. De doos is helemaal wit, en op alle zijanten staat “Online winkel X” als logo afgedrukt. Wanneer u de doos open maakt ziet u dat uw bestelde boek door plastic omgeven is, en dat uw boek onbeschadigd bij u aangekomen is. Na het boek bekeken te hebben, vindt u dat het boek aan al uw wensen voldoet, en besluit u het te houden.



End of Block: Scenario 1: Reguliere verpakking (gratis)

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Start of Block: Scenario 2: Verplicht duurzame verpakking (€1,50 extra kosten)

**Stel u zich het volgende voor, alsof u het op dit moment meemaakt:**

Stel, u bent van plan een boek te kopen. Dit boek geeft informatie over een onderwerp waar u meer over wilt leren, en het lijkt u erg leuk om te lezen. U zoekt op internet naar het boek, en vindt het bij online winkel X. Online winkel X staat bekend als een grotere online winkel die meerdere, verschillende producten verkoopt. Online winkel X doet aan duurzaam ondernemen waardoor er €0,50 cent in rekening wordt gebracht voor een duurzame verpakking. U besluit het boek bij deze online winkel X te kopen. U maakt een online account aan en bestelt het boek. U betaalt het boek direct via Ideal. Na de betaling rondt u de bestelling af.

---

Vervolgens...

Twee dagen later klinkt de deurbel bij u thuis. U doet de deur open, en u ontvangt een pakket van de postbode. Na de postbode bedankt te hebben, bekijkt u het pakket eens goed. De doos is van een normaal formaat, gemaakt van materialen die 100% recyclebaar of composteerbaar zijn, onbeschadigd, en dichtgelijmd. De doos is helemaal wit, en op alle zijanten staat “Online winkel X” als logo afgedrukt. Het verpakte boek is onbeschadigd bij u aangekomen. Na het boek bekeken te hebben, vindt u dat het boek aan al uw wensen voldoet, en besluit u het te houden.



**End of Block: Scenario 2: Verplicht duurzame verpakking (€1,50 extra kosten)**

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**Start of Block: Scenario 3: keuze tussen reguliere en duurzame verpakking**



**Stel u zich het volgende voor, alsof u het op dit moment meemaakt:**

Stel, u bent van plan een boek te kopen. Dit boek geeft informatie over een onderwerp waar u meer over wilt leren, en het lijkt u erg leuk om te lezen. U zoekt op internet naar het boek, en vindt het bij online winkel X. Online winkel X staat bekend als een grotere online winkel die meerdere, verschillende producten verkoopt. Bij het afrekenen kunt u kiezen uit twee opties wat betreft de verpakking van het boek. De eerste optie is een reguliere verpakking die gratis is. De tweede optie is een duurzame verpakking waarbij u bijdraagt aan een duurzamere samenleving. Deze optie kost €0,50. U besluit het boek bij deze online winkel X te kopen. U maakt een online account aan en bestelt het boek. U betaalt het boek direct via Ideal. Na de betaling rondt u de bestelling af.

Q2 Voor welke optie zou u in de omschreven situatie gaan?

- Reguliere verpakking (gratis)
- Duurzame verpakking (€0,50)

End of Block: Scenario 3: keuze tussen reguliere en duurzame verpakking

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Start of Block: Wanneer gekozen voor de reguliere verpakking

Vervolgens...

Twee dagen later klinkt de deurbel bij u thuis. U doet de deur open, en u ontvangt een pakket van de postbode. Na de postbode bedankt te hebben, bekijkt u het pakket eens goed. De doos is van een normaal formaat, gemaakt van karton, onbeschadigd, en dichtgelijmd. De doos is helemaal wit, en op alle zijanten staat “Online winkel X” als logo afgedrukt. Wanneer u de doos open maakt ziet u dat uw bestelde boek door plastic omgeven is, en dat uw boek onbeschadigd bij u aangekomen is. Na het boek bekeken te hebben, vindt u dat het boek aan al uw wensen voldoet, en besluit u het te houden.

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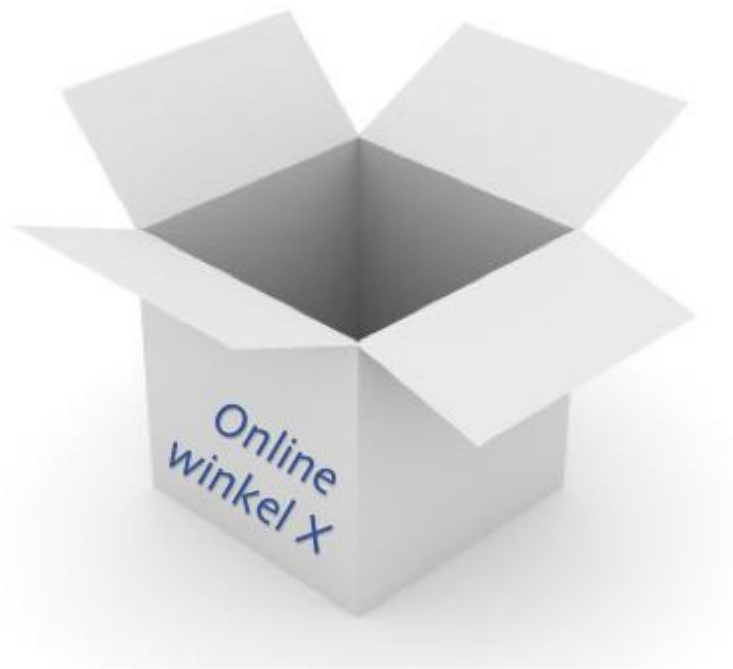
**End of Block: Wanneer gekozen voor de reguliere verpakking**

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**Start of Block: Wanneer gekozen voor de duurzame verpakking ...**

Vervolgens...

Twee dagen later klinkt de deurbel bij u thuis. U doet de deur open, en u ontvangt een pakket van de postbode. Na de postbode bedankt te hebben, bekijkt u het pakket eens goed. De doos is van een normaal formaat, gemaakt van materialen die 100% recyclebaar of composteerbaar zijn, onbeschadigd, en dichtgelijmd. De doos is helemaal wit, en op alle zijanten staat “Online winkel X” als logo afgedrukt. Het verpakte boek is onbeschadigd bij u aangekomen. Na het boek bekeken te hebben, vindt u dat het boek aan al uw wensen voldoet, en besluit u het te houden.



**End of Block: Wanneer gekozen voor de duurzame verpakking ...**

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**Start of Block: Online winkel X (verpakking)**

Q3.1 Hieronder volgen een aantal vragen over de verpakking die om uw product heen zat toen u uw pakket ontving in de omschreven situatie. Het gaat daarbij om al het verpakkingsmateriaal dat online winkel X gebruikte om uw product te versturen.

Over het algemeen, hoe negatief of positief zou u over de verpakking zijn die in de omschreven situatie om uw product heen zat? Ik zou ...

	1	2	3	4	5	6	7	
Zeer negatief zijn (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Zeer positief zijn

Q3.2 Wat is uw indruk van de verpakking die in de omschreven situatie van winkel X om uw product heen zat?

Ik vind de verpakking ...

	1: helemaal niet	2	3	4	5	6	7: heel erg sterk
netjes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
degelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
professioneel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
handig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
mooi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
spannend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
aantrekkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
saai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
persoonlijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overdreven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nuttig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
geschikt voor mijn bestelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

overbodig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
duurzaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
trendy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
milieuvriendelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
creatief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
verantwoord	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Online winkel X (verpakking)

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Start of Block: Online winkel X (emoties)

Q4.1 Denk nu terug aan het moment in de omschreven situatie dat u het pakket voor het eerst in uw handen had en zou gaan uitpakken. U had het pakket in uw handen, en u maakte het open om het bestelde boek te bekijken.

Hoe zou u zich voelen **tijdens het uitpakken van het pakket?**

Tijdens het uitpakken van het pakket zou ik mij ... voelen.

	1: Helemaal niet	2	3	4	5	6	7: Heel erg sterk
blij	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
dankbaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
enthousiast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
geamuseerd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
goed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
hoopvol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nieuwsgierig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
opgetogen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ontroerd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
opgelucht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tevreden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
verrast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
verrukt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4.2 Natuurlijk kunt u ook negatieve emoties ervaren. In deze tweede set vragen over hoe u zich zou voelen **tijdens het uitpakken van het pakket** wil ik u naar deze emoties vragen.

Tijdens het uitpakken van het pakket zou ik mij ... voelen

	1: Helemaal niet	2	3	4	5	6	7: Heel erg sterk
bang	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
beschaamd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
bezorgd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
boos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gealarmeerd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
geïrriteerd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nerveus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ongemakkelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ontevreden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
onzeker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



schuldig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
teleurgesteld	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
verdrietig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Online winkel X (emoties)

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Start of Block: Online winkel X: attitude en trust

Q5 De volgende vragen zullen gaan over de online winkel X waar u in de omschreven situatie de aankoop gedaan heeft.

Na afloop van het ontvangen, uitpakken, en betalen van uw online aankoop, wat zou u van de online winkel X vinden?

	1	2	3	4	5	6	7	
zeer slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zeer goed
zeer onplezierig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zeer plezierig
zeer ongunstig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zeer gunstig
zeer negatief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zeer positief
zeer onfatsoenlijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zeer fatsoenlijk
zeer incompetent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zeer competent
zeer onbetrouwbaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zeer betrouwbaar
helemaal niet integer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	zeer integer

End of Block: Online winkel X: attitude en trust

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Start of Block: Online winkel X evaluations: commitment+attachment+recommendations

Q6 Geef aan in hoeverre u het eens of oneens bent met onderstaande stellingen over de online winkel X uit de omschreven situatie.

	1: Helemaal mee oneens	2	3	4	5	6	7: Heel erg mee eens
Ik zou loyaal naar online winkel X zijn.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou trouw aan online winkel X zijn.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou mij verbonden voelen met online winkel X.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou aan online winkel X gehecht zijn.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou mijn vrienden/familie online winkel X aanraden.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Online winkel X evaluations: commitment+attachment+recommendations

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Start of Block: Online winkel X: repurchase intentions + satisfaction

Q7.1 Hoe waarschijnlijk is het dat u online winkel X opnieuw zou bezoeken om iets te kopen?

	1	2	3	4	5	6	7	
Zeer onwaarschijnlijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Zeer waarschijnlijk

Q7.2 Als u ooit hetzelfde product weer nodig heeft, hoe waarschijnlijk is het dat u het wederom bij online winkel X zou kopen?

	1	2	3	4	5	6	7	
Zeer onwaarschijnlijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Zeer waarschijnlijk

Q7.3 Hoe tevreden zou u in de omschreven situatie met online winkel X zijn?

	1	2	3	4	5	6	7	
Zeer ontevreden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Zeer tevreden

End of Block: Online winkel X: repurchase intentions + satisfaction

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Start of Block: Block 17

Q8.1 De volgende vragen gaan over de eerder omschreven situatie waarover u zojuist vragen heeft beantwoord.

In de omschreven situatie had ik te maken met een ...

- reguliere verpakking
- duurzame verpakking
- zowel een reguliere als een duurzame verpakking

Q8.2 In de omschreven situatie had ik de keuze tussen een reguliere en een duurzame verpakking.

- Waar
- Niet waar

End of Block: Block 17

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Start of Block: Environmental concern

Q9 De volgende vragen zullen gaan over uw betrokkenheid bij het milieu en staan los van de omschreven situatie over online winkel X.

Wat is uw zorg om het milieu?

	1: helemaal mee oneens	2	3	4	5	6	7: helemaal mee eens
Ik maak me zorgen om het milieu.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De toestand van het milieu heeft invloed op de kwaliteit van mijn leven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben bereid om offers te brengen om het milieu te beschermen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn acties hebben invloed op het milieu.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Environmental concern

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Start of Block: Last question

Q10 Tot slot, stel een online winkel in het algemeen biedt u de keuze tussen een reguliere verpakking die gratis is en een duurzame verpakking waar u €0,50 voor moet betalen maar bijdraagt aan een duurzamer milieu. De vraag is voor welke optie zou u gaan?

- Reguliere verpakking (gratis)
- Duurzame verpakking (€0,50)

End of Block: Last question

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Start of Block: Open vraag

Mocht u nog iets willen zeggen over de vragenlijst, uw antwoorden en/of het onderwerp internet bestellingen in het algemeen, kunt u dat hieronder opschrijven.

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End of Block: Open vraag

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Start of Block: Debriefing/end of survey

Dit is het einde van deze vragenlijst. Heel hartelijk dank voor uw deelname. Uw antwoorden zullen mij helpen om beter inzicht te krijgen in het doen van internet-aankopen en de verpakking die daarbij gebruikt wordt.

Mocht u nog vragen of opmerkingen hebben naar aanleiding van dit onderzoek, dan kunt u mailen naar: [adriette.taekema@wur.nl](mailto:adriette.taekema@wur.nl)

Nogmaals dank voor uw deelname.

Adriëtte Taekema

End of Block: Debriefing/end of survey