

Online Appendix for “Incentivizing Healthy Food Choices Using Add-on Bundling: A Field Experiment”

Appendix I: Online Survey Questions

Welcome to the research study!

Title of Project: Convenience store shopping survey

Purpose of the Study: This is an invitation to participants in a research study to understand consumers' beverage and snack preferences in a convenience store.

Study Procedures: Each participant will be given a specific budget to spend in a virtual convenience store to buy beverages and snacks. They will be asked a series of questions that replicate their decision making in a store. The response from the participant is used to build their beverage and snack preferences.

Voluntary Participation: As participation is anonymous, withdrawal is not possible after the study session is concluded.

Potential Risks: There are no anticipated risks to you by participating in this research.

Potential Benefits: Participating in the study will have no direct benefits; however we hope to learn consumer's preferences and improve the assortment in the store.

Compensation: Each eligible participant will receive a compensation of \$1.

If you have any ethical concerns or complaints about your participation in this study, and want to speak with someone not on the research team, please contact the Associate Director, Research Ethics at 514-398-6831 or lynda.mcnell@mcgill.ca citing REB file number 20-05-069.

Please read this document before continuing to the survey.
Submitting your study responses indicates that you consent to participate in this study. Please save or print a copy of this document to keep for your own reference.

I consent, begin the study

I do not consent, I do not wish to participate

Figure I.10 Survey consent form.

Thank you for taking part in this survey.
 Please read the following instructions carefully. You will **not** be allowed to go back at any point in the survey.
 You are given a **budget of \$8** to buy a beverage and a snack at a convenience store. You will be asked a series of questions to select your desired food options. The available options in the store are:

Beverage options

	Small	Medium	Large
House blend coffee (medium or dark roast)	\$1.80	\$2.00	\$2.20
Hot chocolate	\$1.80	\$2.00	\$2.20
Iced coffee	-	\$2.79	\$2.99
Latte			
Mokaccino	\$2.49	\$2.99	-
Capuccino			
Espresso	\$1.99		
Tea	\$1.65		

Pastry items

	Price
Muffin 	\$1.89
Chocolate croissant 	\$2.59
Croissant 	\$2.59
Apple Turnover 	\$2.79
Danish 	\$2.79
Cinnamon roll 	\$2.79
Chocolate avalanche 	\$2.79

Healthy snacks (choice of fruits, vegetables, proteins) - \$3.99 each



The survey will take **~3 minutes** to complete. When ready, click the arrow below to start the survey.

Figure I.11 Survey introduction page.

Please select "agree" to show you are paying attention to this question.

Strongly agree

Agree

Disagree

Strongly disagree

(a) First attention check question

Please pay attention to the image below.



How many pastry items are there in the above image?

4

6

12

(b) Second attention check question

Figure I.12 Attention check questions.

Current promotion: When you buy a beverage, you can get a pastry (e.g., muffin, chocolate croissant, croissant) by paying an additional \$1.

Current promotion: When you buy a beverage, you can get a healthy snack (e.g., fruits, vegetables, protein) by paying an additional \$1.

Current promotion: When you buy a beverage, you can also get a pastry (e.g., muffin, chocolate croissant, croissant) OR a healthy snack (e.g., fruits, vegetables, protein) by paying an additional \$1.

Figure I.13 The three different promotions (treatments) assigned to the respondents.

Remaining budget: \$8

Please select the beverage you would like. If you don't want any beverage, select "None".

Below are the available options:

	Small	Medium	Large
House blend coffee (medium or dark roast)	\$1.85	\$2.09	\$2.29
Hot chocolate	\$1.89	\$2.09	\$2.29
Iced coffee	-	\$2.29	\$2.99
Latte Mokaccino Capuccino	\$2.49	\$2.99	-
Espresso	\$1.99		
Tea	\$1.65		

Which beverage do you want to buy?

House blend coffee (medium or dark roast)

Hot chocolate

Iced coffee

Latte/Mokaccino/Capuccino

Espresso

Tea

None

What size do you want?

Small

Medium

Large










Figure I.14 Hot beverage selection question.

Remaining budget: \$2.01

You can add one of the below pastry items for an additional \$1.

Please select one of the following pastry items. If you don't want to add a pastry item, select "None".

Muffin <input type="radio"/> 	Chocolate croissant <input type="radio"/> 	Croissant <input type="radio"/> 	Apple turnover <input type="radio"/> 
Donut <input type="radio"/> 	Danish roll <input type="radio"/> 	Crooked ankle <input type="radio"/> 	None <input type="radio"/>




Figure I.15 Pastry selection question for respondents in the Control condition (assuming they selected a hot beverage).

Remaining budget: \$5.71

You can add any of the below healthy snacks for an additional \$1.

Please select the healthy snack you want to add to the cart. If you don't want to add a healthy snack, select "None".

Fruit snack <input type="radio"/> 	Vegetable snack <input type="radio"/> 
Protein snack <input type="radio"/> 	None <input type="radio"/>

Figure I.16 Healthy snack selection question for respondents in Treatment 1 (assuming they selected a hot beverage).

Remaining budget: \$2.61

You can either add a pastry item **OR** a healthy snack for an **additional \$1**.

Which of the below items do you want to buy? If you don't want to choose any, select "None".

Pastry item



Healthy snack



None

+

Figure I.17 Snack selection question for respondents in Treatment 2 (assuming they selected a hot beverage).

Remaining budget: \$8

An assortment of healthy snacks is also available in the store. Each item is priced at **\$3.99**.

The assortment of pastry items available in the store are as follows:

	Price
Muffin	\$1.89
Chocolate croissant	\$2.59
Croissant	\$2.59
Apple Turnover	\$2.79
Danish	\$2.79
Cinnamon roll	\$2.79
Chocolate avalanche	\$2.79

Which of the below items do you want to buy? if you don't want to add any item, select "None".

Healthy snack



Pastry item



None

Figure I.18 Snack selection question for respondents who did not select any hot beverage.