

English (common)

Because this is an international survey, the following product description and questionnaire are in English. Would you like to continue?

☐ Yes

☐ No

Welcome:shampoo

Dear participant,

You are invited to participate in a questionnaire about the packaging for shampoo.

Your opinion is important for us to increase our understanding on how people perceive and evaluate different types of packaging. In this questionnaire, you will be presented with a short scenario and based on the information presented in this scenario, you are asked to evaluate a specific type of packaging for shampoo.

This questionnaire will take you approximately 15 minutes to complete. Your participation is entirely voluntary. You can withdraw from the research at any time. We believe there are no risks associated with this research study. However, concerning the future use and reuse of the data, we would like to ask for your permission to archive the anonymised data in the TU Delft repository or to publish it on an open database. So it can be used for future research and education.

Thank you for your cooperation!

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Based on the statement above, I herewith declare my participation in this research.

- ☐ Yes, I consent
- ☐ No, I do not want to participate in this survey

introduction 1: shampoo

Firstly, please read the following description:

You run out of your shampoo and need to buy a new one. When you are shopping in the supermarket, you find that the shampoo you usually buy is sold in a new plastic packaging. You take one and pay for it at the cashier. You enjoy your shampoo at home. When the packaging is empty, you dispose of it in the PMD (plastic/metal/drink carton) container.

Secondly, please watch a short video carefully.

Please immerse yourself in this experience and respond to the following questions.



Please confirm you have read the description and watched this video.

☐ Yes. I am ready to answer questions now.

block one: shampoo packaging



Front



Back

My overall impression of this shampoo packaging is

bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	good
negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	positive
dislike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	like
unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	favourable

All things considered, I would say this shampoo packaging

is poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	is excellent
has poor overall quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	has excellent overall quality
has very poor quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	has very good quality

Using this shampoo packaging

is bad for the environment

○ ○ ○ ○ ○ ○ ○

is good for environment

accelerates the deterioration
of the environment

○ ○ ○ ○ ○ ○ ○

slows the deterioration of the environment

increases pollution

○ ○ ○ ○ ○ ○ ○

reduces pollution

Please indicate how much you agree with each of the following statements.

Strongly disagree

Strongly agree

I would feel good about buying shampoo in this packaging

○ ○ ○ ○ ○ ○ ○

It would give me a good conscience to buy shampoo in this packaging

○ ○ ○ ○ ○ ○ ○



Front



Back

Using this shampoo packaging

would not cause me to worry	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	would cause me to worry
would not make me feel anxious	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	would make me feel anxious
is not risky	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	is risky
has no uncertain outcomes	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	has uncertain outcomes
cannot lead to bad results	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	can likely lead to bad results

Please indicate how much you agree with each of the following statements.

Strongly disagree

Strongly agree

I believe this
shampoo packaging
is very unsanitary

○ ○ ○ ○ ○ ○ ○

I think this shampoo packaging is contaminated

○ ○ ○ ○ ○ ○ ○

In my opinion, this
shampoo packaging
is dirty

○ ○ ○ ○ ○ ○ ○

Please indicate how much you agree with each of the following statements.

Strongly disagree

Strongly agree

There is a chance that there would be something wrong with this shampoo packaging.

○ ○ ○ ○ ○ ○ ○

There is a chance that I would suffer some loss because this shampoo packaging would not perform well.

○ ○ ○ ○ ○ ○ ○

This shampoo packaging is risky in terms of how it would perform.

○ ○ ○ ○ ○ ○ ○

Please indicate how much you agree with each of the following statements.

Strongly disagree

Strongly agree

This shampoo packaging is of higher quality than my own shampoo packaging.

○ ○ ○ ○ ○ ○ ○

In my eyes, this
shampoo packaging
is superior to my own
shampoo packaging.

○ ○ ○ ○ ○ ○ ○

Strongly
disagree

Strongly
agree

This shampoo
packaging offers
unique benefits to
me.

☐☐☐☐☐☐☐

This shampoo
packaging solves a
problem that I have
with my own
shampoo packaging.

☐☐☐☐☐☐☐

Front



Back

Please indicate how you perceive the complexity of this shampoo packaging.

Very
much

○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○

A lot

○ ○ ○ ○ ○ ○ ○

Strongly agree

○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○

Strongly
disagree

Strongly
agree

This shampoo
packaging would
make me feel good.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

This shampoo
packaging would
give me pleasure.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Please indicate how much you want to purchase shampoo in this packaging.

Strongly
disagree

Strongly
agree

Given the information
above, I am willing to
buy shampoo in this
packaging.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Given the information
above, I am likely to
buy shampoo in this
packaging.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Please indicate how much you agree with each of the following statements.

Strongly
disagree

Strongly
agree

I am likely to spread
positive word of
mouth about this
shampoo packaging.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

I would recommend
others to buy
shampoo in this
packaging.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

I have good things to
say about this
shampoo packaging.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

manipulation (common)

Is this packaging disposable (single use)?

☐ Yes

☐ No

Is the reusable packaging you were presented with, refilled by yourself?

☐ Yes

☐ No

personal question: shampoo

You are almost done! Before we close, we would like to ask a few last questions about you.

Please indicate how much you agree with each of the following statements.

Strongly
disagree

Strongly
agree

I have avoided
buying a product
because it had
potentially harmful
environmental
effects.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

When I have a choice
between two equal
products, I purchase
the one less harmful
to other people and
environment.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

I make a special
effort to buy products
that are made from
recycled materials.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

I have switched
products for
ecological reasons.

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

How engaged are you when buying and consuming shampoo? Please indicate how much you agree with each of the following statements.

Strongly
disagree

Strongly
agree

Overall, I am quite involved when I am purchasing shampoo for my personal use.

☐☐☐☐☐☐☐☐

I am particularly interested in shampoo.

☐☐☐☐☐☐☐☐

introduction 2:shampoo refillable packaging

Firstly, please read the following description:

You run out of your shampoo and need to buy a new one. When you are shopping in the supermarket, you find that the shampoo you usually buy is sold in a refillable packaging system. This system encourages consumers to reuse the packaging instead of disposing of it when it is empty. To use the system, you take one empty plastic packaging, fill it with your usual shampoo from the bulk dispenser and put it in your shopping cart. You pay for it at the cashier, plus a small amount for the empty shampoo packaging. You enjoy your shampoo at home. When the packaging is empty, you simply rinse it and can refill it again with shampoo at the supermarket.

Secondly, please watch a short video carefully.

Please immerse yourself in this experience and respond to the following questions.



Please confirm you have read the description and watched this video.

☐ Yes. I am ready to answer questions now.

introduction 3: shampoo returnable packaging

Firstly, please read the following description:

You run out of your shampoo and need to buy a new one. When you are shopping in the supermarket, you find that the shampoo you usually buy is sold in a returnable packaging system. This system encourages consumers to return the packaging instead of disposing of it when it is empty. To use the system, you take a pre-filled plastic packaging and put it in your shopping cart. You pay for it at the cashier, plus a small deposit for the shampoo packaging. You enjoy your shampoo at home. When the packaging is empty, you simply rinse it, return it at the supermarket and get your deposit refund. After professional cleaning, the company can use the returned packaging to refill it with shampoo and sell it again.

Secondly, please watch a short video carefully.

Please immerse yourself in this experience and respond to the following questions.



Please confirm you have read the description and watched this video.

☐ Yes. I am ready to answer questions now.

welcome: tomato ketchup

Dear participant,

You are invited to participate in a questionnaire about the packaging for tomato ketchup.

Your opinion is important for us to increase our understanding on how people perceive and evaluate different types of packaging. In this questionnaire, you will be presented with a short scenario and based on the information presented in this scenario, you are asked to evaluate a specific type of packaging for tomato ketchup.

This questionnaire will take you approximately 15 minutes to complete. Your participation is entirely voluntary. You can withdraw from the research at any time. We believe there are no risks associated with this research study. However, concerning the future use and reuse of the data, we would like to ask for your permission to archive the anonymised data in the TU Delft repository or to publish it on an open database. So it can be used for future research and education.

Thank you for your cooperation!

Xueqing Miao

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Based on the statement above, I herewith declare my participation in this research.

- ☐ Yes, I consent
- ☐ No, I do not want to participate in this survey

introduction 4: ketchup

Firstly, please read the following description:

You run out of your tomato ketchup and need to buy a new one. When you are shopping in the supermarket, you find that the ketchup you usually buy is sold in a new plastic packaging. You take one and pay for it at the cashier. You enjoy your ketchup at home. When the packaging is empty, you dispose of it in the PMD (plastic/metal/drink carton) container.

Secondly, please watch a short video carefully.

Please immerse yourself in this experience and respond to the following questions.



Please confirm you have read the description and watched this video.

☐ Yes. I am ready to answer questions now.

block two:ketchup packaging



Front



Back

My overall impression of this ketchup packaging is

negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	positive
dislike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	like
unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	favourable
bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	good

All things considered, I would say this ketchup packaging

has poor overall quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	has excellent overall quality
is poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	is excellent
has very poor quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	has very good quality

Using this ketchup packaging

increases pollution

○ ○ ○ ○ ○ ○ ○

reduces pollution

accelerates the deterioration
of the environment

○ ○ ○ ○ ○ ○ ○

slows the deterioration of the environment

is bad for the environment

○ ○ ○ ○ ○ ○ ○

is good for environment

Please indicate how much you agree with each of the following statements.

Strongly disagree

Strongly agree

I would feel good about buying ketchup in this packaging

○ ○ ○ ○ ○ ○ ○

It would give me a good conscience to buy ketchup in this packaging

○ ○ ○ ○ ○ ○ ○



Front



Back

Using this ketchup packaging

is not risky	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	is risky
would not cause me to worry	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	would cause me to worry
cannot lead to bad results	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	can likely lead to bad results
would not make me feel anxious	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	would make me feel anxious
has no uncertain outcomes	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	has uncertain outcomes

Please indicate how much you agree with each of the following statements.

Strongly
disagree

Strongly
agree

I think this ketchup
packaging is
contaminated

☐☐☐☐☐☐☐

In my opinion, this
ketchup packaging is
dirty

☐☐☐☐☐☐☐

I believe this ketchup
packaging is very
unsanitary

☐☐☐☐☐☐☐

Please indicate how much you agree with each of the following statements.

Strongly
disagree

Strongly
agree

There is a chance
that I would suffer
some loss because
this ketchup
packaging would not
perform well.

☐☐☐☐☐☐☐

This ketchup
packaging is risky in
terms of how it would
perform.

☐☐☐☐☐☐☐

There is a chance
that there would be
something wrong
with this ketchup
packaging.

☐☐☐☐☐☐☐

Please indicate how much you agree with each of the following statements.

Strongly
disagree

Strongly
agree

This ketchup
packaging offers
unique benefits to
me.

☐☐☐☐☐☐☐

In my eyes, this
ketchup packaging is
superior to my own
ketchup packaging.

☐☐☐☐☐☐☐

Strongly
disagree

Strongly
agree

This ketchup packaging solves a problem that I have with my own ketchup packaging.

☐

☐

☐

☐

☐

☐

☐

This ketchup packaging is of higher quality than my own ketchup packaging.

☐

☐

☐

☐

☐

☐

☐



Front



Back

Please indicate how you perceive the complexity of this ketchup packaging.

Very
much

○ ○ ○ ○ ○ ○ ○

0 0 0 0 0 0 0

○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○

A lot

○ ○ ○ ○ ○ ○ ○

Strongly agree

○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○

Strongly
disagree

Strongly
agree

This ketchup
packaging would
make me feel good.

☐☐☐☐☐☐☐

This ketchup
packaging would
make me want to use
it.

☐☐☐☐☐☐☐

Please indicate how much you agree with each of the following statements.

Strongly
disagree

Strongly
agree

Given the information
above, I am likely to
buy ketchup in this
packaging.

☐☐☐☐☐☐☐

Given the information
above, I am willing to
buy ketchup in this
packaging.

☐☐☐☐☐☐☐

Please indicate how much you agree with each of the following statements.

Strongly
disagree

Strongly
agree

I have good things to
say about this
ketchup packaging.

☐☐☐☐☐☐☐

I would recommend
others to buy
ketchup in this
packaging.

☐☐☐☐☐☐☐

I am likely to spread
positive word of
mouth about this
ketchup packaging.

☐☐☐☐☐☐☐

personal question: ketchup

You are almost done! Before we close, we would like to ask a few last questions

about you.

Please indicate how much you agree with each of the following statements.

	Strongly disagree						Strongly agree
When I have a choice between two equal products, I purchase the one less harmful to other people and environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have avoided buying a product because it had potentially harmful environmental effects.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have switched products for ecological reasons.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I make a special effort to buy products that are made from recycled materials.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How engaged are you when buying and consuming ketchup? Please indicate how much you agree with each of the following statements.

	Strongly disagree						Strongly agree
I am particularly interested in ketchup.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I am quite involved when I am purchasing ketchup for my personal use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

introduction 5: ketchup refillable packaging

Firstly, please read the following description:

You run out of your tomato ketchup and need to buy a new one. When you are shopping

in the supermarket, you find that the ketchup you usually buy is sold in a refillable packaging system. This system encourages consumers to reuse the packaging instead of disposing of it when it is empty. To use the system, you take one empty plastic packaging, fill it with your usual ketchup from the bulk dispenser and put it in your shopping cart. You pay for it at the cashier, plus a small amount for the empty ketchup packaging. You enjoy your ketchup at home. When the packaging is empty, you simply rinse it and can refill it again with ketchup at the supermarket.

Secondly, please watch a short video carefully.

Please immerse yourself in this experience and respond to the following questions.



Please confirm you have read the description and watched this video.

☐ Yes. I am ready to answer questions now.

introduction 6: ketchup returnable packaging

Firstly, please read the following description:

You run out of your tomato ketchup and need to buy a new one. When you are shopping in the supermarket, you find that the ketchup you usually buy is sold in a returnable packaging system. This system encourages consumers to return the packaging instead of disposing of it when it is empty. To use the system, you take a pre-filled plastic packaging and put it in your shopping cart. You pay for it at the cashier, plus a small deposit for the ketchup packaging. You enjoy your ketchup at home. When the packaging is empty, you simply rinse it, return it at the supermarket and get your deposit refund. After professional cleaning, the company can use the returned packaging to refill it with ketchup and sell it again.

Secondly, please watch a short video carefully.

Please immerse yourself in this experience and respond to the following questions.



Please confirm you have read the description and watched this video.

☐ Yes. I am ready to answer questions now.

Individual differences (common)

Which gender do you belong to?

- ☐ Male
- ☐ Female
- ☐ Other

What is your birth year?

What is the highest level of education you have completed?

- ☐ Primary school or less
- ☐ Secondary school
- ☐ Post-secondary vocational education (MBO)
- ☐ Bachelor's degree (HBO/WO)
- ☐ Master's degree (HBO/WO)
- ☐ Doctoral degree or more

Closure (common)

Well done! You have finished all the questions, you can submit your response by clicking 'Next'.

Feel free to leave comments or suggestions about this study in the box below. If you have any questions towards this research, welcome to email us at pel-io@tudelft.nl



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