

**Ethical Decisions and Response Mode Compatibility: Weighting of Ethical
Attributes in Consideration Sets Formed by Excluding Versus Including
Product Alternatives**

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Web Appendix

STUDY 1 PROCEDURE: VACATION-DAYS EXCLUDE AND INCLUDE CONDITIONS

Vacation-Days Exclusion Condition Stage 1 (Consideration Set Formation)

In the envelope marked “Cars,” you will see there are a number of automobiles for you to look over. They differ on three attributes:

Price: The final negotiated cost of the car.

Labor Practices of Manufacturer of Car: How much (paid) vacation time the company allows its employees to take per year.

Performance: Performance ratings for the car, from a leading consumer magazine. The performance ratings go from 1 to 10, with 10 being the highest.

Assume the automobiles do not differ in any other important ways.

We want you to assume that you are in the market for an automobile. Now, taking as much time as you would like, please put the cars you would *not be interested in buying* in the envelope marked “Not Interested.” You can put as many or as few of the cars you would not be interested in into the envelope.

Vacation-Days Exclusion Condition Stage 2 (Rank Ordering of Cars in Consideration Set)

Now please put the “Not Interested” envelope aside.

Please take the remaining cars in front of you (ignoring the ones in the “Not Interested” envelope) and rank how interested you would be in purchasing them. Just put the letter and the ranking of the car in the space below.

Put a “1” for the car you would most be interested in purchasing and rank in descending order.

For instance, this hypothetical ranking would indicate that you were most interested in car X, next most interested in car Z, and next most interested in car Y:

<u>Letter</u>	<u>Rank</u>
X	1
Y	3
Z	2

Be sure to rank *all* the cars *left in front of you*.

Vacation-Days Inclusion Condition Stage 1 (Consideration Set Formation)

In the envelope marked “Cars,” you will see there are a number of automobiles for you to look over. They differ on three attributes:

Price: The final negotiated cost of the car.

Labor Practices of Manufacturer of Car: How much (paid) vacation time the company allows its employees to take per year.

Performance: Performance ratings for the car, from a leading consumer magazine. The performance ratings go from 1 to 10, with 10 being the highest.

Assume the automobiles do not differ in any other important ways.

We want you to assume that you are in the market for an automobile. Now, taking as much time as you would like, please put the cars you would *be interested in buying* in the envelope marked “Interested.” You can put as many or as few of the cars you would be interested in into the envelope. When you are finished, please put the cars remaining on the table back into the envelope marked “Cars.”

Vacation-Days Inclusion Condition Stage 2 (Rank Ordering of Cars in Consideration Set)

Now, please open up the “Interested” envelope and take the cars in the “Interested” envelope only (ignoring the cards you have returned to the “Cars” envelope) and rank how interested you would be in purchasing them. Just put the letter and the ranking of the car in the space below.

Put a “1” for the car you would most be interested in purchasing and rank in descending order.

For instance, this hypothetical ranking would indicate that you were most interested in car X, next most interested in car Z, and next most interested in car Y:

<u>Letter</u>	<u>Rank</u>
X	1
Y	3
Z	2

Be sure to rank *all* the cars *in the Interested envelope*.

STUDY 1: CARS USED IN VACATION-DAYS CONDITIONS

Car A

Price: \$13,385
Performance: 7.75
Manufacturer's Labor
Practices: 1-week vacation
a year

Car B

Price: \$11, 977
Performance: 6
Manufacturer's Labor
Practices: No vacation
days per year

Car C

Price: \$14,793
Performance: 9.5
Manufacturer's Labor
Practices: No vacation
days per year

Car D

Price: \$13,385
Performance: 6
Manufacturer's Labor
Practices: 1-week vacation
a year

Car E

Price: \$11, 977
Performance: 6
Manufacturer's Labor
Practices: 1-week vacation
a year

Car F

Price: \$11, 977
Performance: 7.75
Manufacturer's Labor
Practices: No vacation
days per year

Car G

Price: \$11, 977
Performance: 7.75
Manufacturer's Labor
Practices: 1-week vacation
a year

Car H

Price: \$11, 977
Performance: 9.5
Manufacturer's Labor
Practices: 4 vacation days
per year

Car I

Price: \$14,793
Performance: 6
Manufacturer's Labor
Practices: 4 vacation days
per year

Car J

Price: \$11, 977
Performance: 9.5
Manufacturer's Labor
Practices: 1-week vacation
a year

Car K

Price: \$14,793
Performance: 9.5
Manufacturer's Labor
Practices: 1-week vacation
a year

Car L

Price: \$13,385
Performance: 6
Manufacturer's Labor
Practices: No vacation
days per year

Car M

Price: \$13,385
Performance: 6
Manufacturer's Labor
Practices: 4 vacation days
per year

Car N

Price: \$11, 977
Performance: 6
Manufacturer's Labor
Practices: 4 vacation days
per year

Car O

Price: \$11, 977
Performance: 9.5
Manufacturer's Labor
Practices: No vacation
days per year

Car P

Price: \$13,385
Performance: 7.75
Manufacturer's Labor
Practices: 4 vacation days
per year

Car Q

Price: \$13,385
Performance: 9.5
Manufacturer's Labor
Practices: No vacation
days per year

Car R

Price: \$13,385
Performance: 9.5
Manufacturer's Labor
Practices: 4 vacation days
per year

Car S

Price: \$13,385

Performance: 9.5

Manufacturer's Labor

Practices: 1-week vacation
a year

Car V

Price: \$13,385

Performance: 7.75

Manufacturer's Labor

Practices: No vacation
days per year

Car Y

Price: \$11,977

Performance: 7.75

Manufacturer's Labor

Practices: 4 vacation days
per year

Car T

Price: \$14,793

Performance: 6

Manufacturer's Labor

Practices: No vacation
days per year

Car W

Price: \$14,793

Performance: 7.75

Manufacturer's Labor

Practices: No vacation
days per year

Car Z

Price: \$14,793

Performance: 7.75

Manufacturer's Labor

Practices: 1-week vacation
a year

Car U

Price: \$14,793

Performance: 6

Manufacturer's Labor

Practices: 1-week vacation
a year

Car X

Price: \$14,793

Performance: 7.75

Manufacturer's Labor

Practices: 4 vacation days
per year

Car AA

Price: \$14,793

Performance: 9.5

Manufacturer's Labor

Practices: 4 vacation days
per year