# Appendix 1

Questionnaire

1. What is your gender?

1) male

2) female

2. Where are you from?

1) Asia

2) Sub-Saharan Africa

3) Western Europe

4) Eastern Europe

5) Scandinavia

6) Latin America

7) Middle East

3. Do you prefer to shop online or offline?

1) online

2) offline

4. Do social interactions influence your product choice?

1) yes

2) no

5. How likely are you to buy a product recommended by social media influencers/ viral media products/trends?

1) Very likely

2) Somewhat likely

3) Quite Unlikely

4) Very unlikely

6. To what extent brand’s social media presence influence your decision?

1) Very likely

2) Somewhat likely

3) Quite Unlikely

4) Very unlikely

7. To what extent brand’s sustainability policy influence your decision?

1) high

2) medium

3) low

8. To what extent brand’s extra services despite the product itself influence your decision?

1) high

2) medium

3) low

9. To what extent brand’s storytelling and heritage influence your decision?

1) high

2) medium

3) low

10. Do you feel like you have a different personality on your social media pages?

1) yes

2) no

11. Are you selective in the social media content you consume?

1) yes

2) no

12. In your opinion what is more important in customer experience?

1) Friendly, knowledgeable, and convenient service

2) Popularity, global presence, and brand image

3) Social responsibilities and charitability

13. Would you prefer human or automated interaction while shopping?

1) Human

2) Automated

14. How often do you go shopping just to feel better and cheer yourself up?

1) Often

2) Seldom

3) Never

15. Do you get more self-esteem and self-confidence when you buy expensive trendy and brand things?

1) Yes, it helps me to feel more confident

2) No.

16. Do you search for reviews about the product before purchase?

1) Yes

2) No

17. Are you willing to pay more for the more sustainable option on the market?

1) Yes

2) No

18. How often do you feel that you bought something only because of an advertisement and you don’t use it or don’t even need a purchased thing? / Do you make impulsive purchases?

1) Often

2) Seldom

3) Never

19. Would you stop buying things from a particular producer to express your political or social opinion?

1) Yes

2) No

20 How often do you share your new purchase on social media?

1) Often

2) Seldom

3) Never

21 How often do you think of how other people would treat you or how what you are about to buy would look on your social media profile?

1) Often

2) Seldom

3) Never

# Appendix 2

Figure 1

Figure 2

Figure 3

Figure 4

Figure 5

Figure 6

Figure 7

Figure 8