

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

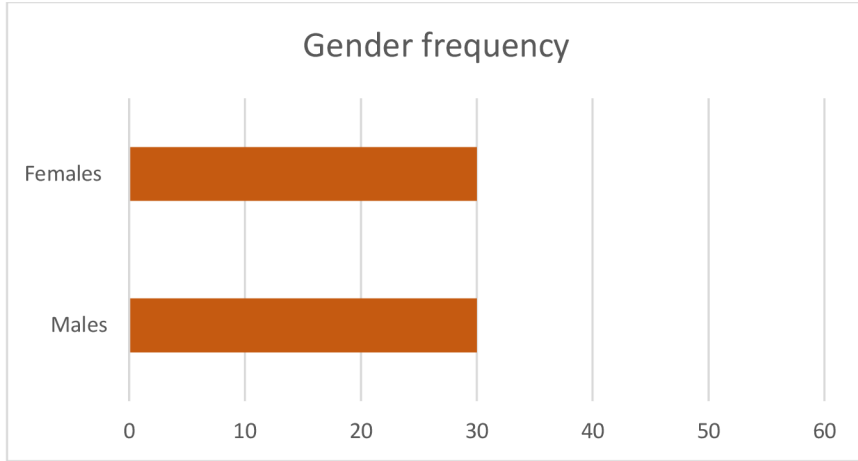


Figure 1

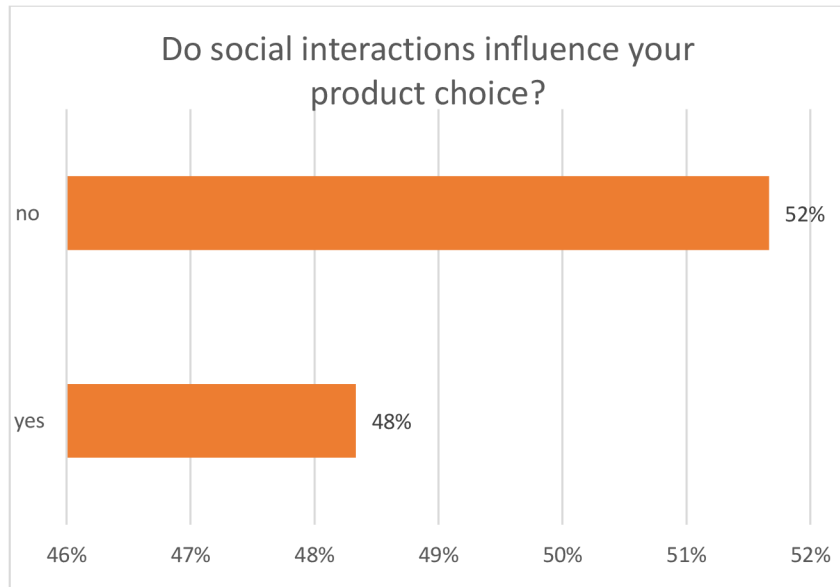


Figure 2

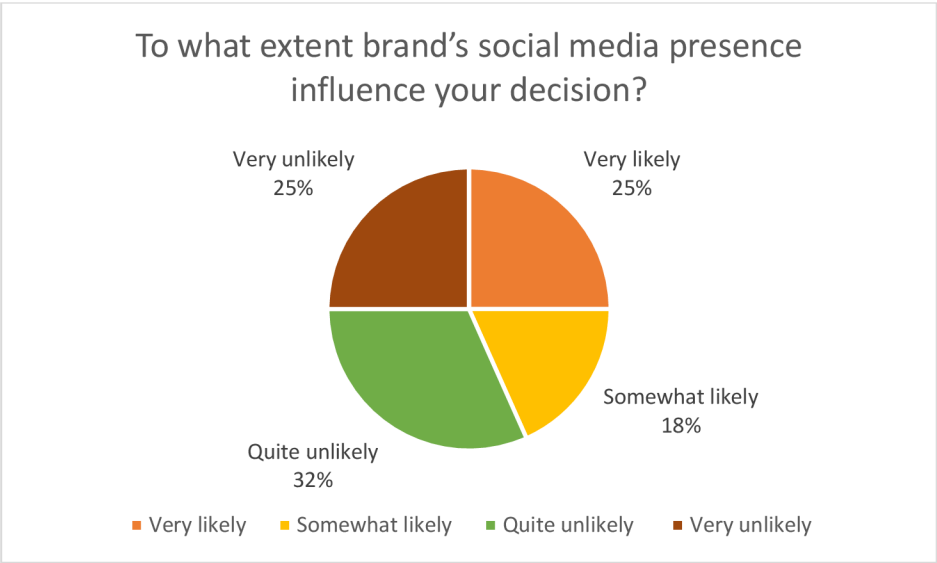


Figure 3

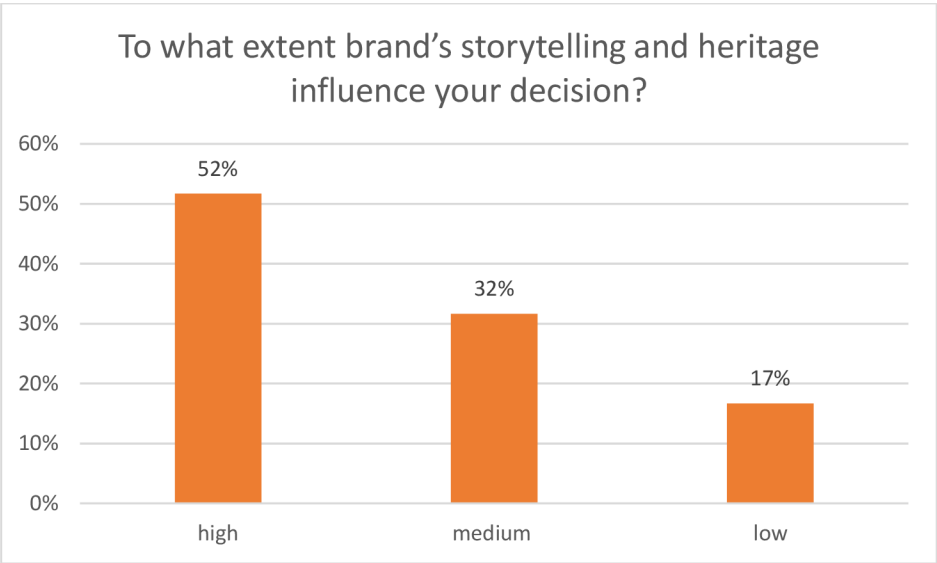


Figure 4

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

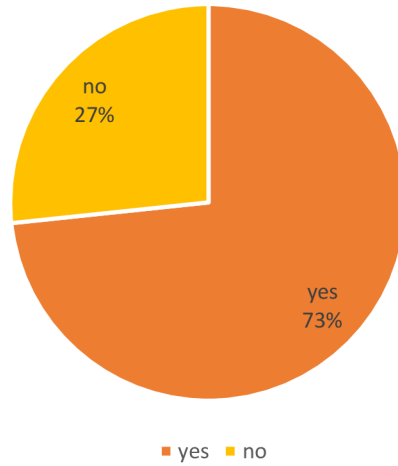


Figure 5

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?

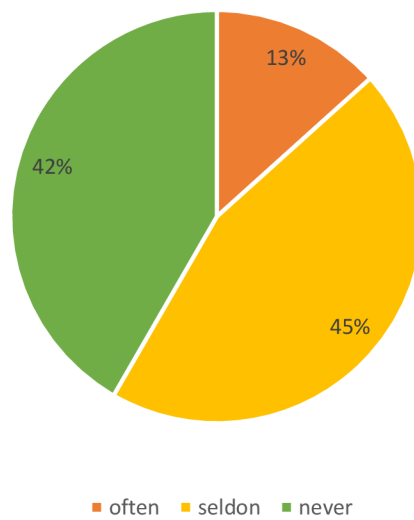


Figure 6

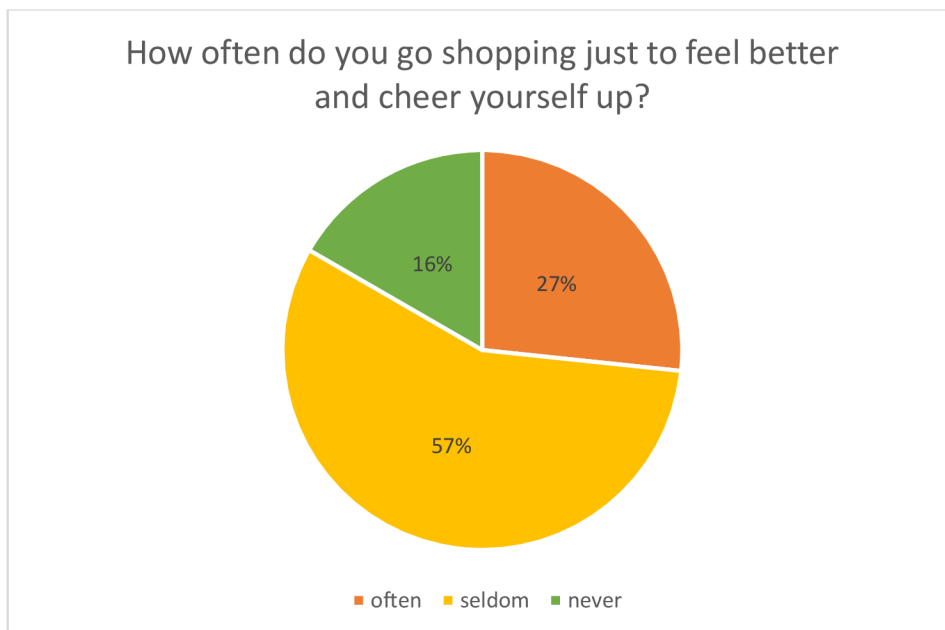


Figure 7

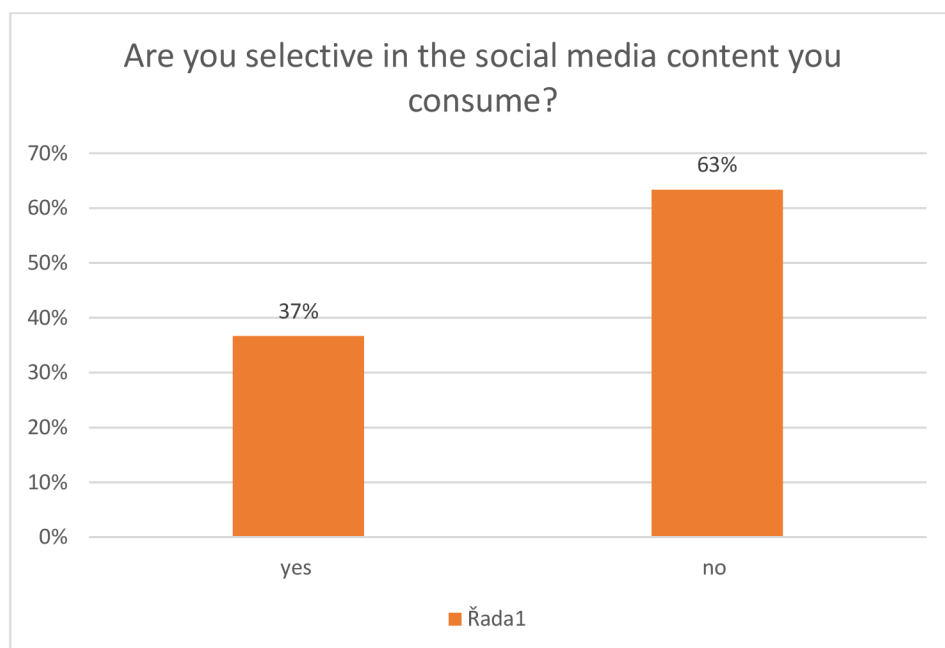


Figure 8

