APPENDICES

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Appendix 1 – Questionnaire 1 on Qualtrics

Start of Block: Intro + consent data

Welcome!

You are invited to participate in this online survey on sustainable tourism.

My name is Emilie Danvoye; I am a master student at the Louvain School of Management, and this study is part of my master thesis.

It takes about 5 minutes to complete this survey.

Before starting the survey, please provide your consent on the next page.

PS: You will find codes for SurveyCircle and SurveySwap once the survey is completed.

Page Break

Before we begin, please read the information below and provide your consent for participation in this study.

There is no obligation to participate in this study. You can end your participation at any time. There are no foreseeable risks involved in participating in this study.

Your responses will be anonymous. No one will be able to identify you or your answers, and no one will know whether or not you participated in the study. All information provided is used solely for the purposes of this research, including any resulting publications.

The anonymous database, as well as the identifying data, will be kept for the necessary duration of the research, in accordance with the applicable privacy legislation (including Regulation 2016/679 of the European Parliament and of the Council of April 27, 2016 on the protection of individuals concerning personal data usage and sharing, and repealing Directive 95/46/EC).

If you have questions at any time about the study or the procedures, you may contact the researcher via email at emilie.danvoye@student.uclouvain.be

Please select your choice below. Clicking on the “I agree” button indicates that you are

between 18 and 26 years old, that you have read the above information, that you understood this information, and that you voluntarily agree to participate.

- ○ I agree (1)
- ○ I don't agree (2)

Skip To: End of Survey If Before we begin, please read the information below and provide your consent for participation in... = I don't agree

Page Break

End of Block: Intro + consent data

Start of Block: Contextualization

Instructions :

Please imagine yourself in the following situation: You are planning a vacation and navigating the social media Instagram to search for information about your next destination.

End of Block: Contextualization

Start of Block: Exp + Ind

Exp + ind **Please look closely at the following Insta post and read the message :**

End of Block: Exp + Ind

Start of Block: Exp + coll

Exp + coll **Please look closely at the following Insta post and read the message :**

End of Block: Exp + coll

Start of Block: No exp + Ind

No exp + Ind **Please look closely at the following Insta post and read the message :**

End of Block: No exp + Ind

Start of Block: No exp + Coll

No exp + coll **Please look closely at the following Insta post and read the message :**

End of Block: No exp + Coll

Start of Block: Control

Control **Please look closely at the following Insta post and read the message :**

End of Block: Control 2

Start of Block: Behavioral intention

BI **Please answer the following questions picturing yourself in the situation displayed before.**

Remember that all the answers will be analyzed **anonymously**. There is **no right or wrong answer**, and it is important that you answer **honestly** and **truthfully** to each of the questions.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I am likely to have recourse to sustainable forms of transportation when going to my holiday destination and back home.	○	○	○	○	○	○	○
To the extent possible, I am inclined to avoid traveling by plane.	○	○	○	○	○	○	○
I am willing to travel more sustainably and adopt greener alternatives when it comes to transportation.	○	○	○	○	○	○	○

Coll efficacy **After seeing the post on Instagram, please indicate to which extent you agree/disagree with each statement.**

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I am sure that we can achieve progress, because we are all pulling in the same direction. (1)	○	○	○	○	○	○	○
I am confident that together we can solve the problem of climate change. (2)	○	○	○	○	○	○	○
We can come up with creative ideas to solve environmental problems effectively, even if the external conditions are unfavorable. (3)	○	○	○	○	○	○	○

Page Break

End of Block: Behavioral intention

Start of Block: Scenario realism

Perception design **After seeing the post on Instagram, please indicate to which extent you agree/disagree with each statement.**

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
The presented post seems realistic.	○	○	○	○	○	○	○
Coming across this kind of post could also occur in real life.	○	○	○	○	○	○	○

End of Block: Scenario realism

Start of Block: Demographics

Age **Please tell us now a bit more about yourself**

How old are you?

_____

Gender **To which gender do you mostly identify?**

- ○ Male (1)
- ○ Female (2)
- ○ Non-binary / third gender (3)
- ○ Prefer not to say (4)

Origin **Where are you from (country of origin)?**

_____

Education **Which level of education have you reached?**

- ○ High school or equivalent (1)
- ○ Bachelor's degree (2)
- ○ Master's degree (3)
- ○ PhD (4)

Insta account **Do you have an Instagram account?**

- ○ Yes (1)
- ○ No (2)

Fam Insta **Are you familiar with the use of *Instagram*?**

- ○ Yes (1)
- ○ No (2)

Page Break

Interest in tourism **Please indicate the answer that suits you best.**

	Completely uninterested (1)	Mostly uninterested (2)	Somewhat uninterested (3)	Neither interested nor uninterested (4)	Somewhat interested (5)	Mostly interested (6)	Completely intereste d (7)
In general, how interested are you in tourism and in the discovery of new places? (1)	○	○	○	○	○	○	○

Page Break

Environmentalism **Tell us now a bit more about yourself. The following questions/statements related to <u>your</u> personal beliefs.**

Please indicate to which extent you agree with them.

	Strongly disagree (6)	Disagree (7)	Somewhat disagree (8)	Neither agree nor disagree (9)	Somewhat agree (10)	Agree (11)	Strongly agree (12)
Humans are seriously abusing the environment. (1)	○	○	○	○	○	○	○
Humans have the right to modify the natural environment to suit their needs. (2)	○	○	○	○	○	○	○
Plants and animals have as much right as humans to exist. (3)	○	○	○	○	○	○	○
If things continue on their present course, we will soon experience a major ecological catastrophe. (4)	○	○	○	○	○	○	○

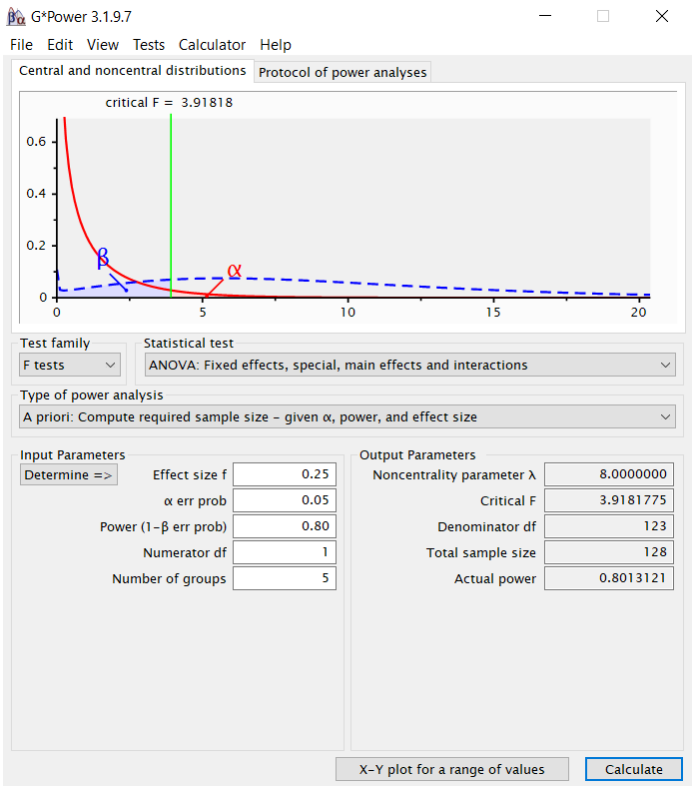
Page Break

ST vs LT orient **Finally, please indicate which statement suits you the best.**

- ○ I have a short-term orientation, and I mainly focus on the present, or on the past. (1)
- ○ I have a long-term orientation, and I mainly focus on the future. (2)

End of Block: Demographics

Appendix 2 – Calculated sample size on G*Power



Appendix 3 – Questionnaire for the manipulation checks on Qualtrics

Start of Block: Intro

Welcome! You are invited to participate in this online survey on sustainable tourism.

My name is Emilie Danvoye; I am a master student at the Louvain School of Management, and this study is part of my master thesis.

It takes about 3 minutes to complete this survey.

Before starting the survey, please provide your consent on the next page.

Page Break

Before we begin, please read the information below and provide your consent for participation in this study.

There is no obligation to participate in this study. You can end your participation at any time. There are no foreseeable risks involved in participating in this study.

Your responses will be anonymous. No one will be able to identify you or your answers, and no one will know whether or not you participated in the study. All information provided is used solely for the purposes of this research, including any resulting publications.

The anonymous database, as well as the identifying data, will be kept for the necessary duration of the research, in accordance with the applicable privacy legislation (including Regulation 2016/679 of the European Parliament and of the Council of April 27, 2016 on the protection of individuals concerning personal data usage and sharing, and repealing Directive 95/46/EC).

If you have questions at any time about the study or the procedures, you may contact the researcher via email at emilie.danvoye@student.uclouvain.be

Please select your choice below. Clicking on the “I agree” button indicates that you have read the above information, that you understood this information, and that you voluntarily agree to participate.

- ○ I agree (1)
- ○ I disagree (2)

Skip To: End of Survey If Before we begin, please read the information below and provide your consent for participation in... = I disagree

End of Block: Intro

Start of Block: Conceptualization

Concept **Instructions :**

Please imagine yourself in the following situation: You are planning a vacation and navigating the social media Instagram to search for information about your next destination.

You will come across 2 specific messages and be asked questions about each of them so please, try to remember what they are about.

End of Block: Conceptualization

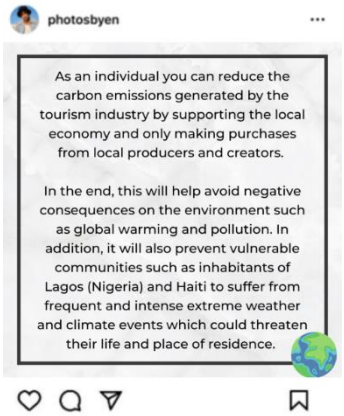
Start of Block: Pre-test outcome 1

Ind self+Ind outcome **Please look closely at the following Insta post and read the message :**

End of Block: Pre-test outcome 1

Start of Block: Pre-test outcome 2

Ind self+Coll outcom **Please look closely at the following Insta post and read the message :**



End of Block: Pre-test outcome 2

Start of Block: Questions outcome

Check level outcome **Please indicate to which extent you agree/disagree with the statements below.**

1 = I strongly disagree
7 = I strongly agree

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
The Instagram post that you have just seen asked you to consider the risks of non-local purchases to yourself and your life personally.	○	○	○	○	○	○	○
The Instagram post that you have just seen asked you to consider what you might personally suffer from if you purchase non-local items.	○	○	○	○	○	○	○

End of Block: Questions outcome

Start of Block: Pre-test exposure 1

Exposure+IndOutcome **Please look closely at the following Insta post and read the message :**

End of Block: Pre-test exposure 1

Start of Block: Pre-test exposure 2

NonExp+IndOutcome **Please look closely at the following Insta post and read the message:**

End of Block: Pre-test exposure 2

Start of Block: Questions exposure

Check Exposure **Please indicate to which extent you agree/disagree with the statements below.**
1 = I strongly disagree
7 = I strongly agree

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
The Instagram post that you have just seen showed you what others are doing to reduce their impact when travelling.	○	○	○	○	○	○	○
The Instagram post that you have just seen tackled the sustainable efforts made by the population in terms of travel.	○	○	○	○	○	○	○

End of Block: Questions exposure

Appendix 4 – Results of the manipulation checks for Study 1

4.1. Outcome level

Correlations

Correlations

		Check level outcome_1	Check level outcome_2
Check level outcome_1	Pearson Correlation	1	,388**
	Sig. (2-tailed)		,001
	N	69	69
Check level outcome_2	Pearson Correlation	,388**	1
	Sig. (2-tailed)	,001	
	N	69	69

**. Correlation is significant at the 0.01 level (2-tailed).

T-Test

Group Statistics

	Test outcome	N	Mean	Std. Deviation	Std. Error Mean
CheckOutcome	1	34	5,2353	1,36090	,23339
	2	35	4,0571	1,42855	,24147

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CheckOutcome	Equal variances assumed	,051	,821	3,506	67	,001	1,17815	,33607	,50736	1,84894
	Equal variances not assumed			3,508	66,976	,001	1,17815	,33583	,50783	1,84847

4.2. Exposure to collective action

Correlations

Correlations

		Check Exposure_1	Check Exposure_2
Check Exposure_1	Pearson Correlation	1	,591**
	Sig. (2-tailed)		,000
	N	69	69
Check Exposure_2	Pearson Correlation	,591**	1
	Sig. (2-tailed)	,000	
	N	69	69

**. Correlation is significant at the 0.01 level (2-tailed).

T-Test

Group Statistics

	Test exposure	N	Mean	Std. Deviation	Std. Error Mean
CheckExposure	1	37	4,7973	1,14540	,18830
	2	32	2,0313	1,15659	,20446

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CheckExposure	Equal variances assumed	,019	,891	9,958	67	,000	2,76605	,27776	2,21164	3,32046
	Equal variances not assumed			9,951	65,384	,000	2,76605	,27796	2,21099	3,32111

Appendix 5 - Results from Study 1 in SPSS

5.1. Reliability analyses

Items of BI

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	258	100,0
	Excluded[a]	0	,0
	Total	258	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,794	3

Item Statistics

	Mean	Std. Deviation	N
BI S2_1	4,61	1,582	258
BI S2_2	4,48	1,740	258
BI S2_3	5,25	1,347	258

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI S2_1	9,73	7,498	,646	,708
BI S2_2	9,86	6,984	,608	,763
BI S2_3	9,09	8,467	,678	,693

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14,34	15,602	3,950	3

Items of scenario realism

Correlations

Correlations

		Perception 2_1	Perception 2_2
Perception 2_1	Pearson Correlation	1	,425**
	Sig. (2-tailed)		,000
	N	203	203
Perception 2_2	Pearson Correlation	,425**	1
	Sig. (2-tailed)	,000	
	N	203	203

**. Correlation is significant at the 0.01 level (2-tailed).

Items of collective efficacy

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	79	30,6
	Excluded[a]	179	69,4
	Total	258	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,714	3

Item Statistics

	Mean	Std. Deviation	N
Coll efficacy_1	4,37	1,460	79
Coll efficacy_2	4,82	1,403	79
Coll efficacy_3	5,20	1,265	79

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Coll efficacy_1	10,03	5,281	,517	,649
Coll efficacy_2	9,57	5,120	,598	,542
Coll efficacy_3	9,19	6,181	,493	,673

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14,39	10,883	3,299	3

Items of environmentalism

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	258	100,0
	Excluded[a]	0	,0
	Total	258	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,626	4

Item Statistics

	Mean	Std. Deviation	N
Environmentalism_1	6,27	,876	258
Environmentalism_2	5,50	,951	258
Environmentalism_3	5,75	1,461	258
Environmentalism_4	6,31	1,027	258

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Environmentalism_1	17,55	6,015	,555	,479
Environmentalism_2	18,33	6,891	,274	,639
Environmentalism_3	18,08	4,679	,372	,626
Environmentalism_4	17,52	5,605	,515	,481

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23,83	9,164	3,027	4

5.2. Demographics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	76	29,5	29,5	29,5
	Female	182	70,5	70,5	100,0
	Total	258	100,0	100,0	

Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Albania	2	,8	,8	,8
	Argentina	4	1,6	1,6	2,3
	Austria	2	,8	,8	3,1
	Azerbaijan	1	,4	,4	3,5
	Belgium	131	50,8	50,8	54,3
	Bulgaria	2	,8	,8	55,0
	Canada	2	,8	,8	55,8
	China	2	,8	,8	56,6
	Costa Rica	1	,4	,4	57,0
	Estonia	1	,4	,4	57,4
	Finland	1	,4	,4	57,8
	France	28	10,9	10,9	68,6
	Germany	16	6,2	6,2	74,8
	Greece	1	,4	,4	75,2
	Iceland	1	,4	,4	75,6
	India	1	,4	,4	76,0
	Italy	12	4,7	4,7	80,6
	Luxembourg	1	,4	,4	81,0
	Malaysia	1	,4	,4	81,4
	Mexico	5	1,9	1,9	83,3
	Morocco	1	,4	,4	83,7
	Norway	3	1,2	1,2	84,9
	Russia	3	1,2	1,2	86,0
	Slovakia	3	1,2	1,2	87,2
	Spain	5	1,9	1,9	89,1
	Sweden	2	,8	,8	89,9
	Switzerland	5	1,9	1,9	91,9
	The Netherlands	9	3,5	3,5	95,3
	Turkey	1	,4	,4	95,7
	UAE	1	,4	,4	96,1
	UK	5	1,9	1,9	98,1
	USA	4	1,6	1,6	99,6
	Vietnam	1	,4	,4	100,0
	Total	258	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	9	3,5	3,5	3,5
	19	10	3,9	3,9	7,4
	20	19	7,4	7,4	14,7
	21	24	9,3	9,3	24,0
	22	57	22,1	22,1	46,1
	23	43	16,7	16,7	62,8
	24	44	17,1	17,1	79,8
	25	38	14,7	14,7	94,6
	26	14	5,4	5,4	100,0
	Total	258	100,0	100,0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	27	10,5	10,5	10,5
	Bachelor	104	40,3	40,3	50,8
	Master	127	49,2	49,2	100,0
	Total	258	100,0	100,0	

Insta account

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	233	90,3	90,3	90,3
	No	25	9,7	9,7	100,0
	Total	258	100,0	100,0	

Fam Insta

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	239	92,6	92,6	92,6
	No	19	7,4	7,4	100,0
	Total	258	100,0	100,0	

Interestintourism

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	1,9	1,9	1,9
	3	5	1,9	1,9	3,9
	4	6	2,3	2,3	6,2
	5	38	14,7	14,7	20,9
	6	81	31,4	31,4	52,3
	7	123	47,7	47,7	100,0
	Total	258	100,0	100,0	

ST vs LT orient

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ST	86	33,3	33,3	33,3
	LT	172	66,7	66,7	100,0
	Total	258	100,0	100,0	

5.3. Scenario realism

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Average perception	203	1,0	7,0	4,855	1,1582
Valid N (listwise)	203				

ANOVA

Average perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13,702	3	4,567	3,533	,016
Within Groups	257,261	199	1,293		
Total	270,963	202			

Post Hoc Tests

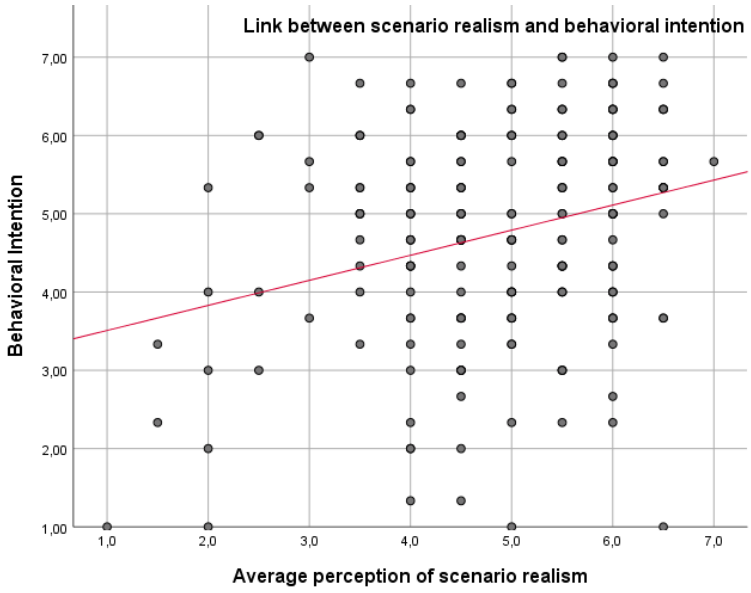
Multiple Comparisons

Dependent Variable: Average perception

Bonferroni

(I) Condition	(J) Condition	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Exposure + Ind outcome	Exposure + Collective outcome	-,6731*	,2230	,017	-1,267	-,079
	No exposure + Ind outcome	-,4106	,2241	,410	-1,008	,187
	No exposure + Collective outcome	-,5785	,2276	,071	-1,185	,028
Exposure + Collective outcome	Exposure + Ind outcome	,6731*	,2230	,017	,079	1,267
	No exposure + Ind outcome	,2624	,2241	1,000	-,335	,860
	No exposure + Collective outcome	,0946	,2276	1,000	-,512	,701
No exposure + Ind outcome	Exposure + Ind outcome	,4106	,2241	,410	-,187	1,008
	Exposure + Collective outcome	-,2624	,2241	1,000	-,860	,335
	No exposure + Collective outcome	-,1679	,2287	1,000	-,777	,441
No exposure + Collective outcome	Exposure + Ind outcome	,5785	,2276	,071	-,028	1,185
	Exposure + Collective outcome	-,0946	,2276	1,000	-,701	,512
	No exposure + Ind outcome	,1679	,2287	1,000	-,441	,777

*. The mean difference is significant at the 0.05 level.



5.4. Behavioral intention

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BehavIn	258	1,00	7,00	4,7791	1,31664
Valid N (listwise)	258				

Condition = Exposure + Ind outcome

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
BehavIn	52	1,00	7,00	4,8333	1,53322
Valid N (listwise)	52				

a. Condition = Exposure + Ind outcome

Condition = Exposure + Collective outcome

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
BehavIn	52	2,33	6,67	4,8205	1,14990
Valid N (listwise)	52				

a. Condition = Exposure + Collective outcome

Condition = No exposure + Ind outcome

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
BehavIn	51	1,00	7,00	4,6275	1,30239
Valid N (listwise)	51				

a. Condition = No exposure + Ind outcome

Condition = No exposure + Collective outcome

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
BehavIn	48	1,00	7,00	4,6875	1,44956
Valid N (listwise)	48				

a. Condition = No exposure + Collective outcome

Condition = Control

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
BehavIn	55	2,00	7,00	4,9091	1,15373
Valid N (listwise)	55				

a. Condition = Control

5.5. Two-way ANOVA

Univariate Analysis of Variance

Between-Subjects Factors

		N
Outcome	0	103
	1	100
Exposure	0	104
	1	99

Descriptive Statistics

Dependent Variable: BehavIn

Outcome	Exposure	Mean	Std. Deviation	N
0	0	4,8333	1,53322	52
	1	4,6275	1,30239	51
	Total	4,7314	1,42041	103
1	0	4,8205	1,14990	52
	1	4,6875	1,44956	48
	Total	4,7567	1,29737	100
Total	0	4,8269	1,34860	104
	1	4,6566	1,36896	99
	Total	4,7438	1,35788	203

Tests of Between-Subjects Effects

Dependent Variable: BehavIn

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	1,565[a]	3	,522	,280	,840	,004
Intercept	4560,239	1	4560,239	2446,769	,000	,925
Outcome	,028	1	,028	,015	,902	,000
Exposure	1,456	1	1,456	,781	,378	,004
Outcome * Exposure	,067	1	,067	,036	,849	,000
Error	370,892	199	1,864			
Total	4940,778	203				
Corrected Total	372,458	202				

a. R Squared = ,004 (Adjusted R Squared = -,011)

5.6. One-way ANOVA with control condition

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
BehavIn	Based on Mean	1,088	4	253	,363
	Based on Median	,848	4	253	,496
	Based on Median and with adjusted df	,848	4	230,423	,496
	Based on trimmed mean	,988	4	253	,415

ANOVA

BehavIn

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,747	4	,687	,392	,814
Within Groups	442,771	253	1,750		
Total	445,518	257			

5.7. ANCOVA with control variables

Environmental orientation

Levene's Test of Equality of Error Variances[a]

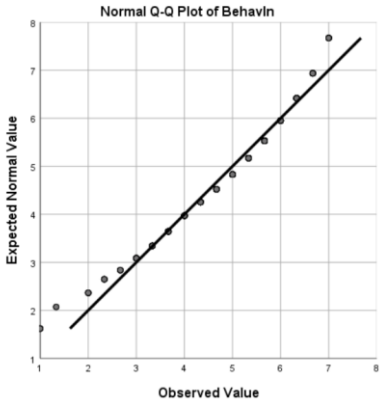
Dependent Variable: BehavIn

F	df1	df2	Sig.
,518	3	199	,670

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Environmentalism + Outcome + Exposure + Outcome * Exposure

BehavIn



Tests of Between-Subjects Effects

Dependent Variable: BehavIn

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	60,598[a]	4	15,150	9,619	,000	,163
Intercept	1,350	1	1,350	,857	,356	,004
Environmentalism	59,033	1	59,033	37,480	,000	,159
Outcome	,220	1	,220	,140	,709	,001
Exposure	1,913	1	1,913	1,215	,272	,006
Outcome * Exposure	,712	1	,712	,452	,502	,002
Error	311,859	198	1,575			
Total	4940,778	203				
Corrected Total	372,458	202				

a. R Squared = ,163 (Adjusted R Squared = ,146)

Correlations

Correlations

		BehavIn	Environmentalism
BehavIn	Pearson Correlation	1	,398**
	Sig. (2-tailed)		,000
	N	258	258
Environmentalism	Pearson Correlation	,398**	1
	Sig. (2-tailed)	,000	
	N	258	258

**. Correlation is significant at the 0.01 level (2-tailed).

Interest in tourism

Levene's Test of Equality of Error Variances[a]

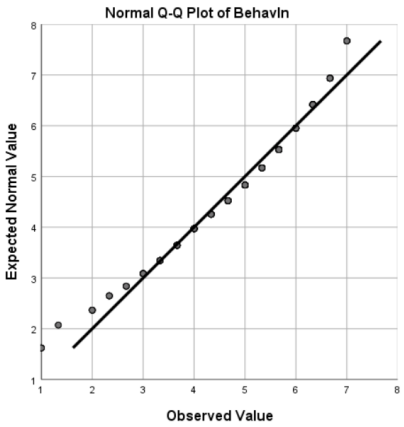
Dependent Variable: BehavIn

F	df1	df2	Sig.
,729	3	199	,536

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Interestintourism + Outcome + Exposure + Outcome * Exposure

BehavIn



Tests of Between-Subjects Effects

Dependent Variable: BehavIn

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	9,630[a]	4	2,407	1,314	,266	,026
Intercept	84,432	1	84,432	46,075	,000	,189
Interestintourism	8,064	1	8,064	4,401	,037	,022
Outcome	2,955E-6	1	2,955E-6	,000	,999	,000
Exposure	1,345	1	1,345	,734	,393	,004
Outcome * Exposure	,520	1	,520	,284	,595	,001
Error	362,828	198	1,832			
Total	4940,778	203				
Corrected Total	372,458	202				

a. R Squared = ,026 (Adjusted R Squared = ,006)

Correlations

Correlations

		BehavIn	Interestintourism
BehavIn	Pearson Correlation	1	,072
	Sig. (2-tailed)		,251
	N	258	258
Interestintourism	Pearson Correlation	,072	1
	Sig. (2-tailed)	,251	
	N	258	258

Gender

Levene's Test of Equality of Error Variances[a]

Dependent Variable: BehavIn

F	df1	df2	Sig.
,846	3	199	,470

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Gender + Outcome + Exposure + Outcome * Exposure

Tests of Between-Subjects Effects

Dependent Variable: BehavIn

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	3,784[a]	4	,946	,508	,730	,010
Intercept	261,915	1	261,915	140,664	,000	,415
Gender	2,218	1	2,218	1,191	,276	,006
Outcome	,063	1	,063	,034	,854	,000
Exposure	1,312	1	1,312	,705	,402	,004
Outcome * Exposure	,163	1	,163	,087	,768	,000
Error	368,674	198	1,862			
Total	4940,778	203				
Corrected Total	372,458	202				

a. R Squared = ,010 (Adjusted R Squared = -,010)

5.8. ANCOVA for exploratory quantitative research

Levene's Test of Equality of Error Variances[a]

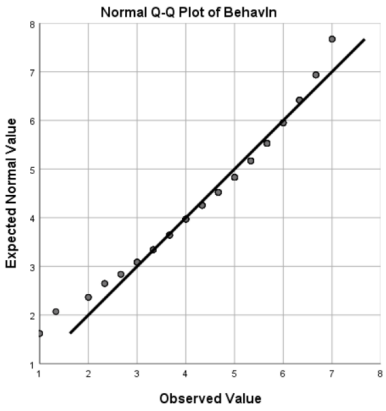
Dependent Variable: BehavIn

F	df1	df2	Sig.
,589	3	199	,623

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + STvsLTorient + Outcome + Exposure + Outcome * Exposure

BehavIn



Tests of Between-Subjects Effects

Dependent Variable: BehavIn

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	9,330[a]	4	2,332	1,272	,282	,025
Intercept	254,639	1	254,639	138,845	,000	,412
STvsLTorient	7,764	1	7,764	4,234	,041	,021
Outcome	,019	1	,019	,011	,918	,000
Exposure	1,341	1	1,341	,731	,393	,004
Outcome * Exposure	,030	1	,030	,016	,898	,000
Error	363,128	198	1,834			
Total	4940,778	203				
Corrected Total	372,458	202				

a. R Squared = ,025 (Adjusted R Squared = ,005)

T-Test

Group Statistics

	ST vs LT orient	N	Mean	Std. Deviation	Std. Error Mean
BehavIn	ST	86	4,5039	1,52001	,16391
	LT	172	4,9167	1,18312	,09021

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
BehavIn	Equal variances assumed	7,908	,005	-2,396	256	,017	-,41279	,17230	-,75210	-,07348
	Equal variances not assumed			-2,206	138,002	,029	-,41279	,18709	-,78273	-,04285

5.9. Mediation test

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CollEff	79	1,67	7,00	4,7975	1,09962
Valid N (listwise)	79				

Condition = Exposure + Ind outcome

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
CollEff	17	1,67	6,67	4,4314	1,34249
Valid N (listwise)	17				

a. Condition = Exposure + Ind outcome

Condition = Exposure + Collective outcome

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
CollEff	13	3,33	6,00	4,7949	,73960
Valid N (listwise)	13				

a. Condition = Exposure + Collective outcome

Condition = No exposure + Ind outcome

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
CollEff	17	3,33	7,00	4,9020	1,05254
Valid N (listwise)	17				

a. Condition = No exposure + Ind outcome

Condition = No exposure + Collective outcome

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
CollEff	17	2,00	7,00	4,8627	1,23073
Valid N (listwise)	17				

a. Condition = No exposure + Collective outcome

Condition = Control

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
CollEff	15	3,33	6,67	5,0222	,98776
Valid N (listwise)	15				

a. Condition = Control

```
Model  : 4
    Y  : BehavIn
    X  : Exposure
    M  : CollEff

Sample
Size:  64

************************************************************************
OUTCOME VARIABLE:
 CollEff

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,1312      ,0172     1,2637     1,0862     1,0000    62,0000      ,3014

Model
             coeff         se          t          p       LLCI       ULCI
constant     4,5889      ,2052    22,3589      ,0000     4,1786     4,9992
Exposure      ,2935      ,2816     1,0422      ,3014     -,2694      ,8563



OUTCOME VARIABLE:
 BehavIn

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,1106      ,0122     1,7016      ,3775     2,0000    61,0000      ,6872

Model
             coeff         se          t          p       LLCI       ULCI
constant     3,9182      ,7170     5,4649      ,0000     2,4845     5,3520
Exposure      ,0669      ,3296      ,2029      ,8399     -,5922      ,7260
CollEff       ,1195      ,1474      ,8109      ,4206     -,1752      ,4142

****************** DIRECT AND INDIRECT EFFECTS OF X ON Y *****************

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI
      ,0669      ,3296      ,2029      ,8399     -,5922      ,7260

Indirect effect(s) of X on Y:
           Effect     BootSE   BootLLCI   BootULCI
CollEff     ,0351      ,0640     -,1115      ,1591
```

T-Test

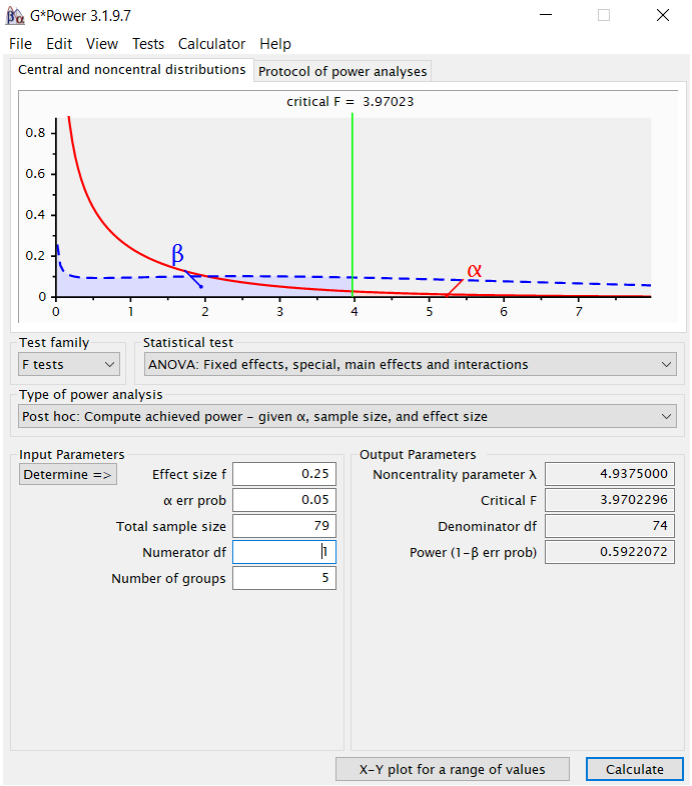
Group Statistics

	Exposure	N	Mean	Std. Deviation	Std. Error Mean
CollEff	0	30	4,5889	1,11995	,20447
	1	34	4,8824	1,12780	,19342

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CollEff	Equal variances assumed	,168	,683	-1,042	62	,301	-,29346	,28158	-,85634	,26941
	Equal variances not assumed			-1,043	61,116	,301	-,29346	,28146	-,85625	,26933

Appendix 6 – Post-hoc test conducted on G*Power



Appendix 7 – Questionnaire 2 on Qualtrics

Start of Block: Intro + consent data

Welcome!

You are invited to participate in this online survey on sustainable tourism.

My name is Emilie Danvoye; I am a master student at the Louvain School of Management, and this study is part of my master thesis.

It takes about 5 minutes to complete this survey.

Before starting the survey, please provide your consent on the next page.

PS: You will find codes for SurveyCircle and SurveySwap once the survey is completed.

Page Break

Before we begin, please read the information below and provide your consent for participation in this study.

There is no obligation to participate in this study. You can end your participation at any time. There are no foreseeable risks involved in participating in this study.

Your responses will be anonymous. No one will be able to identify you or your answers, and no one will know whether or not you participated in the study. All information provided is used solely for the purposes of this research, including any resulting publications.

The anonymous database, as well as the identifying data, will be kept for the necessary duration of the research, in accordance with the applicable privacy legislation (including Regulation 2016/679 of the European Parliament and of the Council of April 27, 2016 on the protection of individuals concerning personal data usage and sharing, and repealing Directive 95/46/EC).

If you have questions at any time about the study or the procedures, you may contact the researcher via email at emilie.danvoye@student.uclouvain.be

Please select your choice below. Clicking on the “I agree” button indicates that you are **between 18 and 26 years old**, that you have read the above information, that you understood this information, and that you voluntarily agree to participate.

- ○ I agree (1)
- ○ I don't agree (2)

Skip To: End of Survey If Before we begin, please read the information below and provide your consent for participation in... = I don't agree

Page Break

End of Block: Intro + consent data

Start of Block: Contextualization

Instructions :

Please imagine yourself in the following situation: You are planning a vacation and navigating the social media Instagram to search for information about your next destination.

End of Block: Contextualization

Start of Block: Ind + Ind

Ind. self - Ind out. **Please look closely at the following Insta post and read the message:**

End of Block: Ind + Ind

Start of Block: Ind + Coll

Ind + Coll **Please look closely at the following Insta post and read the message :**

End of Block: Ind + Coll

Start of Block: Coll + Ind

Coll + Ind **Please look closely at the following Insta post and read the message :**

End of Block: Coll + Ind

Start of Block: Coll + coll

Coll + coll **Please look closely at the following Insta post and read the message :**

End of Block: - Coll + coll

Start of Block: Control

Control **Please look closely at the following Insta post and read the message :**

End of Block: Control

Start of Block: Behavioral Intention

BI **Please answer the following questions picturing yourself in the situation displayed before.**

Remember that all the answers will be analyzed **anonymously**. There is **no right or wrong answer**, and it is important that you answer **honestly** and **truthfully** to each of the questions.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
I am likely to verify the origin and opt for locally-made products when making purchases while on holidays.	○	○	○	○	○	○	○
I am inclined to buy from local producers and creators at destination (for clothes, magnets, art pieces,...).	○	○	○	○	○	○	○
When travelling, I am willing to purchase items that are made locally and avoid products that were manufactured in a far away country (such as China for example).	○	○	○	○	○	○	○

Page Break

End of Block: Behavioral Intention S1

Start of Block: Scenario realism

Perception design **After seeing the post on Instagram, please indicate to which extent you agree/disagree with each statement.**

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
The presented post seems realistic.	○	○	○	○	○	○	○
Coming across this kind of post could also occur in real life.	○	○	○	○	○	○	○

End of Block: Scenaro realism

Start of Block: Demographics

Age **Please tell us now a bit more about yourself**

How old are you?

_____

Gender **To which gender do you mostly identify?**

- ○ Male (1)
- ○ Female (2)
- ○ Non-binary / third gender (3)
- ○ Prefer not to say (4)

Origin **Where are you from (country of origin)?**

_____

Education **Which level of education have you reached?**

- ○ High school or equivalent (1)
- ○ Bachelor's degree (2)
- ○ Master's degree (3)
- ○ PhD (4)

Insta account **Do you have an Instagram account?**

- ○ Yes (1)
- ○ No (2)

Fam Insta **Are you familiar with the use of *Instagram*?**

- ○ Yes (1)
- ○ No (2)

Page Break

Appendix 8 – Results from Study 2 in SPSS

8.1. Reliability analyses

Items of BI

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	264	100,0
	Excluded[a]	0	,0
	Total	264	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,694	3

Item Statistics

	Mean	Std. Deviation	N
BI S1_1	4,91	1,284	264
BI S1_2	5,41	1,199	264
BI S1_3	5,52	1,239	264

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI S1_1	10,93	4,497	,450	,678
BI S1_2	10,43	4,482	,528	,579
BI S1_3	10,32	4,241	,553	,545

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,84	8,598	2,932	3

Items of scenario realism

Correlations

Correlations

		Perception design_1	Perception design_2
Perception design_1	Pearson Correlation	1	,491**
	Sig. (2-tailed)		,000
	N	210	210
Perception design_2	Pearson Correlation	,491**	1
	Sig. (2-tailed)	,000	
	N	210	210

**. Correlation is significant at the 0.01 level (2-tailed).

Items of environmentalism

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	264	100,0
	Excluded[a]	0	,0
	Total	264	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,348	4

Item Statistics

	Mean	Std. Deviation	N
Environmentalism_1	6,26	1,019	264
Environmentalism_2	2,59	,906	264
Environmentalism_3	5,99	1,244	264
Environmentalism_4	6,39	,949	264

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Environmentalism_1	14,97	3,326	,395	,026
Environmentalism_2	18,64	6,512	-,325	,697
Environmentalism_3	15,25	3,008	,296	,124
Environmentalism_4	14,84	3,123	,538	-,136[a]

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21,23	5,831	2,415	4

8.2. Demographics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	80	30,3	30,3	30,3
	Female	182	68,9	68,9	99,2
	Non-binary/Third gender	1	,4	,4	99,6
	Prefer not to say	1	,4	,4	100,0
	Total	264	100,0	100,0	

Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Argentina	3	1,1	1,1	1,1
	Australia	1	,4	,4	1,5
	Belgium	138	52,3	52,3	53,8
	Brazil	1	,4	,4	54,2
	Canada	3	1,1	1,1	55,3
	Chile	1	,4	,4	55,7
	China	3	1,1	1,1	56,8
	Colombia	1	,4	,4	57,2
	Czech Republic	2	,8	,8	58,0
	Denmark	1	,4	,4	58,3
	Egypt	1	,4	,4	58,7
	Finland	1	,4	,4	59,1
	France	22	8,3	8,3	67,4
	Germany	14	5,3	5,3	72,7
	Greece	1	,4	,4	73,1
	Guatemala	1	,4	,4	73,5
	Hungary	4	1,5	1,5	75,0
	India	2	,8	,8	75,8
	Italy	6	2,3	2,3	78,0
	Ivory Coast	1	,4	,4	78,4
	Japan	1	,4	,4	78,8
	Jordan	1	,4	,4	79,2
	Lithuania	1	,4	,4	79,5
	Luxembourg	2	,8	,8	80,3

	Malaysia	1	,4	,4	80,7
	Mexico	5	1,9	1,9	82,6
	Morocco	2	,8	,8	83,3
	Norway	5	1,9	1,9	85,2
	Peru	1	,4	,4	85,6
	Romania	1	,4	,4	86,0
	Russia	3	1,1	1,1	87,1
	Serbia	1	,4	,4	87,5
	Slovakia	5	1,9	1,9	89,4
	Slovenia	1	,4	,4	89,8
	South Africa	1	,4	,4	90,2
	Spain	3	1,1	1,1	91,3
	Sweden	1	,4	,4	91,7
	Switzerland	1	,4	,4	92,0
	The Netherlands	8	3,0	3,0	95,1
	Trinidad and Tobago	1	,4	,4	95,5
	Turkey	1	,4	,4	95,8
	UK	2	,8	,8	96,6
	United Kingdom	1	,4	,4	97,0
	USA	8	3,0	3,0	100,0
	Total	264	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	14	5,3	5,3	5,3
	19	9	3,4	3,4	8,7
	20	18	6,8	6,8	15,5
	21	29	11,0	11,0	26,5
	22	51	19,3	19,3	45,8
	23	61	23,1	23,1	68,9
	24	42	15,9	15,9	84,8
	25	23	8,7	8,7	93,6
	26	17	6,4	6,4	100,0
	Total	264	100,0	100,0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	44	16,7	16,7	16,7
	Bachelor	116	43,9	43,9	60,6
	Master	101	38,3	38,3	98,9
	PhD	3	1,1	1,1	100,0
	Total	264	100,0	100,0	

Insta account

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	252	95,5	95,5	95,5
	No	12	4,5	4,5	100,0
	Total	264	100,0	100,0	

FamInsta

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	256	97,0	97,0	97,0
	No	8	3,0	3,0	100,0
	Total	264	100,0	100,0	

Interestintourism

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	,4	,4	,4
	2	6	2,3	2,3	2,7
	3	7	2,7	2,7	5,3
	4	1	,4	,4	5,7
	5	37	14,0	14,0	19,7
	6	90	34,1	34,1	53,8
	7	122	46,2	46,2	100,0
	Total	264	100,0	100,0	

Orientation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ST	86	32,6	32,6	32,6
	LT	178	67,4	67,4	100,0
	Total	264	100,0	100,0	

8.3. Scenario realism

Descriptives

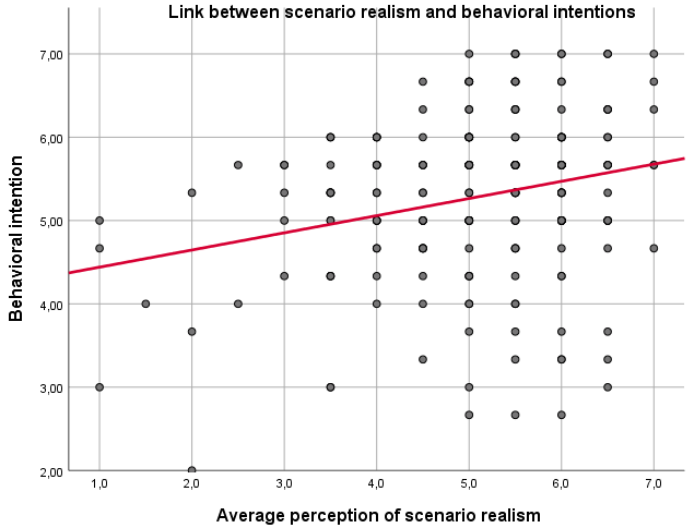
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Average perception	210	1,0	7,0	5,055	1,1933
Valid N (listwise)	210				

ANOVA

Average perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,395	3	,798	,557	,644
Within Groups	295,225	206	1,433		
Total	297,620	209			



8.4. Behavioral intention

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BehavIn	264	2,00	7,00	5,2803	,97742
Valid N (listwise)	264				

Condition = Indiv self + Ind outcome

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
BehavIn	55	2,00	7,00	5,2848	,93716
Valid N (listwise)	55				

a. Condition = Indiv self + Ind outcome

Condition = Ind self + Coll outcome

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
BehavIn	54	2,67	7,00	5,0185	1,04694
Valid N (listwise)	54				

a. Condition = Ind self + Coll outcome

Condition = Collec self + Ind outcome

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
BehavIn	46	2,67	7,00	5,3551	,97980
Valid N (listwise)	46				

a. Condition = Collec self + Ind outcome

Condition = Coll self + Coll outcome

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
BehavIn	55	3,00	7,00	5,4545	,94795
Valid N (listwise)	55				

a. Condition = Coll self + Coll outcome

Condition = Control

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
BehavIn	54	3,00	7,00	5,2963	,95533
Valid N (listwise)	54				

a. Condition = Control

8.5. Two-way ANOVA

Between-Subjects Factors

		N
Self	0	109
	1	101
Outcome	0	101
	1	109

Descriptive Statistics

Dependent Variable: BehavIn

Self	Outcome	Mean	Std. Deviation	N
0	0	5,2848	,93716	55
	1	5,0185	1,04694	54
	Total	5,1529	,99746	109
1	0	5,3551	,97980	46
	1	5,4545	,94795	55
	Total	5,4092	,95903	101
Total	0	5,3168	,95263	101
	1	5,2385	1,01743	109
	Total	5,2762	,98523	210

Tests of Between-Subjects Effects

Dependent Variable: BehavIn

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	5,625[a]	3	1,875	1,958	,121	,028
Intercept	5817,680	1	5817,680	6075,919	,000	,967
Self	3,345	1	3,345	3,493	,063	,017
Outcome	,363	1	,363	,379	,539	,002
Self * Outcome	1,746	1	1,746	1,824	,178	,009
Error	197,245	206	,957			
Total	6048,889	210				
Corrected Total	202,870	209				

a. R Squared = ,028 (Adjusted R Squared = ,014)

T-Test

Group Statistics

	Self	N	Mean	Std. Deviation	Std. Error Mean
BehavIn	0	109	5,1529	,99746	,09554
	1	101	5,4092	,95903	,09543

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
BehavIn	Equal variances assumed	,190	,663	-1,895	208	,059	-,25634	,13524	-,52295	,01027
	Equal variances not assumed			-1,898	207,711	,059	-,25634	,13503	-,52255	,00988

8.6. One-way ANOVA with control condition

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
BehavIn	Based on Mean	,347	4	259	,846
	Based on Median	,347	4	259	,846
	Based on Median and with adjusted df	,347	4	256,783	,846
	Based on trimmed mean	,362	4	259	,836

ANOVA

BehavIn

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5,643	4	1,411	1,488	,206
Within Groups	245,615	259	,948		
Total	251,258	263			

8.7. ANCOVA with control variables

Environmental orientation

Levene's Test of Equality of Error Variances[a]

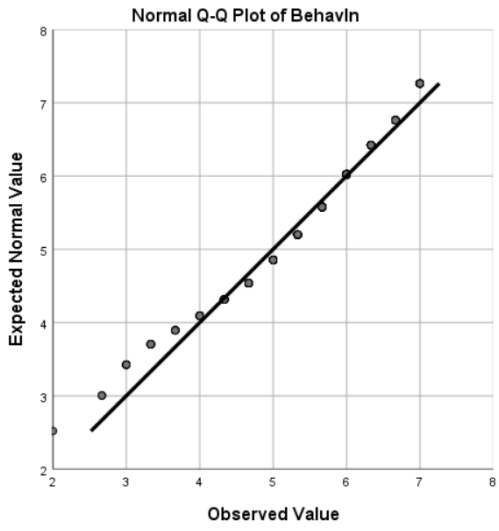
Dependent Variable: BehavIn

F	df1	df2	Sig.
1,294	3	206	,278

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Environmentalism + Self + Outcome + Self * Outcome

BehavIn



Tests of Between-Subjects Effects

Dependent Variable: BehavIn

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	20,298[a]	4	5,074	5,698	,000	,100
Intercept	40,845	1	40,845	45,862	,000	,183
Environmentalism	14,673	1	14,673	16,475	,000	,074
Self	3,774	1	3,774	4,237	,041	,020
Outcome	,260	1	,260	,292	,589	,001
Self * Outcome	,518	1	,518	,581	,447	,003
Error	182,572	205	,891			
Total	6048,889	210				
Corrected Total	202,870	209				

a. R Squared = ,100 (Adjusted R Squared = ,082)

Correlations

Correlations

		BehavIn	Environmentalism
BehavIn	Pearson Correlation	1	,265**
	Sig. (2-tailed)		,000
	N	264	264
Environmentalism	Pearson Correlation	,265**	1
	Sig. (2-tailed)	,000	
	N	264	264

**. Correlation is significant at the 0.01 level (2-tailed).

Interest in tourism

Levene's Test of Equality of Error Variances[a]

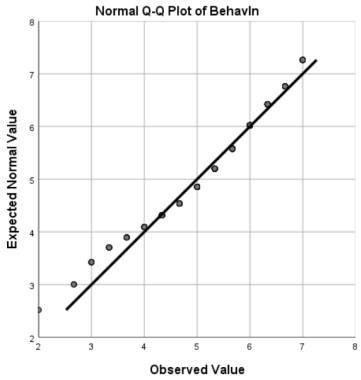
Dependent Variable: BehavIn

F	df1	df2	Sig.
,500	3	206	,683

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Interestintourism + Self + Outcome + Self * Outcome

BehavIn



Tests of Between-Subjects Effects

Dependent Variable: BehavIn

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	18,011[a]	4	4,503	4,993	,001	,089
Intercept	122,594	1	122,594	135,951	,000	,399
Interestintourism	12,385	1	12,385	13,735	,000	,063
Self	1,491	1	1,491	1,654	,200	,008
Outcome	,052	1	,052	,057	,811	,000
Self * Outcome	1,439	1	1,439	1,596	,208	,008
Error	184,859	205	,902			
Total	6048,889	210				
Corrected Total	202,870	209				

a. R Squared = ,089 (Adjusted R Squared = ,071)

Correlations

Correlations

		BehavIn	Interestintourism
BehavIn	Pearson Correlation	1	,243**
	Sig. (2-tailed)		,000
	N	264	264
Interestintourism	Pearson Correlation	,243**	1
	Sig. (2-tailed)	,000	
	N	264	264

**. Correlation is significant at the 0.01 level (2-tailed).

Gender

Levene's Test of Equality of Error Variances[a]

Dependent Variable: BehavIn

F	df1	df2	Sig.
,671	3	206	,571

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Gender + Self + Outcome + Self * Outcome

Tests of Between-Subjects Effects

Dependent Variable: BehavIn

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	13,702[a]	4	3,426	3,712	,006	,068
Intercept	334,708	1	334,708	362,721	,000	,639
Gender	8,077	1	8,077	8,753	,003	,041
Self	2,528	1	2,528	2,740	,099	,013
Outcome	,225	1	,225	,244	,622	,001
Self * Outcome	1,001	1	1,001	1,085	,299	,005
Error	189,168	205	,923			
Total	6048,889	210				
Corrected Total	202,870	209				

a. R Squared = ,068 (Adjusted R Squared = ,049)

Gender = Male

Levene's Test of Equality of Error Variances[a,b]

Dependent Variable: BehavIn

F	df1	df2	Sig.
,162	3	60	,921

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Gender = Male

b. Design: Intercept + Gender + Self + Outcome + Self * Outcome

Tests of Between-Subjects Effects[a]

Dependent Variable: BehavIn

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	,648[b]	3	,216	,172	,915	,009
Intercept	,000	0	.	.	.	,000
Gender	,000	0	.	.	.	,000
Self	,001	1	,001	,001	,973	,000
Outcome	,045	1	,045	,036	,851	,001
Self * Outcome	,536	1	,536	,428	,516	,007
Error	75,184	60	1,253			
Total	1619,667	64				
Corrected Total	75,832	63				

a. Gender = Male

b. R Squared = ,009 (Adjusted R Squared = -,041)

Gender = Female

Levene's Test of Equality of Error Variances[a,b]

Dependent Variable: BehavIn

F	df1	df2	Sig.
1,510	3	140	,215

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Gender = Female

b. Design: Intercept + Gender + Self + Outcome + Self * Outcome

Tests of Between-Subjects Effects[a]

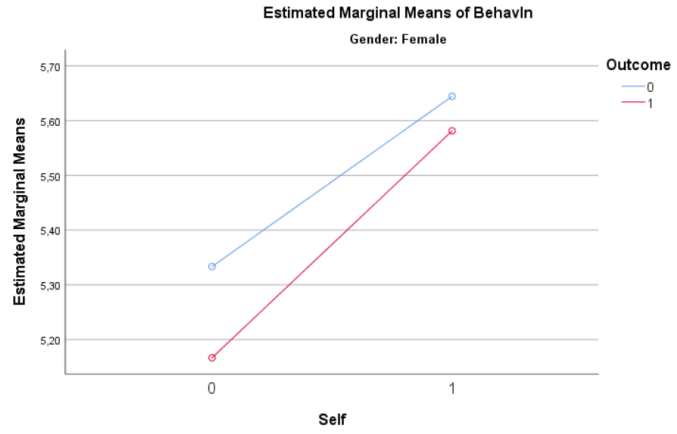
Dependent Variable: BehavIn

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	4,945[b]	3	1,648	2,191	,092	,045
Intercept	,000	0	.	.	.	,000
Gender	,000	0	.	.	.	,000
Self	4,643	1	4,643	6,170	,014	,042
Outcome	,465	1	,465	,618	,433	,004
Self * Outcome	,095	1	,095	,126	,723	,001
Error	105,339	140	,752			
Total	4364,222	144				
Corrected Total	110,284	143				

a. Gender = Female

b. R Squared = ,045 (Adjusted R Squared = ,024)

Profile Plots



Covariates appearing in the model are evaluated at the following values: Gender = 2,00

Gender = Female

Group Statistics[a]

	Self	N	Mean	Std. Deviation	Std. Error Mean
BehavIn	0	71	5,2582	,94146	,11173
	1	73	5,6073	,78044	,09134

a. Gender = Female

Independent Samples Test[a]

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
BehavIn	Equal variances assumed	,848	,359	-2,425	142	,017	-,34909	,14394	-,63364	-,06454
	Equal variances not assumed			-2,419	135,843	,017	-,34909	,14432	-,63449	-,06369

a. Gender = Female

8.8. ANCOVA for exploratory quantitative research

Levene's Test of Equality of Error Variances[a]

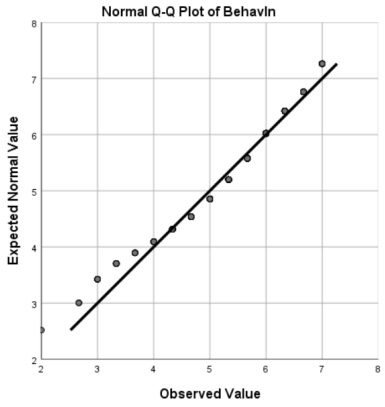
Dependent Variable: BehavIn

F	df1	df2	Sig.
,710	3	206	,547

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Orientation + Self + Outcome + Self * Outcome

BehavIn



Tests of Between-Subjects Effects

Dependent Variable: BehavIn

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	8,012[a]	4	2,003	2,107	,081	,039
Intercept	322,526	1	322,526	339,313	,000	,623
Orientation	2,387	1	2,387	2,511	,115	,012
Self	2,837	1	2,837	2,985	,086	,014
Outcome	,312	1	,312	,328	,568	,002
Self * Outcome	1,348	1	1,348	1,418	,235	,007
Error	194,858	205	,951			
Total	6048,889	210				
Corrected Total	202,870	209				

a. R Squared = ,039 (Adjusted R Squared = ,021)

Appendix 9 – Results of the tests conducted on SPSS for the whole database

Levene's Test of Equality of Error Variances[a]

Dependent Variable: BehavioralIntention

F	df1	df2	Sig.
,457	3	206	,713

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Education + SelfInd0Coll1 + OutcomeInd0Coll1 + SelfInd0Coll1 * OutcomeInd0Coll1

Tests of Between-Subjects Effects

Dependent Variable: BehavioralIntention

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	5,909[a]	4	1,477	1,538	,193	,029
Intercept	609,051	1	609,051	633,912	,000	,756
Education	,284	1	,284	,296	,587	,001
SelfInd0Coll1	3,340	1	3,340	3,476	,064	,017
OutcomeInd0Coll1	,416	1	,416	,433	,511	,002
SelfInd0Coll1 * OutcomeInd0Coll1	1,712	1	1,712	1,782	,183	,009
Error	196,960	205	,961			
Total	6048,889	210				
Corrected Total	202,870	209				

a. R Squared = ,029 (Adjusted R Squared = ,010)