

Tourists and Air Pollution: How and Why Air Pollution Magnifies Tourists' Suspicion of Service Providers

Appendix A

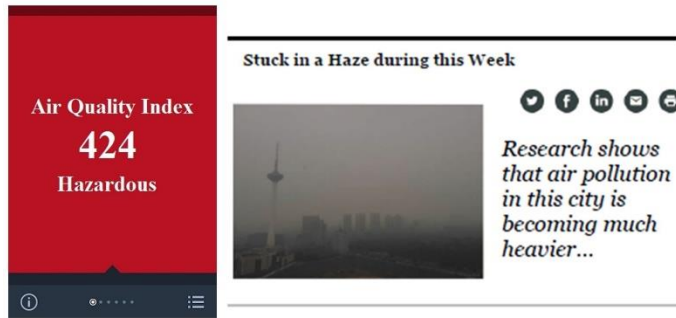
Experiment Scenario for Study 1

You and another person go out for dinner at a moderately priced restaurant in this city. Soon after entering the restaurant, a hostess seats you. A waitress introduces herself and takes your food and drink orders. You decide to have a steak served with a baked potato, salad, and dinner roll. You tell the server that you want the steak to be cooked "medium."

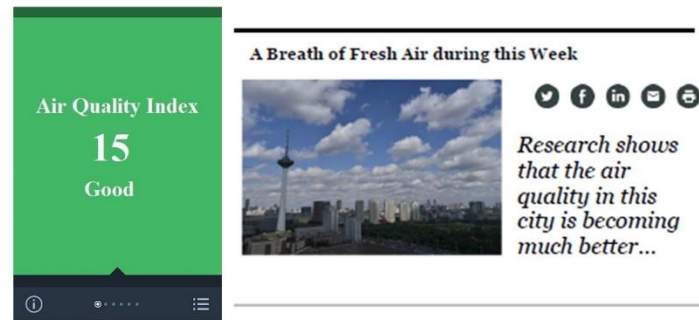
After a short period, your meal is served. As you cut into your steak, however, you notice that it is slightly undercooked. Your waitress asks how your food is, and you tell her that your steak is slightly undercooked. In response to your complaint, the waitress apologizes for the problem.

Appendix B

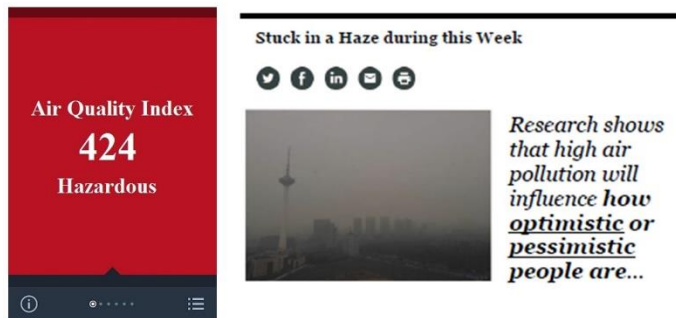
Manipulation of Air Pollution and Awareness for Study 2



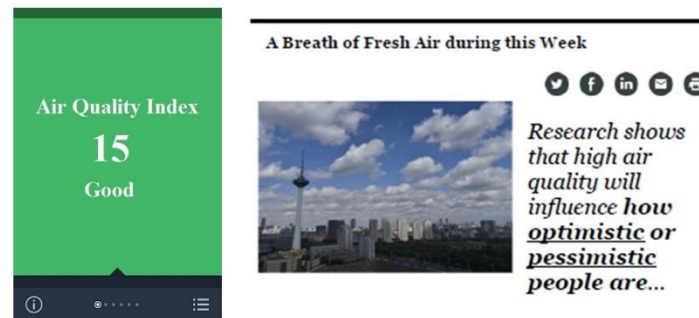
High pollution + No Awareness



Low pollution + No Awareness



High pollution + Awareness



Low pollution + Awareness

Appendix C

Experiment Scenario for Study 2

You decide to use a third-party website to book an air ticket from this city to your next destination because you find that the ticket prices are cheaper than booking directly with the airline. You know exactly when the air travel will take place and which airlines to fly with.

Imagine that you are currently in the hotel room in this city, and you turn on your laptop and go to the third-party website. After entering your trip details and completing your personal profile, you press the “purchase” button to confirm the reservation and buy the flight ticket.

Finally, at the booking summary page, you are notified that "the booking confirmation should be sent to you immediately; however, in some cases this process could take up to 24 hours as some tickets are not issued automatically." Then, you close the web page and wait for your confirmation.

However, you don't receive the confirmation immediately. You wait 25 hours until you finally receive your flight confirmation, which is more than the maximum waiting time the third-party website promised.