

Appendix II. Pre-test of vignettes: Wording (A) and Results (B)

A. Wording of the questions and statements that were used in the pre-test.

1. In your opinion, what are the goals that CARPART aims at? Please express your agreement with each of the following statements using a number between 1 and 7, with 1 = “Totally disagree” and 7 “Totally agree”.

1. CARPART seeks to maximize its profits.
2. CARPART aims to improve its economic performance.
3. CARPART focusses on social principles rather than on economic performance. (r)

2. In your opinion, what is CARPART’s target audience? Please express your agreement with each of the following statements using a number between 1 and 7, with 1 = “Totally disagree” and 7 “Totally agree”.

1. People who live in the same neighborhood
2. People who know each other
3. People who live in rural areas
4. People who live in urban areas
5. Students
6. Young adults (age between 22-30 years)
7. Adults (age between 31 and 65 years)
8. Seniors (+65 years)

Because all three items of the first question (goals) were internally consistent ($\alpha = .69$), we calculated a composite score to represent the goal of Carpart. High scores indicate that Carpart pursues a commercial rather than a social goal. The score on third item, indicated with an (r), was reversed coded before calculating the internal consistency and the composite score. The first two items of the second question were used to test the structure and scope of Carpart.

B. Results of independent samples t-tests.

Goal	Geographical Range					Goal				
	Mean					Mean				
	Regional	Local	t	P		Social	Commercial	t	p	
Economic Goal	3.54	3.36	0.70	0.49		2.86	4.09	5.75	0.00	***
Target Audience										
people who live in the same neighborhood	4.32	6.08	-5.37	0.00	***	5.20	5.13	-0.17	0.87	
people who know each other	2.95	3.74	-2.52	0.01	**	3.22	3.45	0.71	0.48	
people who live in rural areas	3.78	3.55	0.73	0.47		3.85	3.47	-1.25	0.22	
people who live in urban areas	4.90	5.03	-0.41	0.69		4.73	5.21	1.60	0.11	
students	3.85	3.84	0.04	0.97		3.90	3.79	-0.42	0.68	
young adults (age between 22-30 years)	5.17	5.11	0.24	0.81		5.02	5.26	0.88	0.38	
adults (age between 31 and 65 years)	4.85	4.39	1.75	0.08		4.63	4.63	-0.01	0.99	
seniors (+65 years)	4.22	3.95	0.86	0.39		3.90	4.29	1.23	0.22	

*** p < 0.001; ** p < 0.01; * p < 0.05