

Supplementary Material

Exploring the psychological antecedents of private and public sphere behaviours to reduce household plastic consumption

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Questionnaire: Item wording and scale ranges

<i>Attitude</i>	<i>Scale range</i>
In my opinion, using plastic packaging is... • ...practical • ...cheap • ...hygienic • ...useful	5-point-Likert scale ranging from 0 (<i>do not agree at all</i>) to 4 (<i>agree completely</i>)
<i>Perceived behavioural control</i>	
• For me, it is easy to avoid using products that come in plastic packaging. • It's up to me to avoid using products that come in plastic packaging. • I know how to avoid using products that come in plastic packaging. • I am able to find alternatives to plastic packaging.	5-point-Likert scale ranging from 0 (<i>do not agree at all</i>) to 4 (<i>agree completely</i>)
<i>Social norms</i>	
• Most people whose opinions I value try to use fewer products that come in plastic packaging. • Many people in my close environment deal with problems that have arisen from plastic packaging. • Important people in my close environment would support me if I tried to avoid using products that come in plastic packaging. • Most people who are important to me expect me to avoid using products that come in plastic packaging.	5-point-Likert scale ranging from 0 (<i>do not agree at all</i>) to 4 (<i>agree completely</i>)

<i>Personal norms</i>	
• I feel morally obliged to use fewer products that come in plastic packaging. • I should do everything within my power to reduce my use of products that come in plastic packaging. • Due to my values, I should do everything to curb the negative consequences of plastic packaging.	5-point-Likert scale ranging from 0 (<i>do not agree at all</i>) to 4 (<i>agree completely</i>)
<i>Collective efficacy</i>	
• I think that we as consumers can solve the plastic packaging problem together. • I think that we as consumers can curb the negative consequences of plastic packaging. • I think that we as consumers can all push together to support political programs that will help reduce the number of products that come in plastic packaging. • I think that we as consumers can all push together economy to reduce the number of products that come in plastic packaging.	5-point-Likert scale ranging from 0 (<i>do not agree at all</i>) to 4 (<i>agree completely</i>)
<i>Sufficiency orientation</i>	
• I think it is unnecessary to have so many different products in our supermarkets. • I feel that many popular products are a big waste of resources. • High consumption leads to an unjust distribution of natural resources in the world. • To reduce environmental pollution, it is necessary to reduce consumption. • High consumption usually increases environmental pollution. • Current lifestyles lead to a waste of valuable resources.	5-point-Likert scale ranging from 0 (<i>do not agree at all</i>) to 4 (<i>agree completely</i>)

<i>Intentions</i>	
• Thinking of my next purchase, I plan to buy fresh products (e.g. milk, yoghurt) that come in glass instead of plastic. • Thinking of my next purchase, I plan to put food into several containers I bring with me. • Thinking of my next purchase, I plan to avoid buying fruits and vegetables that are wrapped in plastic. • I'm willing to support organisations that strive to avoid plastic packaging. • I'm willing to participate in a demonstration that is aimed at calling on policy and industry to curtail their use of plastic packaging. • I'm willing to vote for a party that campaigns for a ban on plastic packaging. • I'm willing to support policy regulations that limit the use of plastic packaging. • I'm willing to sign a petition for the prohibition of plastic packaging in supermarkets. • I'm willing to pay more for food that is not wrapped in plastic. (later excluded from analyses)	5-point-Likert scale ranging from 0 (<i>do not agree at all</i>) to 4 (<i>agree completely</i>)