

Appendix A Elicitation Questions

Perceived Outcomes

- What do you see as the advantages (positive outcomes of, benefits of, good things that would happen) of your reducing your fat consumption?
- What do you see as the disadvantages (negative outcomes, costs, bad things that would happen) of your reducing your fat consumption?
- What else comes to mind when you think about reducing your fat consumption?

Relevant Referents

- List those individuals or groups who would support or approve of your reducing your fat consumption.
- List those individuals or groups who would oppose or disapprove of your reducing your fat consumption.
- List any other individuals or groups that come to mind when you think about reducing your fat consumption.

Barriers and Facilitators

- What makes it difficult or impossible for you to reduce your fat consumption?
- What helps you or makes it easier for you to reduce your fat consumption?

Personal Characteristics

- How would you describe a person who always reduces (or maintains low-fat) fat consumption?
- How would you describe a person who never reduces (or maintains low-fat) fat consumption?

Appendix B
Informed Consent for Segmentation Study

Virginia Tech Department of Marketing
Informed Consent Form

I. Project Title: Stages of Change and Dietary Choice

Procedure: You will be asked to answer questions related to your beliefs, attitude, and intention toward certain behaviors. The questionnaire takes about 30 minutes to an hour, and there is no follow up sessions required.

II. *Risks*

The proposed research presents no known risks to subjects.

III. *Benefits*

The insights obtained from your participation in this study will be used to a) guide future research in this area, and b) provide insights for other researchers and practitioners.

IV. *Confidentiality and Anonymity*

No information will be requested that identifies the respondent. All responses will be kept anonymous and confidential.

V. *Compensation*

You will be compensated for study participation with extra credit points as specified by your instructor. You may contact the investigators at a later time for a summary of the research findings.

VI. *Freedom to Withdraw*

If you do not want to participate, you are free to withdraw from the study at any time without penalty.

VII. *Approval of Research*

This project has been approved, as required, by the Institutional Review Board for Research Involving Subjects at Virginia Polytechnic Institute and State University.

VIII. *Subject's Responsibilities*

I voluntarily agree to participate in this study.

IX. *Subject's Permission*

I have read and understand the Informed Consent and conditions of this project. I hereby acknowledge the above and give my voluntary consent for participation in this project.

(Printed Name)

(Signature)

(Student ID #)

Appendix C Debriefing for Segmentation Study

You have just participated in an experiment that deals with social marketing and health related behaviors. We are interested in individual's stage of change toward each risk behavior. In this experiment, we asked you questions concerning your beliefs, attitudes, and intentions.

We are interested in the relationships that exist between a student's stage of change and beliefs or attitudes. We wanted to classify your particular stage of change and determine whether your beliefs similar to others in the same stage. Also, we want to determine if beliefs among individuals are different according to the particular stage of change they are in.

Prochaska and DiClemente developed an overall framework that is used to assess an individual's readiness for change. These authors propose that individuals are not all at the same readiness for change when adopting health preventative behaviors. Four specific stages are proposed: *precontemplative* (no intention to change/adopt behavior), *contemplative* (considering change in future), *preparation* (intention to adopt behavior in foreseeable future/attempts to adopt behavior), *action* (adoption of behavior), and *maintenance* (routine part of life). When attempting to change a person's behavior, their current stage of change should first be identified. The change process is long-term, and change should be noted not only when behaviors have been adopted, but also with each progressive change in stage.

We have tried to adhere to rigorous scientific procedures for conducting survey research and also tried to obtain information that can be used in later phases of research. Your responses on this survey were important and greatly appreciated.

If you should have any questions concerning your participation, please feel free to contact Dr. David Brinberg (231-6949), Robert O. Goodykoontz Professor of Marketing. Thank you again for your participation.

**Because this is an ongoing project, it is very important that you
not discuss it with other students.**

Appendix D
Segmentation Study Questionnaire

Instructions

We are interested in studying individual's beliefs, attitudes and intentions surrounding certain health risk behaviors. For this study, you are asked to answer each question honestly and openly. Your answers are confidential and will no way be connected with your name or student number.

Please keep in mind that there are no right or wrong answers. We are only interested in your honest responses. We feel that this study will make a contribution to our field of research. Thank you.

Please answer the following questions by placing a check or mark on one of the lines after each statement.

When you are trying to reduce your fat consumption, how often do each of the following occur?

You don't have enough time to cook foods low in fat

Never Almost Never Sometimes Almost Always Always

You can't afford the cost of low-fat foods

Never Almost Never Sometimes Almost Always Always

You don't know what foods are low in fat when eating out

Never Almost Never Sometimes Almost Always Always

You don't receive support from others when trying to reduce your fat

Never Almost Never Sometimes Almost Always Always

There aren't low-fat alternatives when eating out

Never Almost Never Sometimes Almost Always Always

You don't have the will power to keep away from fattening foods

Never Almost Never Sometimes Almost Always Always

You don't know what the fat content of foods are

Never Almost Never Sometimes Almost Always Always

You don't know how to cook foods that are low in fat

Never Almost Never Sometimes Almost Always Always

Please place a mark on one of the provided lines to indicate your answer.

Reducing my fat consumption helps me to lose weight.

Likely _____ : _____ : _____ : _____ : _____ : _____ : _____ Unlikely
 Extremely Quite Slightly Neither Slightly Quite Extremely

Losing weight is

Good _____ : _____ : _____ : _____ : _____ : _____ : _____ Bad
 Extremely Quite Slightly Neither Slightly Quite Extremely

Reducing my fat consumption makes me feel like I have more energy.
Likely _____ : _____ : _____ : _____ : _____ : _____ : _____ Unlikely
Extremely Quite Slightly Neither Slightly Quite Extremely

Having more energy is
Good _____ : _____ : _____ : _____ : _____ : _____ : _____ Bad
Extremely Quite Slightly Neither Slightly Quite Extremely

Reducing my fat consumption makes me healthier.
Likely _____ : _____ : _____ : _____ : _____ : _____ : _____ Unlikely
Extremely Quite Slightly Neither Slightly Quite Extremely

Being healthy is
Good _____ : _____ : _____ : _____ : _____ : _____ : _____ Bad
Extremely Quite Slightly Neither Slightly Quite Extremely

Reducing my fat consumption raises my self-esteem.
Likely _____ : _____ : _____ : _____ : _____ : _____ : _____ Unlikely
Extremely Quite Slightly Neither Slightly Quite Extremely

Raising my self-esteem is
Good _____ : _____ : _____ : _____ : _____ : _____ : _____ Bad
Extremely Quite Slightly Neither Slightly Quite Extremely

Reducing my fat consumption limits my food choices.
Likely _____ : _____ : _____ : _____ : _____ : _____ : _____ Unlikely
Extremely Quite Slightly Neither Slightly Quite Extremely

Having limited food choices is
Good _____ : _____ : _____ : _____ : _____ : _____ : _____ Bad
Extremely Quite Slightly Neither Slightly Quite Extremely

Reducing my fat consumption means I will be missing out on foods that taste good.
Likely _____ : _____ : _____ : _____ : _____ : _____ : _____ Unlikely
Extremely Quite Slightly Neither Slightly Quite Extremely

Missing out on foods that taste good is
Good _____ : _____ : _____ : _____ : _____ : _____ : _____ Bad
Extremely Quite Slightly Neither Slightly Quite Extremely

When reducing my fat consumption, I may not get enough fat that my body needs.
Likely _____ : _____ : _____ : _____ : _____ : _____ : _____ Unlikely
Extremely Quite Slightly Neither Slightly Quite Extremely

Not getting the fat that my body needs is
Good _____ : _____ : _____ : _____ : _____ : _____ : _____ Bad
Extremely Quite Slightly Neither Slightly Quite Extremely

Please answer the following questions by circling one number for each statement.

	Extremely Bad	Quite Bad	Slightly Bad	Neither	Slightly Good	Quite Good	Extremely Good
Overall, all things considered, my reducing my fat consumption in the next month is	1	2	3	4	5	6	7

	Extremely Unfavorable	Quite Unfavorable	Slightly Unfavorable	Neither	Slightly Favorable	Quite Favorable	Extremely Favorable
Overall, all things considered, my reducing my fat consumption in the next month is	1	2	3	4	5	6	7

	Extremely Unlikely	Quite Unlikely	Slightly Unlikely	Neither	Slightly Likely	Quite Likely	Extremely Likely
Overall, all things considered, I intend to reduce my fat consumption in the next month	1	2	3	4	5	6	7

Please place a mark on one of the provided lines to answer each question.

My friends think
I should _____ I should not
reduce my fat consumption.

When it comes to reducing my fat consumption,
I want to do _____ do not want to do
what my friends think.

My boyfriend/girlfriend thinks
I should _____ I should not
reduce my fat consumption.

When it comes to reducing my fat consumption,
I want to do _____ do not want to do
what my boyfriend/girlfriend thinks.

My family thinks
I should _____ I should not
reduce my fat consumption.

When it comes to reducing my fat consumption,
I want to do _____ do not want to do
what my family thinks.

The following scale consists of a number of words that describe different feelings and emotions. We want to know the extent to which you would feel each of these emotions if you were to try and reduce your fat consumption in the next month. Next to each emotion, write a number from 1 to 5 using the following scale to indicate the extent to which you would feel the emotion if you were to reduce your fat consumption:

About reducing my fat consumption in the next month, I feel

1	2	3	4	5
not at all	a little	moderately	quite a bit	very much

___	fearful	___	pleased
___	surprised	___	astonished
___	nervous	___	satisfied
___	active	___	elated
___	anxious	___	excited
___	happy	___	aroused

Please place a number from 0 to 100 on the line provided using the scale below to indicate the certainty that you can reduce your fat consumption under each circumstance.

0	10	20	30	40	50	60	70	80	90	100
Cannot do at all		Moderately certain can do						Certain can do		

- ___ I can reduce my fat consumption when eating out.
- ___ I can reduce my fat consumption even when I'm very busy.
- ___ I can reduce my fat consumption even if low-fat foods cost more.
- ___ I can reduce my fat consumption even when I don't have much time to cook.
- ___ I can reduce my fat consumption when told to do so by a doctor.
- ___ I can reduce my fat consumption when others around me are eating fattening foods.

Appendix E Affective Message

Jacob is 35 years old and thinks of himself as moderately healthy. He does not exercise regularly and enjoys eating. Jacob's favorite foods are pizza, subs, and hot wings. He eats out about 3 to 4 lunches a week and 1 or 2 dinners a week. **Jacob recently had a heart attack.** On a cool Tuesday morning, Jacob was running a little late for work and was walking quickly from his car to his office. A pain shot through his chest and brought him tumbling to the ground. Lucky for Jacob, a co-worker witnessed his heart attack and immediately called 911. The next day Jacob met with his doctor who told him that if that he continued to eat his current diet without any physical activity, he would surely run the risk of a second heart attack. The doctor also explained that diets high in saturated fat, such as Jacob's, have been linked to many other health conditions such as coronary heart disease, cancer, stroke, and diabetes. Jacob never thought of himself as a candidate for these problems until now. He'd been eating this way since college. Though he noticed putting on a couple extra pounds, he never thought he'd have a heart attack. It couldn't happen to him!

Fifty-eight percent of the adult US population (20 years +) is overweight. If you're thinking this statistic doesn't relate to you, then it might interest you to know that 49% of people ages 20 to 39 are overweight and 18% in that age group are obese. So chances are if you're not maintaining a healthy lifestyle, you're going to fall into the half of the young adult population that is overweight and at greater risk for disease.

4 of the top 10 causes of death in the United States—heart disease, cancer, stroke, and diabetes—are associated with diets that are too high in calories, total fat, saturated fat, cholesterol or too low in dietary fiber.

Still don't think it affects you?

One out of every 2 men and 1 out of every 3 women will develop heart disease sometime in their life. That means in the average four-bedroom apartment of male students here at Tech, 2 out of those 4 roommates will develop heart disease. And women, you're chances are only slightly better.

If you don't start acting now, which half of the population do you think you'll fall into in five years? Or 10 years? We all know bad habits are harder to change the longer you've been doing them. You need to start living a healthier lifestyle NOW.

**Don't wait until it's too late to make a change.
Before you know it, you may not have the opportunity!!!**

Appendix F Cognitive Message

Start Acting NOW!!!

Fifty-eight percent of the adult US population (20 years +) is overweight. Four of the top 10 causes of death in the United States—heart disease, cancer, stroke, and diabetes—are associated with diets that are too high in calories, total fat, saturated fat, cholesterol or too low in dietary fiber. Studies show that one out of every two men and one out of every three women will develop heart disease sometime in their life. Your diet now and for the rest of your life directly affect your chance of developing these diseases

There are many benefits to a low-fat diet: reduced risk of disease, feeling more energetic, healthier immune system and more. So why don't more Americans monitor their fat intake? The answer is simple...

We are busy! School and work pressures, social demands, even tightly scheduled recreation opportunities all eat away at the valuable commodity of time. Additionally, lack of knowledge about fat content of food, how to cook low fat foods, and how to handle situations where others are eating foods high in fat, such as eating out, all stand in the way of a healthier diet.

But with a little help and planning, all these hurdles can be cleared! **You have the ability to change!** The tools are available, you just need to know where to find them. Below are some quick tips to help overcome common barriers so that you can start eating a healthier diet NOW.

Limited Time and Know-How

- **Plan and grocery shop ahead of time to save time and money.** Reduces daily planning time and impulse purchases.
- **Take advantage of pre-planned menus** from various sources available online (USDA): Easy-to-follow recipes that are portion-controlled and nutritionally balanced.
- **Make enough for leftovers.** Eliminates cooking another meal later.
- **Purchase foods that have some of the prep-time already done:** pre-cut vegetable, pre-cooked and diced meats, bagged salad.
- **Have grab-and-go snacks readily available:** baby carrots, bottled water, 100% juice boxes, and low-fat string cheese.
- **Check food labels to make sure the calories from fat are less than 30% of total calories.** Saturated fat is the bad fat. Try to pick foods that have a low percentage of saturated fat accounting for the total fat.

Eating Out

- **Think small.** Portions are much larger than what you would eat at home: split a meal with a friend or save half for leftovers.
- **Look for low-fat options.** Many restaurants are starting to indicate healthier alternatives on their menus.

- **Substitute or ask for things on the side.** Substitute mayo or oil and vinegar with mustard. Substitute french fries with a side salad. Get salad dressings or condiments on the side so that you can portion control.

Lack of Willpower or Motivation

- **Plan ahead.** This will reduce the chance of stopping in a drive-thru or eating out because you don't know what foods you have at home.
- **Everything in Moderation.** Don't forbid yourself all high-fat foods. Just make sure that you save those foods for special occasions and try to eat small portions.
- **Don't keep fattening snacks accessible.** If these high-fat foods aren't on hand then they are much less likely to be eaten.
- **Bring your own snacks.** If going to a friend's house for a gathering where you know there will be mostly fattening foods, bring a low-fat snack such as pretzels.
- **Set Goals.** Pick a goal each week to work on changing your diet gradually. Here are a few examples:
 - Use 1% or 2% milk instead of whole milk.
 - Cut back on candy and desserts. If you have sweets two or three times a week, then reduce it to once a week.
 - Use nonfat or lower fat spreads, such as jelly or jam instead of butter.
 - Use vegetable oil instead of solid fats such as bacon fat or butter.
 - Substitute sour cream with salsa or plain low-fat yogurt.
 - Steam vegetables with nonfat chicken broth instead of topping with butter.

Remember, that your dietary habits as a young adult influence your health and quality of life as you age. **So start acting before it's too late.**

Appendix G
Informed Consent for Pilot Testing

Virginia Tech Department of Marketing
Informed Consent Form

I. Project Title: Dietary Information Evaluation

Procedure: You will be asked to read a passage of information regarding fat consumption and healthy lifestyles. A questionnaire to evaluate the passage will follow. The total time to complete the study will be approximately one half hour. There is no follow up session required.

II. *Risks*

The proposed research presents no known risks to subjects.

III. *Benefits*

There is no promise or guarantee of benefits associated with your participation in this study. The insights obtained from your participation in this study will be used to a) guide future research in this area, and b) provide insights for other researchers and practitioners.

IV. *Confidentiality and Anonymity*

No information will be requested that identifies the respondent. All responses will be kept anonymous and confidential.

V. *Compensation*

You will be compensated for study participation with extra credit points as specified by your instructor. If you choose not to participate, and alternative means of acquiring extra credit toward your marketing course will be provided. You may contact the investigators at a later time for a summary of the research findings.

VI. *Freedom to Withdraw*

If you do not want to participate, you are free to withdraw from the study at any time without penalty. You will receive the extra credit, as promised, even if you choose to withdraw from the study.

VII. *Approval of Research*

This project has been approved, as required, by the Institutional Review Board for Research Involving Subjects at Virginia Polytechnic Institute and State University.

VIII. *Subject's Responsibilities*

I voluntarily agree to participate in this study.

IX. *Subject's Permission*

I have read and understand the Informed Consent and conditions of this project. I hereby acknowledge the above and give my voluntary consent for participation in this project.

(Printed Name)

(Signature)

(Student ID #)

If you should have any questions concerning your participation in the study, or wish to express concerns about the study, please feel free to contact:

Dr. David Brinberg (231-6949)

Brandy Hampton (231-1909)

Dr. David Moore, IRB Chair (231-4991)

Appendix H **Instructions for Pilot Testing**

Instructions

You are being asked to evaluate dietary information. The purpose of this study is to pilot test multiple passages for use in a future research project. It is important for us to gain an understanding of the strengths and weaknesses of each message to predict their influence on subjects in a future study.

Please read the opening passage carefully. You will read only one passage. As you read, underline information that is important to you. Next, using the scale provided, rate the passage on the list of attributes given. We are aware that you are currently studying questionnaire construction and evaluation. However, we are not interested in an evaluation of the questionnaire. The instrument is rather brief and simplistic for the purposes of pilot testing. Rather, we are only interested in your evaluation of the messages. Finally, please answer a few brief questions about yourself.

Also, keep in mind that there are no right or wrong answers. The evaluation should reflect your perception of how the message rates on the given attributes. Please answer honestly.

If at any time you do not understand the information or questions, please ask the researcher to clarify. Thank you for your participation, it is greatly appreciated.

Appendix I
Pilot Testing Questionnaire

Please rate the previous passage on the following characteristics along a scale of 1 – 5:

- 1 = not at all so
- 2 = slightly so
- 3 = moderately so
- 4 = quite so
- 5 = very much so

	Not at all	Slightly	Moderately	Quite	Very much
Clear	1	2	3	4	5
Readable	1	2	3	4	5
Interesting	1	2	3	4	5
Engaging	1	2	3	4	5
Persuasive	1	2	3	4	5
Memorable	1	2	3	4	5
Helpful	1	2	3	4	5
Action oriented	1	2	3	4	5
Thought Provoking	1	2	3	4	5
Informative	1	2	3	4	5
Fear inducing	1	2	3	4	5
Emotionally Charged	1	2	3	4	5

Appendix J **Debriefing for Pilot Testing**

You have just participated in an experiment that deals with reducing fat consumption to develop healthier lifestyles. You read one of two messages that were distributed. One message attempted to motivate individuals through emotional appeals, the other through behavioral guidance.

Our aim in this phase of research is to pilot test these messages. Before running further phases of research, we must show that the affective and cognitive manipulations are perceived as emotional and informational, respectively.

The informational passages at the beginning of the survey were created from factual information. All information was gathered via the Internet from governmental organization websites such as United States Department of Agriculture, American Heart Association, and National Cancer Institute.

The vignette about “Jacob” in the affective message was a story that was created by the researchers. Though similar cases do exist in real life. Jacob is not an actual case study.

We have tried to adhere to rigorous scientific procedures for conducting survey research and also tried to obtain information that can be used in later phases of research. Your responses on this survey were important and greatly appreciated.

If you should have any questions concerning your participation, please feel free to contact Dr. David Brinberg (231-6949), Robert O. Goodykoontz Professor of Marketing or Brandy Hampton (231-1909), graduate student in the Department of Marketing. Thank you again for your participation.

**Because this is an ongoing project, it is very important that you
NOT discuss it with other students.**

Appendix K
Informed Consent Form for Experimental Study

Virginia Tech Department of Marketing
Informed Consent Form

I. Project Title: Dietary Information Evaluation

Procedure: You will be asked to read a passage of information regarding fat consumption and healthy lifestyles. A questionnaire will follow. The total time to complete the study will be approximately one-half hour. There is no follow up session required.

II. *Risks*

The proposed research presents no known risks to subjects.

III. *Benefits*

There is no promise or guarantee of benefits associated with your participation in this study. The insights obtained from your participation in this study will be used to a) guide future research in this area, and b) provide insights for other researchers and practitioners.

IV. *Confidentiality and Anonymity*

No information will be requested that identifies the respondent. All responses will be kept anonymous and confidential.

V. *Compensation*

You will be compensated for study participation with extra credit points as specified by your instructor. If you choose not to participate, and alternative means of acquiring extra credit toward your marketing course will be provided. You may contact the investigators at a later time for a summary of the research findings.

VI. *Freedom to Withdraw*

If you do not want to participate, you are free to withdraw from the study at any time without penalty. You will receive the extra credit, as promised, even if you choose to withdraw from the study.

VII. *Approval of Research*

This project has been approved, as required, by the Institutional Review Board for Research Involving Subjects at Virginia Polytechnic Institute and State University.

VIII. *Subject's Responsibilities*

I voluntarily agree to participate in this study.

IX. *Subject's Permission*

I have read and understand the Informed Consent and conditions of this project. I hereby acknowledge the above and give my voluntary consent for participation in this project.

(Printed Name)

(Signature)

(Student ID #)

If you should have any questions concerning your participation in the study, or wish to express concerns about the study, please feel free to contact:

Dr. David Brinberg (231-6949)
Brandy Hampton (231-1909)
Dr. David Moore, IRB Chair (231-4991)

Appendix L
Experimental Study Packet for the Precontemplative/Affective Condition

P0 # _____

Instructions

Based on your answers to the previous questionnaire, it seems that you are not thinking about reducing the fat in your diet. Please carefully read the following passage. We feel that this information may be of interest to you. As you read, please **underline the information that is important to you**. Once you have finished reading, complete the following questionnaire. When you have answered all questions, you may bring this packet to one of the individuals administering this session.

1. Read the paragraph above.
2. Read the informational passage, which begins after this page.
3. Underline information in the passage that is important to you.
4. Answer all questions in this packet.
5. Bring the packet to one of the people administering this session.
6. Get a signed credit slip.
7. Have a great day. And thanks for your participation.

Jacob is 35 years old and thinks of himself as moderately healthy. He does not exercise regularly and enjoys eating. Jacob's favorite foods are pizza, subs, and hot wings. He eats out about 3 to 4 lunches a week and 1 or 2 dinners a week. **Jacob recently had a heart attack.** On a cool Tuesday morning, Jacob was running a little late for work and was walking quickly from his car to his office. A pain shot through his chest and brought him tumbling to the ground. Lucky for Jacob, a co-worker witnessed his heart attack and immediately called 911. The next day Jacob met with his doctor who told him that if that he continued to eat his current diet without any physical activity, he would surely run the risk of a second heart attack. The doctor also explained that diets high in saturated fat, such as Jacob's, have been linked to many other health conditions such as coronary heart disease, cancer, stroke, and diabetes. Jacob never thought of himself as a candidate for these problems until now. He'd been eating this way since college. Though he noticed putting on a couple extra pounds, he never thought he'd have a heart attack. It couldn't happen to him!

Fifty-eight percent of the adult US population (20 years +) is overweight. If you're thinking this statistic doesn't relate to you, then it might interest you to know that 49% of people ages 20 to 39 are overweight and 18% in that age group are obese. So chances are if you're not maintaining a healthy lifestyle, you're going to fall into the half of the young adult population that is overweight and at greater risk for disease.

4 of the top 10 causes of death in the United States—heart disease, cancer, stroke, and diabetes—are associated with diets that are too high in calories, total fat, saturated fat, cholesterol or too low in dietary fiber.

Still don't think it affects you?

One out of every 2 men and 1 out of every 3 women will develop heart disease sometime in their life. That means in the average four-bedroom apartment of male students here at Tech, 2 out of those 4 roommates will develop heart disease. And women, you're chances are only slightly better.

If you don't start acting now, which half of the population do you think you'll fall into in five years? Or 10 years? We all know bad habits are harder to change the longer you've been doing them. You need to start living a healthier lifestyle NOW.

**Don't wait until it's too late to make a change.
Before you know it, you may not have the opportunity!!!**

In the space below, please write down any thoughts or feelings that came to you from reading the passage.

In this part, you are presented with shopping choice sets. In each product set, there are three alternatives, differing on two attributes. Given that all other attributes are identical across the three alternatives, please examine the alternatives in each set, and then make your shopping decision.

1. Flat Screen TV

<u>TV</u>	<u>Screen Size</u>	<u>Price</u>
A	21-inch	\$189
B	24-inch	\$279
C	27-inch	\$369

Which would you choose? (circle one): A B C

Please indicate your agreement or disagreement with the following statements.

	Strongly disagree						Strongly Agree
	1	2	3	4	5	6	7
1) I wish that I had more information when making my decision.							
2) I feel confident that I have all the information necessary for my decision.							
3) I'm sure that one brand is more desirable to me than the other two alternatives.							
4) I'm certain about the performance of each alternative brand.							
5) I'm sure that I won't be disappointed in my choice.							
6) I'm sure that my current evaluations of the brands will be the same after I make my choice.							
7) I'm pretty sure that I won't change my mind.							
8) My choice is easy to justify.							
	Strongly Disagree						Strongly Agree

2. Lawn Mower

<u>Mower</u>	<u>Warranty (years)</u>	<u>Horse Power</u>
A	4	8.5
B	6	6.5
C	8	4.5

Please make your shopping decision by circling one of three items: A B C

Please indicate your agreement or disagreement with the following statements.

	Strongly disagree						Strongly Agree
9) I wish that I had more information when making my decision.	1	2	3	4	5	6	7
10) I feel confident that I have all the information necessary for my decision.	1	2	3	4	5	6	7
11) I'm sure that one brand is more desirable to me than the other two alternatives.	1	2	3	4	5	6	7
12) I'm certain about the performance of each alternative brand.	1	2	3	4	5	6	7
13) I'm sure that I won't be disappointed in my choice.	1	2	3	4	5	6	7
14) I'm sure that my current evaluations of the brands will be the same after I make my choice.	1	2	3	4	5	6	7
15) I'm pretty sure that I won't change my mind.	1	2	3	4	5	6	7
16) My choice is easy to justify.	1	2	3	4	5	6	7
	Strongly Disagree			Strongly Agree			

3. DVD Burner

	<u>Write Speed</u>	<u>Price</u>
1	2.4 x CLV	\$217
2	4.4 x CLV	\$267

Which would you choose? (circle one): 1 2

Read the following question. Then for each statement, circle the number corresponding to the most appropriate response for you.

When you are trying to reduce your fat consumption, how often do each of the following problems occur?

-You don't have enough time to cook foods low in fat.

0	1	2	3	4
Never	Almost Never	Sometimes	Almost Always	Always

-You can't afford the cost of low-fat foods.

0	1	2	3	4
Never	Almost Never	Sometimes	Almost Always	Always

-You don't know what foods are low in fat when eating out.

0	1	2	3	4
Never	Almost Never	Sometimes	Almost Always	Always

-You don't receive support from others when trying to reduce your fat.

0	1	2	3	4
Never	Almost Never	Sometimes	Almost Always	Always

-There aren't low-fat alternatives when eating out.

0	1	2	3	4
Never	Almost Never	Sometimes	Almost Always	Always

-You don't have the will power to keep away from fattening foods.

0	1	2	3	4
Never	Almost Never	Sometimes	Almost Always	Always

-You don't know the fat content of foods.

0	1	2	3	4
Never	Almost Never	Sometimes	Almost Always	Always

-You don't know how to cook foods that are low in fat.

0	1	2	3	4
Never	Almost Never	Sometimes	Almost Always	Always

Please place a mark on one of the provided lines to indicate your answer for each statement.

-Reducing my fat consumption makes me feel like I have more energy.

Unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ Likely
Extremely Quite Slightly Neither Slightly Quite Extremely

-Having more energy is

Bad _____ : _____ : _____ : _____ : _____ : _____ : _____ Good
Extremely Quite Slightly Neither Slightly Quite Extremely

-When reducing my fat consumption, I may not get enough fat that my body needs.

Unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ Likely
Extremely Quite Slightly Neither Slightly Quite Extremely

-Not getting the fat that my body needs is

Bad _____ : _____ : _____ : _____ : _____ : _____ : _____ Good
Extremely Quite Slightly Neither Slightly Quite Extremely

-Reducing my fat consumption makes me healthier.

Unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ Likely
Extremely Quite Slightly Neither Slightly Quite Extremely

-Being healthy is

Bad _____ : _____ : _____ : _____ : _____ : _____ : _____ Good
Extremely Quite Slightly Neither Slightly Quite Extremely

-Reducing my fat consumption limits my food choices.

Unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ Likely
Extremely Quite Slightly Neither Slightly Quite Extremely

-Having limited food choices is

Bad _____ : _____ : _____ : _____ : _____ : _____ : _____ Good
Extremely Quite Slightly Neither Slightly Quite Extremely

-Reducing my fat consumption raises my self-esteem.

Unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ Likely
Extremely Quite Slightly Neither Slightly Quite Extremely

-Raising my self-esteem is

Bad _____ : _____ : _____ : _____ : _____ : _____ : _____ Good
Extremely Quite Slightly Neither Slightly Quite Extremely

-Reducing my fat consumption means I will be missing out on foods that taste good.

Unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ Likely
Extremely Quite Slightly Neither Slightly Quite Extremely

-Missing out on foods that taste good is

Bad _____ : _____ : _____ : _____ : _____ : _____ : _____ Good
Extremely Quite Slightly Neither Slightly Quite Extremely

-Reducing my fat consumption helps me to lose weight.

Unlikely _____ : _____ : _____ : _____ : _____ : _____ : _____ Likely
 Extremely Quite Slightly Neither Slightly Quite Extremely

-Losing weight is

Bad _____ : _____ : _____ : _____ : _____ : _____ : _____ Good
 Extremely Quite Slightly Neither Slightly Quite Extremely

Please answer the following questions by circling one number for EACH statement.

	Extremely Unlikely	Quite	Slightly	Neither	Slightly	Quite Likely	Extremely
Overall, all things considered, I intend to reduce my fat consumption in the next month	1	2	3	4	5	6	7

	Extremely Bad	Quite	Slightly	Neither	Slightly	Quite Good	Extremely
Overall, all things considered, my reducing my fat consumption in the next month would be	1	2	3	4	5	6	7

	Extremely Unfavorable	Quite	Slightly	Neither	Slightly	Quite Favorable	Extremely
Overall, all things considered, my reducing my fat consumption in the next month would be	1	2	3	4	5	6	7

Please place a mark on one of the provided lines to indicate your answer to each pair of words.

A college student who is always watching their fat consumption is

lazy	_____	_____	_____	_____	_____	_____	_____	motivated
careless	_____	_____	_____	_____	_____	_____	_____	meticulous
strong-willed	_____	_____	_____	_____	_____	_____	_____	weak-willed
satisfied	_____	_____	_____	_____	_____	_____	_____	unsatisfied
unhealthy	_____	_____	_____	_____	_____	_____	_____	healthy

Please complete each sentence by marking on the line that makes the statement most true for you.

My friends think
I should not _____ I should
reduce my fat consumption.

When it comes to reducing my fat consumption,
I do not want to do _____ I want to do
what my friends think.

My boyfriend/girlfriend thinks
I should not _____ I should
reduce my fat consumption.

When it comes to reducing my fat consumption,
I do not want to do _____ I want to do
what my boyfriend/girlfriend thinks.

My family thinks
I should not _____ I should
reduce my fat consumption.

When it comes to reducing my fat consumption,
I do not want to do _____ I want to do
what my family thinks.

Diet groups (e.g. Weight Watchers) think
I should not _____ I should
reduce my fat consumption.

When it comes to reducing my fat consumption,
I do not want to do _____ I want to do
what diet groups think.

Doctors think
I should not _____ I should
reduce my fat consumption.

When it comes to reducing my fat consumption,
I do not want to do _____ I want to do
what doctors think.

My athletic teams think
I should not _____ I should
reduce my fat consumption.

When it comes to reducing my fat consumption,
I do not want to do _____ I want to do
what my athletic teams think.

In this part, you are presented with shopping choice sets. In each product set, there are three alternatives, differing on two attributes. Given that all other attributes are identical across the three alternatives, please examine the alternatives in each set, and then make your shopping decision.

1. Flat Screen TV

The following are your options:

<u>TV</u>	<u>Screen Size</u>	<u>Price</u>
1	21-inch	\$189
2	24-inch	\$279
3	25-inch	\$309

Please make your shopping decision by circling one of three items: 1 2 3

Please indicate your agreement or disagreement with the following statements.

	Strongly disagree						Strongly Agree
	1	2	3	4	5	6	7
17) I wish that I had more information when making my decision.							
18) I feel confident that I have all the information necessary for my decision.							
19) I'm sure that one brand is more desirable to me than the other two alternatives.							
20) I'm certain about the performance of each alternative brand.							
21) I'm sure that I won't be disappointed in my choice.							
22) I'm sure that my current evaluations of the brands will be the same after I make my choice.							
23) I'm pretty sure that I won't change my mind.							
24) My choice is easy to justify.							
25) I'm familiar with TV							
	Strongly Disagree						Strongly Agree

2). Please write down the relative importance of the attributes when evaluating these products (Sum of these two features is 100%).

Screen size: _____%, price _____%,

2. Lawn Mower

<u>Mower</u>	<u>Warranty (years)</u>	<u>Horse Power</u>
1	4	8.5
2	6	6.5
3	6.5	6

Please make your shopping decision by circling one of three items: **1** **2** **3**

Please indicate your agreement or disagreement with the following statements.

	Strongly disagree							Strongly Agree
	1	2	3	4	5	6	7	
26) I wish that I had more information when making my decision.	1	2	3	4	5	6	7	
27) I feel confident that I have all the information necessary for my decision.	1	2	3	4	5	6	7	
28) I'm sure that one brand is more desirable to me than the other two alternatives.	1	2	3	4	5	6	7	
29) I'm certain about the performance of each alternative brand.	1	2	3	4	5	6	7	
30) I'm sure that I won't be disappointed in my choice.	1	2	3	4	5	6	7	
31) I'm sure that my current evaluations of the brands will be the same after I make my choice.	1	2	3	4	5	6	7	
32) I'm pretty sure that I won't change my mind.	1	2	3	4	5	6	7	
33) My choice is easy to justify.	1	2	3	4	5	6	7	
34) I'm familiar with Lawn Mower	1	2	3	4	5	6	7	
								Strongly Disagree
								Strongly Agree

2). Please write down the relative importance of the attributes when evaluating these products (sum of these two features is 100%).

Warranty _____%, Horse Power _____%,

3. DVD Burner

	<u>Write Speed</u>	<u>Price</u>
A	2.4x CLV	\$217
B	4.4x CLV	\$267
C	6.4x CLV	\$317

Technical Specifications :

A 2.4x CLV DVD burner can write up to 3300 kb per second and it takes around 30 minutes to write an ordinary movie. A 4.4x CLV DVD burner can write 6000kb per second and it takes around 15 minutes to write a movie. A 6.4x CLV DVD burner can write 8800kb per second, and it takes around 10 minutes to write a movie.

Which would you choose? (circle one): A B C

Please indicate your agreement or disagreement with the following statements.

	Strongly disagree					Strongly Agree	
	1	2	3	4	5	6	7
35) I wish that I had more information when making my decision.							
36) I feel confident that I have all the information necessary for my decision.							
37) I'm sure that one brand is more desirable to me than the other two alternatives.							
38) I'm certain about the performance of each alternative brand.							
39) I'm sure that I won't be disappointed in my choice.							
40) I'm sure that my current evaluations of the brands will be the same after I make my choice.							
41) I'm pretty sure that I won't change my mind.							
42) My choice is easy to justify.							
43) I'm familiar with DVD burner							
	Strongly Disagree					Strongly Agree	

2). Please write down the relative importance of the attributes when evaluating these products (Sum of these two features is 100%).

Write Speed _____%, price _____%.

Appendix M Debriefing for Experimental Study

You have just participated in an experiment that deals with social marketing and health related behaviors. We are interested in individual's stage of change toward each risk behavior. In this experiment, we asked you to read a passage of information on fat consumption. All information was factual. You were then given a distraction task. Lastly you were asked questions concerning your beliefs, attitudes, and intentions toward reducing your fat consumption.

We are interested in assessing whether different types of message are more effective in increasing the intention to change for different groups of people. You read one of two messages, either an emotion-based message or an information-based message. It is my hypothesis that individuals in the precontemplative stage (not thinking of changing) are more influenced by emotional messages. Also, those in the contemplative stage are more influenced by informational messages. We first classified your particular stage of change and then randomly assigned you into a message condition to explore these hypotheses.

Background info on Stages of Change--Prochaska and DiClemente developed an overall framework that is used to assess an individual's readiness for change. These authors propose that individuals are not all at the same readiness for change when adopting health preventative behaviors. Four specific stages are proposed: *precontemplative* (no intention to change/adopt behavior), *contemplative* (considering change in future), *preparation* (intention to adopt behavior in foreseeable future/attempts to adopt behavior), *action* (adoption of behavior), and *maintenance* (routine part of life). When attempting to change a person's behavior, their current stage of change should first be identified. The change process is long-term, and change should be noted not only when behaviors have been adopted, but also with each progressive change in stage.

We have tried to adhere to rigorous scientific procedures for conducting survey research and also tried to obtain information that can be used in later phases of research. Your responses on this survey were important and greatly appreciated.

If you should have any questions concerning your participation or are interested in the results of the study, please feel free to contact Brandy Hampton (231-1909). Thank you again for your participation.

**Because this is an ongoing project, it is very important that you
not discuss it with other students.**

Appendix N
Knowledge Measures

Please circle the correct answer.

1. Most health professionals recommend that you consume no more than ____ % of your total calories from fat per day.
 - A) 20
 - B) 25
 - C) 30
 - D) 35
 - E) 40

2. Most Americans consume about ____ % of their total calories from fat per day.
 - A) 23
 - B) 27
 - C) 30
 - D) 33
 - E) 36

3. Foods high in total fat can:
 - A) Increase risk of colon cancer
 - B) Increase risk of liver disease
 - C) Increase risk of heart disease
 - D) All of the above
 - E) Both A and C

4. Total fat differs from dietary fiber on a number of characteristics. Which of the following is true?
 - A) Fat intake increases the risk of liver disease. Fiber consumption has no effect on liver disease.
 - B) Fat is absorbed in the body. Fiber is not absorbed in the body.
 - C) Fat is not considered to be a nutrient. Fiber is considered to be a nutrient.
 - D) All of the above
 - E) Both A and B

5. You should not drink too much water with high fat foods because the combination will cause bloating.
 - True
 - False

6. Too much fat can easily become a health risk because it blocks the absorption of some minerals such as iron, copper, and zinc.
 - True
 - False

7. Butter, cream cheese, and margarine contain similar amounts of fat per serving size.
 - True
 - False

8. 1 package of M&M's contains more fat than 1 slice of cheese pizza.

True
False

9. 1 hamburger contains more fat than 1 slice of pizza.

True
False

10. 1 cup of baked beans contains more fat than 1 cup of refried beans.

True
False

11. 1 avocado contains more fat than a 6 oz. steak.

True
False

Please place a mark on the provided line to indicate your answer for the following question.

All things considered, how knowledgeable are you about fat consumption.

0	1	2	3	4	5	6	7	8	9	10
Not at all			Slightly				Quite		Extremely	
Knowledgeable			Knowledgeable				Knowledgeable		Knowledgeable	

All things considered, how knowledgeable are you about the consequences of a high fat diet.

0	1	2	3	4	5	6	7	8	9	10
Not at all			Slightly				Quite		Extremely	
Knowledgeable			Knowledgeable				Knowledgeable		Knowledgeable	