

## welcome

---

Dear participant,

You are invited to participate in a study titled 'Opinions about reusable packaging design for hand soap.' This study is conducted by Xueqing Miao from TU Delft.

This study aims to understand your preferences and thoughts about two reusable packaging designs. We will ask you to read a textual scenario and look at packaging images, then answer several questions. It will take you approximately 10 minutes to complete this survey.

As with any online activity, the risk of a breach is always possible. To the best of our ability, your answers in this study will remain confidential. We will minimise any risks by not asking for your identifiable information. All data collected in the survey will be anonymised and archived in the TU Delft repository for further research. Please notice that we may publish anonymised data as open sources for future research publications.

Your participation in this study is entirely voluntary. You can withdraw at any time. If you have any concerns or questions, please don't hesitate to contact the researcher.

Thank you for your cooperation!

Xueqing Miao

PhD researcher on Sustainable Consumer Behaviour,

Industrial Design Engineering, TU Delft

[X.Miao@tudelft.nl](mailto:X.Miao@tudelft.nl)

---

Based on the statement above, I herewith declare my participation in this research

- ☐ Yes, I consent
- ☐ No, I do not want to participate in this survey
- 

Please fill in your unique Prolific ID in the box below.

---

## Group1: new packaging

---

Please immerse yourself in the following scenario:

Imagine you want to buy some hand soap at the supermarket. As you approach your preferred brand, you notice something new:

**The hand soap is now available in reusable packaging.**

To use it, you'll pay a small deposit that is fully refundable once you return the empty packaging. The packaging is then professionally cleaned and refilled to be sold to the future consumer.

The company has launched two packaging versions for the same product: one version features a plain design, while the other incorporates patterns.

---

Please take some time to carefully examine the two packaging designs (You can zoom in to observe details). After, you will answer some questions regarding your preferences and thoughts.

A



B



---

Your detailed insights are crucial for us to understand your preferences and thoughts. In the following open-ended questions, **please write your answers in as much detail as possible.**

---

**Please select the hand soap that you prefer to purchase.**





---

Why did you choose this option?

## Group 2: scratched packaging

---

Please immerse yourself in the following scenario:

Imagine you want to buy some hand soap at the supermarket. As you approach your preferred brand, you notice something new:

**The hand soap is now available in reusable packaging.**

To use it, you'll pay a small deposit that is fully refundable once you return the empty packaging. The packaging is then professionally cleaned and refilled to be sold to the future consumer.

The company has launched two packaging versions for the same product: one version features a plain design, while the other incorporates patterns.

---

Please take some time to carefully examine the two packaging designs (You can zoom in to observe details). After, you will answer some questions regarding your preferences and thoughts.



A



B

---

Your detailed insights are crucial for us to understand your preferences and thoughts. In the

following open-ended questions, **please write your answers in as much detail as possible.**

---

Please select the hand soap that you prefer to purchase.

☐ A





---

Why did you choose this option?

---

If new A is chosen

---



---

What do you like about this reusable packaging?

What are potential problems that hinder you from using this reusable packaging?

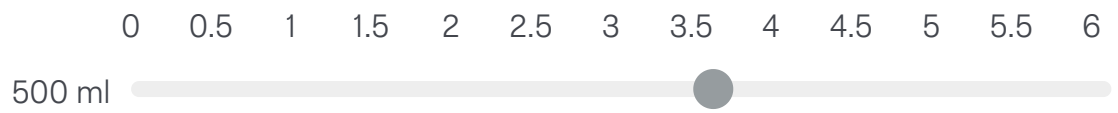


---

Overall, the average price of hand soap in the UK market typically ranges from £1.00 to £5.00 per bottle (500ml).

---

Please use the slider to indicate how much you are willing to pay for hand soap in this reusable packaging (excl.deposit).



---

Why did you choose this amount?

---

If new B is chosen

---



---

What do you like about this reusable packaging?

What are potential problems that hinder you from using this reusable packaging?

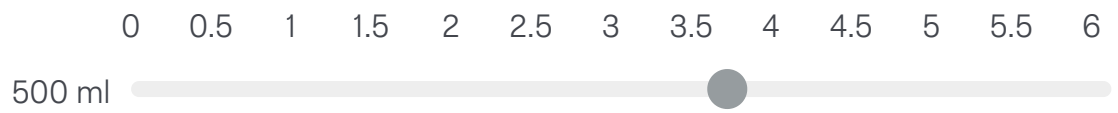


---

Overall, the average price of hand soap in the UK market typically ranges from £1.00 to £5.00 per bottle (500ml).

---

Please use the slider to indicate how much you are willing to pay for hand soap in this reusable packaging (excl.deposit).



---

**Why did you choose this amount?**

---

**If scratched A is chosen**

---



---

What do you like about this reusable packaging?

---

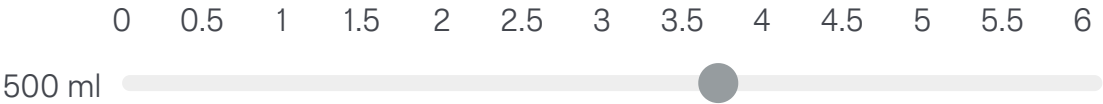
What are potential problems that hinder you from using this reusable packaging?



Overall, the average price of hand soap in the UK market typically ranges from £1.00 to £5.00 per bottle (500ml).

Please use the slider to indicate how much you are willing to pay for hand soap in this

reusable packaging (excl.deposit).



Why did you choose this amount?

If scratched B is chosen



---

What do you like about this reusable packaging?

---

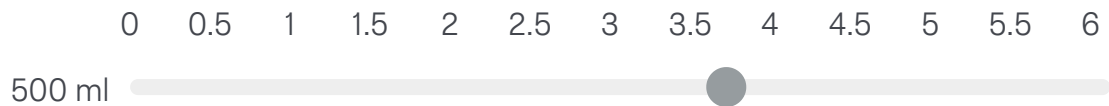
What are potential problems that hinder you from using this reusable packaging?



Overall, the average price of hand soap in the UK market typically ranges from £1.00 to £5.00 per bottle (500ml).

Please use the slider to indicate how much you are willing to pay for hand soap in this

reusable packaging (excl.deposit).



Why did you choose this amount?

Individual differences

Thank you for your opinions about this reusable packaging!

Before we close, we would like to ask a few last questions about you.

Which gender do you belong to?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to say

What is your birth year?

What is the highest level of education you have completed?

- ☐ Primary school or less
- ☐ Secondary school
- ☐ Post-secondary vocational education

- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctoral degree or more

---

## Closure

---

**You have finished all the questions! You can click next and close the survey.**

Feel free to leave additional thoughts or comments about this study in the box below. If you have any questions, welcome to contact [X.Miao@tudelft.nl](mailto:X.Miao@tudelft.nl)