

# UNDERGRADUATE STUDENT SUBMISSION

## RESEARCH ETHICS BOARDS -- DALHOUSIE UNIVERSITY

**This form should be completed using the guidance document**

[http://www.dal.ca/content/dam/dalhousie/pdf/agriculture/Research/REC/Guidance\\_document\\_undergraduate.pdf](http://www.dal.ca/content/dam/dalhousie/pdf/agriculture/Research/REC/Guidance_document_undergraduate.pdf)

**Please fill in all boxes. If a box is not applicable to your research, please write "Not Applicable" in that box.**

### SECTION 1. ADMINISTRATIVE INFORMATION

[File No: \_\_\_\_\_]

Office Use

Indicate the Research Ethics Board to review this research:

Health Sciences OR  Social Sciences and Humanities

Project Title: Can corporate social responsibility and social relationship attributes embedded in comfort food promotion impact consumer attitudes toward purchase intention and enhance emotional consequences

<b>1.1 Student researcher:</b>			
Department	Business and Social Sciences		
Degree program	Agricultural Business		
Email	jamiesons@dal.ca	Phone	902#####
I agree to conduct this research following the principles of the Tri-Council Policy Statement <i>Ethical Conduct for Research Involving Humans</i> and consistent with the University <i>Policy on the Ethical Conduct of Research Involving Humans</i> .			
Student signature:			

<b>1.2 Supervisor Name: Dr. Ji Lu</b>			
Department	Business and Social Sciences		
Email	Ji.Lu@dal.ac	Phone	902893601
I have reviewed the attached ethics application prior to its submission for ethics review, including the scientific/scholarly methods of the research project which is described in the ethics application, and believe it is sound and appropriate. I will ensure this research will be conducted following the principles of the Tri-Council Policy Statement <i>Ethical Conduct for Research Involving Humans</i> and consistent with the University <i>Policy on the Ethical Conduct of Research Involving Humans</i> .			
Supervisor signature:			

<b>1.3 Department/unit ethics review (if applicable). Minimal risk research only.</b>
<p>This submission has been reviewed and approved by the research ethics committee.</p> <p>Authorizing name and signature:</p> <p>Date of approval:</p>

## SECTION 2. PROJECT DESCRIPTION

### 2.1 LAY SUMMARY [500 words]

In lay language, briefly describe the rationale, purpose, study population and methods.

The purpose of this project is to explore how incorporated aspects of corporate social responsibility (CSR, particularly embedded with social relationships) can influence consumers' preferences of healthy or unhealthy options and post-consumption emotional consequences toward comfort food products. The basis behind this is that consumers use comfort food as a coping mechanism for emotional regulation.<sup>1</sup> Compared to men, women are more likely to consume unhealthy comfort food to alleviate negative emotions, thus resulting in poor emotional consequences and feelings of guilt afterwards<sup>2</sup>. Embedding social relationships and CSR with food products is becoming increasingly popular in business, and could have some positive influence on consumers' attitudes and intention to purchase healthier alternatives.

In this research, comfort food is defined as food or drink products consumers turn to for temporary relief, a sense of security, or as a sort of reward<sup>3</sup>. The proposed project will be including 100 young female participants (age 18-25) to answer questions from one of the two experimental conditions (With and without CSR) regarding comfort food products. For each condition, participants will answer questions about their preference of healthy or unhealthy options and post-consumption emotional consequences toward comfort food, given a detailed product description.

### 2.2 RESEARCH QUESTION

State the hypotheses, the research questions or research objectives.

The popular global consumer trend of comfort food is defined by Agriculture and Agri-Food Canada (2011) as food or drink products consumers turn to for temporary relief, a sense of security, or as a sort of reward. The research objective is to evaluate whether or not corporate social responsibility (CSR) and social relationships embedded in comfort food products has an impact on consumers' preferences of healthy or unhealthy options, and post-consumption emotional consequences. The hypotheses are:

- H1: For comfort food, young females (age 18-25) are more likely to choose unhealthy food products than healthier alternatives;
- H2: Young females expect post-consumption experience of negative emotions (e.g., guilty and ashamed) after unhealthy comfort food consumption;
- H3: Young females are more likely to choose comfort food products that have CSR and social relationship attributes embedded in the product description.

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<sup>1</sup> Wansink, B., Cheney, M. M., & Chan, N. (January 01, 2003). Exploring comfort food preferences across age and gender. *Physiology & Behavior*, 79, 4-5.

<sup>2</sup> Wansink, B., Cheney, M. M., & Chan, N. (January 01, 2003). Exploring comfort food preferences across age and gender. *Physiology & Behavior*, 79, 4-5.

<sup>3</sup> Agriculture and Agri-Food Canada. (2011). *Global consumer trends - comfort food* (Market Analysis No. ISSN 1920-6593). Ottawa, Ontario, Canada: International Markets Bureau.

H4: Young females are more likely to choose healthier comfort food alternatives in the condition that CSR and social relationship attributes are embedded in the product description, compared to the condition of no CSR and social relationship attributes.

H5: Young females who choose comfort food products with incorporated social relationship CSR attributes expect to feel enhanced emotional consequences than in the condition that there is no CSR attributes.

## 2.3 RECRUITMENT

### 2.3.1 Describe how many participants are needed and how this was determined.

The project will recruit 200 participants from Canada (including Dalhousie students) to participate in an online survey study (n=200), which will be hosted in Opinio. The sample size is sufficient for a robust statistical analysis and also feasible given the time and budget limitation.

### 2.3.2 Describe recruitment plans and append recruitment instruments. Describe who will be doing the recruitment and what actions they will take, including any screening procedures. Describe any inclusion / exclusion criteria.

Under the regulation of the supervisor, Dr. Ji Lu, the student researcher, Shelby Jamieson, will recruit Young females (age 18-25) and answer questions from potential participants regarding the study. An introduction to the study and the link to the survey page will be included in the recruitment material (See **Appendix I** for recruitment material).

Participants will be recruited through 1) in-campus advertisement, including poster and electronic bulletin and 2) advertisement at social network, such as researchers' Facebook, Twitter etc. These advertisements will provide the study topic, survey requirements, and a link to continue to the survey.

Any female within the age category 18-25 in Canada is eligible to participate in the study. The inclusion criteria will be clearly stated in the recruitment material, information letter, and two screening questions: age and gender will be asked in the beginning of the questionnaire.

## 2.4 METHODS AND ANALYSIS

### 2.4.1 Discuss where the research will be conducted, what participants will be asked to do and the time commitment, what data will be recorded using what research instruments (append copies). Discuss any blinding or randomization measures. Discuss how participants will be given the opportunity to withdraw.

The study will be conducted through Opinio, which is an online survey tool housed on Dalhousie University servers. Participants will visit the survey page through the link posted in recruitment materials. During the study, participants will be asked to read the information letter, read the study instruction, and complete the questionnaire. The total time to complete the survey will be around 20 minutes. See **Appendix III** for the questionnaires (Instruments).

Participants will be assigned to one of the two experimental conditions (With and without CSR). They will be asked to read two comfort food product descriptions (regular and healthy products), answer questions regarding to their preferences (purchase intention), and indicate their expected post-consumption emotions

using the PANAS scale measurements. PANAS is a validated survey and mood scale that measures the positive and negative affect factors, and includes a number of words that describe different feelings and emotions (PANAS).<sup>4</sup> Consumers' preferences toward comfort food products may be affected by the influencing factors (control variables), as such we will ask participants to answer:

- I. Questions regarding the participant's awareness of corporate social responsibility<sup>56</sup>;
- II. Questions regarding consumer's eating behavior: emotional and restrained eating subscale from Dutch eating behavior questionnaire (DEBQ)<sup>7</sup>.

Participant's answers to questions will be automatically recorded by Opinio. The data is securely stored in the system with password protection. Since the participation in this study is voluntary, the participant may stop participating in the study at any time if s(he) chooses to.

2.4.2 Describe your role in this research and any special qualifications you have that are relevant to this study (e.g. professional experience, methods courses, fieldwork experience).

I will be trained with the following skills of how to manage this study: (1) The consent process described in Sec. 2.5; and (2) manage and analyze the collected data. I have completed the Course on Research Ethics (CORE) tutorial on line and received the certificate, which is attached to this application.

2.4.3 Describe plans for data analysis in relation to the hypotheses/questions/objectives.

The data will be analyzed by ANOVA. In the statistics model, participants' willingness to choose regular versus healthier comfort food alternatives will be the dependent variable, which will be explained by the experimental factors, which are healthiness of the products (within-subject: regular vs. healthy) and the level of corporate social responsibility attributes demonstrated in the product description (between-subject: with vs. without CSR attributes). The key control variables will include participant's attitude to CSR, emotional eating and restrained eating.

2.4.4 Describe and justify any use of deception or nondisclosure and explain how participants will be debriefed.

Not applicable

2.4.5 Describe any compensation, reimbursement or incentives that will be given to participants (including those who withdraw).

For each participant who completes the study, there is a chance to win one of the eight Tim Horton's Gift Cards with the value of \$25 (total value of \$200). The eight winners of the prizes will be randomly drawn from all the participants who complete the questionnaires. The result of the prize draw will be revealed no later than March 1<sup>st</sup>, 2015. To protect participants' privacy, we will only contact the winners through emails to notify the winning results and to provide an appropriate address for mailing the prize. The winning chance depends on the total number of participants who actually complete the study.

Since the participation in this study is voluntary, the participant may stop participating in the study at any time if (s)he chooses to. No penalty will be imposed.

<sup>4</sup> Watson, D., Clark, L. A., & Tellegen, A. (1988). Development and validation of brief measures of positive and negative affect: the PANAS scales. *Journal of personality and social psychology*, 54(6), 1063.

<sup>5</sup> Rahim, R. A., Jalaludin, F. W., & Tajuddin, K. (2012). Consumer behaviour towards corporate social responsibility in Malaysia, *Retrieved January, 11*.

<sup>6</sup> Min, C. M., Ai, Y. J., Choo, A. C. P., Wah, W. P., & Yang, Y. C. A study of the effect of corporate social responsibility (CSR) towards consumer buying behavior.

<sup>7</sup> Van Strien, T., Frijters, J. E., Bergers, G., & Defares, P. B. (1986). The Dutch Eating Behavior Questionnaire (DEBQ) for assessment of restrained, emotional, and external eating behavior. *International Journal of Eating Disorders*, 5(2), 295-315.

Not applicable

## 2.5 INFORMED CONSENT PROCESS

Describe the informed consent process (i.e. how and when the research will be described to the prospective participant and by whom, how the researcher will ensure the prospective participant is fully informed of what they will be asked to do). If non-written consent is proposed, describe why and the process. If a waiver of informed consent is sought, address the criteria in the guidance document and TCPS articles 3.7 and/or 5.5. Address how any third party consent (with or without assent) will be managed. Describe any plans for ongoing consent, and/or community consent. Discuss how participants will be given the opportunity to withdraw (their participation and/or their data, and any limitations on this).

Append copies of all consent forms or any oral consent script.

This is a survey type of study, so an **Information Letter** will be presented to participants. When the participant visits the survey webpage (the link is published in the recruiting materials), participants will first read the information letter. The contact information is available at the same page, in case they have any questions regarding to the study. After reading the information letter, the participant will have the options to agree upon the content by clicking a “agree” button on the web page to continue the study, or click a “disagree” button to quit the study. During the study, participants may quit the study at any time.

See **Appendix II** for the information letter.

## 2.6 PRIVACY & CONFIDENTIALITY

2.6.1 Describe how data will be stored and handled in a secure manner, how long data will be retained and where, and plans for its destruction.

There will be no sensitive nature in the collected data. Participants may, if they will, provide personal information including gender, age, height, weight, but all in a confidential manner. All participants will participate in the study through a link (published in recruiting material) to the study Webpage on Opinio. Before the study begins, all participants are informed not to indicate their names and identification information on any part of the questionnaire, and the survey questions will not ask for such information. After the data collection, the electronic data will be aggregated and only used for scientific purposes under this study. The data will be kept on the researcher’s personal computer and protected by the researcher’s access password on the computers. The data will be kept on for five years before the destruction by the supervisor.

2.6.2 Address any limits on confidentiality, such as a duty to disclose abuse or neglect of a child or adult in need of protection, and how these will be handled. Such limits should be described in consent documents.

Not applicable

2.6.3 Does your use of any survey company or software to help you collect, manage, store, or analyze data mean that personally identifiable information is accessible from outside of Canada?

No

Yes. If yes, describe your use of the company or software and describe how you comply with the University *Policy for the Protection of Personal Information from Access Outside Canada*.

2.6.4 Describe the measures to be undertaken for dissemination of research results and whether participants will be identified (either directly by name or indirectly). If participants will be quoted in reports from the data, address consent for this, including whether quotes will be identifiable or attributed. Describe how participants will be informed of results that may indicate they may be at risk (in screening or data collection), if applicable.

Participants will never, at any point in this study, be referred to by their name. The identities of the participants will not be collected. The analyses will be based on aggregated data, and participants' responses to the questions will not be quoted.

## 2.7 RISK & BENEFIT ANALYSIS

2.7.1 Discuss what risks or discomforts are anticipated for participants, how likely risks are and how risks will be mitigated.

This study represents little physical risk as participants are only required to answer questionnaires. There are low psychological risks or discomforts anticipated for participants in this study, and these risks and discomforts are expected to be no worse than many everyday activities.

Since the participation in this study is voluntary, the participant may stop participating in the study at any time if s(he) choose to.

2.7.2 Identify any direct benefits of participation to participants (other than compensation), and the indirect benefits of the study (e.g. contribution to new knowledge)

The results of this study may indirectly benefit the participants, as the study might contribute to new knowledge in women's consumer behavior academic research.

## 2.8 CONFLICT OF INTEREST

Describe whether any conflict of interest exists for any member of the research team in relation to potential research participants (e.g., TA, fellow students), and/or study sponsors, and how this will be handled.

Not applicable

## SECTION 3. APPENDICES

**3.1 Appendices Checklist.** Append all relevant material to this application. This may include:

- Recruitment Documents (posters, verbal scripts, online postings, any invitations to participate, etc.)
- Screening Documents
- Consent Forms (see section 3.2 below)
- Research Instruments (questionnaires, surveys, interview or focus group questions, etc.)
- Debriefing Forms
- Permission Letters (Aboriginal Band Council, School Board, Director of a long-term care facility)

### 3.2 Consent Form

Guidance on the information to be provided in the consent form is described in *Guidance for Submitting an Application for Research Ethics Review – Undergraduate Students*, available on the Research Ethics website.

A sample consent form follows and may be used in conjunction with the information in the *Guidance* document to help you develop your consent form. Remember to use clear, simple language (grade 8 comprehension level and no technical jargon or acronyms) in a readable font size.

#### Important Note

Research studies which do not utilize a method that allows participants to provide signed consent (e.g., mail out survey, online survey) should provide an information letter containing much of the same information as in the template below. Use of titles in the information letter is optional. Please try to make the information letter as simple as possible, while ensuring all important information is contained in the letter (particularly, what the study is about, how participants were chosen, that the study is voluntary, what the participant will do, any risks, how confidentiality will be maintained [and any limits to confidentiality], who to contact if questions, and the contact information for the Research Ethics Committee Chair).

## Appendix I: Recruitment Material



The following are two examples of recruitment advertisements posted for Facebook, which read:

Attention females (age 18-25)!

I would appreciate if you could follow the link below to fill out a research survey questionnaire, which explores consumer's preferred choice and emotional responses towards comfort food products. Your responses to the survey questions are completely confidential and the whole study lasts about 20 minutes.

All the survey participants will have a chance to win one of eight \$25 Tim Horton's gift cards!

If you have any questions please contact Shelby Jamieson by email at [Shelby.Jamieson@dal.ca](mailto:Shelby.Jamieson@dal.ca) or follow the link to begin the survey.

The survey link: <http://xxx.xxx.xxx>



Complete this short online survey for a chance to win 1 of 8 Tim Horton Gift Cards valued at \$25 each!



**DALHOUSIE  
UNIVERSITY**

*Inspiring Minds*

*Faculty of Agriculture*

**Click here  
to compete  
the study**

Eligibility criteria are as such:

- Females in the 18-25 age category
- Must have a valid email address

This research survey questionnaire explores consumer's preferred choice and emotional responses towards comfort food products. Your responses to the survey questions are completely confidential and the whole study lasts only about 20 minutes.

For more info, please contact:

Student Researcher : Shelby Jamieson (Shelby.Jamieson@dal.ca) or

Project Supervisor: Dr. Ji Lu (Ji.Lu@dal.ca)

PosterMyWall.com



## Appendix II: Information Letter



### Survey Title: Consumer Preferences toward Comfort Food Products

Hello,

Welcome to this academic research study! You are invited to participate in an online survey to help researchers investigate consumer preferences toward comfort food products. During the study, you will be asked to fill questionnaires about your personal preferences and emotions towards certain products, as well as some questions about personal emotions, health awareness, and corporate social responsibility awareness. You will also answer some demographic questions, such as age, gender, and BMI, income and education level. Your responses are completely confidential. This whole study lasts about 20 minutes.

There is very little level of physical risks or psychological discomforts anticipated for this study. However, your participation in this study is voluntary. If you choose, you may stop participating in the study at any time. You may also skip any questions that you do not want to answer. All your responses are completely confidential. Your responses on the questionnaire will be automatically and confidentially stored in data files during the study, no personal identification information will be asked and stored. Please make sure not to indicate your name and identification information on any parts of the questionnaire. All data will be used for scientific purposes only under this study.

We appreciate your help in this study. For each participant who completes the study, there is a chance to win 1 of 8 Tim Horton's Gift Cards valued at \$25 each (total value of \$200). The winners of the prizes will be randomly drawn from all the participants who complete the questionnaires. The result of the prize draw will be revealed no later than March 1<sup>st</sup>, 2015. To protect your privacy, we will only contact the winners through emails to notify the winning results and the time and location for collecting the prize.

We are happy to talk with you about any questions or concerns you may have about your participation in this research study. Please contact Student Researcher, Shelby Jamieson (at [Shelby.Jamieson@dal.ca](mailto:Shelby.Jamieson@dal.ca)) or Project Supervisor, Dr. Ji Lu (at [ji.lu@dal.ca](mailto:ji.lu@dal.ca)) at any time with questions, comments, or concerns about the research study.

If you have any ethical concerns about your participation in this research, you may also contact Steven Dukeshire, Research Ethics Committee, Faculty of Agriculture, Dalhousie University at (902) 893-6593, or email: [steven.dukeshire@dal.ca](mailto:steven.dukeshire@dal.ca).

Thank you,

**Consent**

Agree

By clicking the “Agree”, you confirm that you have read the information letter, that you are aware that all records are entirely confidential and that you may discontinue participation at any point in the study.

Disagree

**By clicking the “Disagree”, you will leave the study page, and we appreciate your time.**

## Appendix III: Questionnaires and Stimuli



### Survey Title: Consumer Preferences toward Comfort Food Products

After reading information letter and click “agree,”...

Screen 1: Please indicate your gender.

1. Female {*action: continue on the questions*}
2. Male {*action: skip to the end of questionnaire*}
3. What is your age? \_\_\_\_\_

Screen 2:

In this study, we are interested in your attitude and opinion regarding comfort food products. For this purpose, comfort food is food that is traditionally consumed to increase positive emotions or to relieve negative feelings of discomfort or stress<sup>8</sup>.

Please tell us your favorite comfort food: \_\_\_\_\_

Screen 3: Introduction of the company

Condition-1:

Sovete is a Canadian ice cream company that manufactures high value ice cream products. For more than two decades, Sovete has been well known for creating the finest ice cream with the perfect blend of delicious tastes. Sovete is devoted to not just making an ice cream that tastes good but also to supporting causes and sharing its success with the community. One of Sovete’s programs provides social work, psychological consultation and financial support for women in local communities. The program is particularly dedicated to help women in need to deal with abusive relationships, including school bullying, workplace harassment, domestic violence and related social-emotional difficulties.

Condition-2:

Sovete is a Canadian ice cream company that manufactures high value ice cream products. For more than two decades, Sovete has been well known for creating the finest ice cream with the perfect blend of delicious tastes. Taking the highest-quality-ingredients, state-of-art production technologies and best-in-world expertise, every scoop of Sorvete ice cream is produced to be dense, smooth and creamy, with strong flavors that brings ultimate hedonic experience to consumers. Sovete offers many different desirable flavours; from sweet to salty; and from traditional vanilla to fun, exotic varieties.

Screen 4: Products

[“modified”] Product description:

The following information describes one of the Sovete products available in market:

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<sup>8</sup> Locher, J., Yoels, W., Maurer, D., & van, E. J. (January 01, 2005). Comfort Foods: An Exploratory Journey into the Social and Emotional Significance of Food. *Food and Foodways*, 13, 4, 273-297.

**Sovete Light**®: Ice cream with less sugar and fat content compared to regular ice cream

## Nutrition Facts

Serving Size 1 Serving (100 g)

Per Serving	% Daily Value*
Calories 140	
Calories from Fat 14	
Total Fat 1.5g	2%
Saturated Fat 1g	5%
Cholesterol 1mg	0%
Sodium 100mg	4%
Carbohydrates 30g	10%
Dietary Fiber 3g	12%
Sugars 15g	
Protein 4g	

Vitamin A 6% - Vitamin C 0%

Calcium 8% - Iron 0%

**INGREDIENTS:** Skim Milk, Polydextrose, Sorbitol, Maltodextrin, Contains 2% or less of Grade A Whey, Carob Bean Gum, Cellulose Gum, Mono & Diglycerides\*, Guar Gum, Food Starch-Modified, Polysorbate 80, Carrageenan, Vanilla Extract, Vanillin, Sucralose, Acesulfame Potassium, Vitamin A Palmitate, Caramel Color, Annatto (for color).

The following statements/questions are about your overall reactions to the above product.

- How interested would you be in buying **Sovete Light**® ice cream for comfort food?  
Not at all interested: 1 2 3 4 5 6 7 8 9: Extremely interested
- How likely is it that you would buy **Sovete Light**® ice cream for comfort food?  
Not at all likely: 1 2 3 4 5 6 7 8 9: Extremely likely
- How strongly do you feel that you would want to have **Sovete Light**® ice cream for comfort food?  
Not at all strongly: 1 2 3 4 5 6 7 8 9: Extremely strongly
- How confident are you that **Sovete Light**® ice cream would be the right comfort food to buy?  
Not at all confident: 1 2 3 4 5 6 7 8 9: Extremely confident
- If you were to buy this product, how much would you be willing to pay? (On average, a 2 litre tub of ice cream costs approximately \$4.86.)<sup>9</sup> \_\_\_\_\_
- Imagine you have just consumed the above product. Please indicate the degree to which you expect to experience each of the following emotions afterwards. With 1 indicating that you have not felt the emotion at all and 5 indicating that you felt it very intensely.

<sup>9</sup> Gendron, C. (2001). *Household food expenditures: Ice cream, ice cream desserts and frozen yogurt*. Ottawa, ON: Agriculture and Agri-Food Canada.

	Not at all		Moderate		Very Intense
Enthusiastic	1	2	3	4	5
Interested	1	2	3	4	5
Determined	1	2	3	4	5
Excited	1	2	3	4	5
Inspired	1	2	3	4	5
Alert	1	2	3	4	5
Active	1	2	3	4	5
Strong	1	2	3	4	5
Proud	1	2	3	4	5
Scared	1	2	3	4	5
Afraid	1	2	3	4	5
Upset	1	2	3	4	5
Distressed	1	2	3	4	5
Jittery	1	2	3	4	5
Nervous	1	2	3	4	5
Ashamed	1	2	3	4	5
Guilty	1	2	3	4	5
Irritable	1	2	3	4	5
Hostile	1	2	3	4	5

[“regular”] Product description:

The following information describes another Sovete product available in market:

**Sovete Classic** ®: Classical style of ice cream product with “regular” amount of sugar and fat content

<b>Nutrition Facts</b>	
Serving Size 1/2 cup (101g)	
Servings Per Container 4	
Amount Per Serving	
<b>Calories 260</b>	<b>Calories from Fat 130</b>
%	
* Daily Value*	
<b>Total Fat 15g</b>	<b>23%</b>
Saturated Fat 9g	<b>44%</b>
Trans Fat 0g	
<b>Cholesterol 60mg</b>	<b>20%</b>
<b>Sodium 80mg</b>	<b>3%</b>
<b>Total Carbohydrate 28g</b>	<b>9%</b>
Dietary Fiber 1g	<b>3%</b>
Sugars 23g	
<b>Protein 4g</b>	
Vitamin A 10%	• Vitamin C 0%
Calcium 15%	• Iron 4%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	

**INGREDIENTS:** Modified milk ingredients, sugar, milk ingredients, cookie crumbs (sugar, enriched wheat flour, coconut oil shortening, soybean oil, cocoa, corn starch, glucose, soy lecithin, baking soda, artificial flavor), glucose, coconut oil, corn starch, vegetable oil, mono- and diglycerides, propylene glycol monostearate, soy lecithin, shellac, dextrin, carnauba wax, colour, flavor and artificial flavor.

The following statements/questions are about your overall reactions to the above product.

1. How interested would you be in buying **Sovete Classic** ® ice cream for comfort food?  
Not at all interested: 1 2 3 4 5 6 7 8 9: Extremely interested
2. How likely is it that you would buy **Sovete Classic** ® ice cream for comfort food?  
Not at all likely: 1 2 3 4 5 6 7 8 9: Extremely likely
3. How strongly do you feel that you would want to have **Sovete Classic** ® ice cream for comfort food?  
Not at all strongly: 1 2 3 4 5 6 7 8 9: Extremely strongly
4. How confident are you that **Sovete Classic** ® ice cream would be the right comfort food to buy?  
Not at all confident: 1 2 3 4 5 6 7 8 9: Extremely confident
5. If you were to buy this product, how much would you be willing to pay? (On average, a 2 litre tub of ice cream costs approximately \$4.86.) \_\_\_\_
6. Imagine you have just consumed the above product. Please indicate the degree to which you expect to experience each of the following emotions afterwards. With 1 indicating that you have not felt the emotion at all and 5 indicating that you felt it very intensely.

	Not at all		Moderate		Very Intense
Enthusiastic	1	2	3	4	5
Interested	1	2	3	4	5
Determined	1	2	3	4	5
Excited	1	2	3	4	5
Inspired	1	2	3	4	5
Alert	1	2	3	4	5
Active	1	2	3	4	5
Strong	1	2	3	4	5
Proud	1	2	3	4	5
Scared	1	2	3	4	5
Afraid	1	2	3	4	5
Upset	1	2	3	4	5
Distressed	1	2	3	4	5
Jittery	1	2	3	4	5
Nervous	1	2	3	4	5
Ashamed	1	2	3	4	5
Guilty	1	2	3	4	5
Irritable	1	2	3	4	5
Hostile	1	2	3	4	5

Screen 5: Eating Behavior (I)

Please answer the following questions by circling the number corresponding to the response that is most appropriate for you.

	Never	Seldom	Sometimes	Often	Always
1. If you have put on weight, do you eat less than you usually do?	1	2	3	4	5
2. Do you try to eat less at mealtimes than you would like to eat?	1	2	3	4	5
3. How often do you refuse food or drink offered because you are concerned about your weight?	1	2	3	4	5
4. Do you watch exactly what you eat?	1	2	3	4	5
5. Do you deliberately eat foods that are slimming?	1	2	3	4	5
6. When you have eaten too much, do you eat less than usual the following days?	1	2	3	4	5
7. Do you deliberately eat less in order not to become heavier?	1	2	3	4	5



8. How often do you try not to eat between meals because you are watching your weight?	1	2	3	4	5
9. How often in the evening do you try not to eat because you are watching your weight?	1	2	3	4	5
10. Do you take into account your weight with what you eat?	1	2	3	4	5

Screen 6: Eating behavior (II)

Please tell us how important the following attributes are to you when making food choices. With 1 indicating that it is never important to you at all and 5 indicating that it is always important to you.

	Never Important	Seldom	Sometimes Important	Often	Always Important
1. Do you have the desire to eat when you are irritated?	1	2	3	4	5
2. Do you have a desire to eat when you have nothing to do?	1	2	3	4	5
3. Do you have a desire to eat when you are depressed or discouraged?	1	2	3	4	5
4. Do you have a desire to eat when you are feeling lonely?	1	2	3	4	5
5. Do you have a desire to eat when somebody lets you down?	1	2	3	4	5
6. Do you have a desire to eat when you are cross?	1	2	3	4	5
7. Do you have a desire to eat when you are approaching something unpleasant to happen?	1	2	3	4	5
8. Do you get the desire to eat when you are anxious, worried <i>or</i> tense?	1	2	3	4	5
9. Do you have a desire to eat when things are going against you or when things have gone wrong?	1	2	3	4	5
10. Do you have a desire to eat when you are frightened?	1	2	3	4	5
11. Do you have a desire to eat when you are disappointed?	1	2	3	4	5
12. Do you have a desire to eat when you are emotionally upset?	1	2	3	4	5
13. Do you have a desire to eat when you are bored or restless?	1	2	3	4	5

14. Are you currently on a diet? Y/N\_\_\_\_\_

Screen 7: Corporate Social Responsibility Awareness

Please tell us how you would rate the following statements regarding Corporate Social Responsibility (CSR) awareness.

1. I am very familiar with the term Corporate Social Responsibility (CSR).  
Strongly Agree: 1 2 3 4 5 : Strongly Disagree
2. I support products from companies which have taken social responsibility initiatives.  
Strongly Agree: 1 2 3 4 5 : Strongly Disagree
3. I am more likely to buy products from companies which are committed to volunteer and charitable events.  
Strongly Agree: 1 2 3 4 5 : Strongly Disagree
4. I am more likely to purchase from a company which has a good social reputation.  
Strongly Agree: 1 2 3 4 5 : Strongly Disagree
5. I am more likely to buy a product if I know the company offers the product to improve society.  
Strongly Agree: 1 2 3 4 5 : Strongly Disagree
6. I am more favourable upon a company that supports a cause I care about.  
Strongly Agree: 1 2 3 4 5 : Strongly Disagree
7. I would consider switching to brands that share my same interests for social relationships and the community.  
Strongly Agree: 1 2 3 4 5 : Strongly Disagree

Screen 8: Demographic Information

In which province do you live? \_\_\_\_\_  
What is your cultural background? \_\_\_\_\_  
What is your height? \_\_\_\_ ft, \_\_\_\_ in, or \_\_\_\_ cms  
What is your weight? \_\_\_lbs, or \_\_\_kgs.

What best describes your highest level of education?

1. Some high school
2. High school graduate or equivalent
3. Undergraduate student
4. Graduate student or professional degree
5. Prefer not to answer

What is your average yearly income range?

1. \$0 - \$19,999

2. \$20,000 - \$39,999
3. \$40,000 - \$59,999
4. \$60,000 +
5. Prefer not to answer

Screen 9: Contact Information

We appreciate your help in this study!

Now you have a chance to win one of the eight Tim Horton's Gift Card with the value of CAD25! The eight winners of the prizes will be randomly drawn from all the participants who completed this study. The result of the prize draw will be revealed no later than March 1<sup>st</sup>, 2015.

To protect your privacy, we will only contact the winners through emails to notify the winning results and the time and location for collecting the prize.

Please leave your email address: \_\_\_\_\_

Please note that, in the case you win the prize, the email address is the **ONLY** way we can contact you! **We will NOT disclose this email address to anyone.**