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Appendix

QUESTIONNAIRE RESPONSES

Response 1:

1. *How often do you shop online?* Weekly

2. *What is your age range?* 55-64

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* That if you don't do what the pop-up tells you to do you are a stupid chump.

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* They are all insulting.

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* My response to the company with these kinds of messages is negative and influences me to leave the site and look elsewhere.

6. *Do you believe these messages were fair and respectful? Why or why not?* Nope. Every one of them has some insulting version of Yes I'll sign here or I'm stupid. I.e. "I like paying full price, I like overpaying, I don't want to look my best."

Response 2:

ow often do you shop online? Weekly

hat is your age range? 35-44

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* You can provide your email address in exchange for receiving a discount or other promotion.

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* The pop-ups that imply something negative or nonsensical about the user ("I don't like free stuff") are vaguely insulting.

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* I would often click on the "x" button in the corner of the pop-up to get rid of it without being forced to select either of the options (especially when I feel that neither of them is true/applies to me).

6. *Do you believe these messages were fair and respectful? Why or why not?* No, because they imply things about the user, and they force you to make a disingenuous choice.

Response 3:

1. *How often do you shop online?* Daily

2. *What is your age range?* 55-64

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* We want your email for our marketing purposes so we can sell you more.

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* We want your email for our marketing purposes so we can sell you more.

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* An immediate reaction of deleting the messages.

6. *Do you believe these messages were fair and respectful? Why or why not?* Just the way of doing business these days.

Response 4:

1. *How often do you shop online?* Weekly

2. *What is your age range?* 45-54

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* They're all suggesting money can be saved by the shopper.

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* Yes, I think they want my contact details so they can send advertisements (or perhaps even share).

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* I never answer them, I always close them. I find them really annoying and inconvenient.

6. *Do you believe these messages were fair and respectful? Why or why not?* No, because a) they are misleading about the underlying intention, and b) they are inconveniencing the shopper who is trying to get to a certain page.

Response 5:

1. *How often do you shop online?* Monthly

2. *What is your age range?* 45-54

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* You will save or have a good deal if you pay attention to the pop-up message. It's made attractive to hold the attention of the readers.

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* Everyone else is doing the same saving habits and so should you.

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* I read; however, the implicit costs are not explained. Hence, I usually don't trust these messages.

6. *Do you believe these messages were fair and respectful? Why or why not?* They are not fair because they are meant to entice the readers and shop for things that they don't want. People generally end up being attracted because of the offer and because everyone else is doing the same.

Response 6:

1. *How often do you shop online?* Monthly

2. *What is your age range?* 35-44

   ooking at the provided examples of pop-up messages, what do you believe the explicit message of each pop-up? Getting a deal

64

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* In some, they are trying to entice a buyer from leaving the site by giving them discounts. They are also trying to entice a buyer to use their services/buy their products by offering discounts.

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* If the messages randomly popped up without me visiting the specific website, I would not be tempted. Unless I was seriously considering using the website, the pop-ups would likely just annoy me.

6. *Do you believe these messages were fair and respectful? Why or why not?* If they popped up when I was visiting the website then it's fine. But if they are popping up randomly, they are very invasive.

Response 7:

1. *How often do you shop online?* Monthly

2. *What is your age range?* 25-34

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* Gain new customers through discounts offered on their first purchase.

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* That stores track customer paths and seek to convince em to buy their products.

65

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* Depending on the offer or discount offered, you would buy a certain product. However, if the messages are too excessive, I get upset and don't buy it.

6. *Do you believe these messages were fair and respectful? Why or why not?* I understand they were polite messages. It's up to the user whether they want to buy it or not.

Response 8:

1. *How often do you shop online?* Monthly

2. *What is your age range?* 25-34

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* 1., 2., 3. Discount, 4. Free gadgets, 5. Showing a less expensive shop, 6. Promoting content

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* I feel like all of them explicitly show something that is convenient, but actually there is something one needs to do to get this convenience

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* I usually ignore them.

6. *Do you believe these messages were fair and respectful? Why or why not?* I think the use of catchy sentences may sometimes sound weird (e.g., "I like overpaying") but in general, I'd say they are respectful.

Response 9:

1. *How often do you shop online?* Monthly

2. *What is your age range?* 18-24

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* Discounts or free items from the websites

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* A way to attract customers to buy or sign up

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* I might sign up for it and browse the items.

6. *Do you believe these messages were fair and respectful? Why or why not?* Yes, because you would get the discount as stated. However, it would usually be just for the first time purchasing/signing up.

Response 10:

1. *How often do you shop online?* Less than once a month

2. *What is your age range?* 35-44

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* That if you act now, you can save lots of money.

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* That they could be attempting to obtain your personal formation, starting with your email.

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* No influence. I ignore ads and prefer to just shop in person.

6. *Do you believe these messages were fair and respectful? Why or why not?* I would say neither. I would say they are typical of the ads that we see in today's society.

Response 11:

1. *How often do you shop online?* Monthly

2. *What is your age range?* 18-24

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* To save money and get a discount

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* Implied message: I like to overpay, if I don't use the codes

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* Because it would be really easy to get the discount (just putting my email, for example) I would do it.

6. *Do you believe these messages were fair and respectful? Why or why not?* Yes

12:

How often do you shop online? Monthly

2. *What is your age range?* 18-24

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* That there are good offers that I do not want to miss

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* They want to engage buyers to buy more

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* Deals were not that good in my opinion. But in the past, I have bought things just because "don't miss out, this item is almost out of stock."

6. *Do you believe these messages were fair and respectful? Why or why not?* They are made for people to buy and consume more, so they are not fair in a sense as they are using our vulnerability.

Response 13:

1. *How often do you shop online?* Weekly

2. *What is your age range?* 18-24

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* Receive a discount off your purchases

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* From my perspective, they want you to be subscribed

to their newsletters by entering your email address so that you are engaged by their content through receiving emails.

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* If I was to receive them pop-ups, I would simply close them because I find them annoying and I don't want to just give out my email.

6. *Do you believe these messages were fair and respectful? Why or why not?* I guess they were respectful because they're not necessarily harming anyone but I can see why some people may find them intrusive or annoying to come across as they may often not care about getting small 10 or 20% discounts for first-time purchases.

Response 14:

1. *How often do you shop online?* Monthly

2. *What is your age range?* 18-24

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* Discount for spam emails

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* Spam

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* Ignore them.

    o you believe these messages were fair and respectful? Why or why not? es

Response 15:

1. *How often do you shop online?* Less than once a month

2. *What is your age range?* 18-24

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* Discount

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* Great products for a cheaper price

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* Maybe have a look at the products

6. *Do you believe these messages were fair and respectful? Why or why not?* I think so

Response 16:

1. *How often do you shop online?* Monthly

2. *What is your age range?* 18-24

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* Offers that are being advertised

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* To make me think I'm having my money's worth using their website at the moment.

*ow did these messages influence your actions? Can you describe what you
d in response to the messages?* I'd probably consider buying.

6. *Do you believe these messages were fair and respectful? Why or why not?*
Yes, it's a simple way for companies to increase motivation for the consumer to buy their product.

Response 17:

1. *How often do you shop online?* Weekly

2. *What is your age range?* 18-24

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* Discount codes/prices if people sign up or purchase something

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* No

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* I felt the need to sign up or purchase something because of the discount

6. *Do you believe these messages were fair and respectful? Why or why not?* Quite fair as it gives new members a decent price

Response 18:

1. *How often do you shop online?* Weekly

2. *What is your age range?* 18-24

…ooking at the provided examples of pop-up messages, what do you believe the explicit message of each pop-up? Discount codes

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* No

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* Yes, more likely to buy

6. *Do you believe these messages were fair and respectful? Why or why not?* Yes because it's a discount

Response 19:

1. *How often do you shop online?* Less than once a month

2. *What is your age range?* 18-24

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* To get a deal that allows you to purchase for less

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* Maybe trying to get email addresses to send ads to.

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* Maybe more likely to sign up

6. *Do you believe these messages were fair and respectful? Why or why not?* Yes - they offer good deals

20:

ow often do you shop online? Weekly

73

2. *What is your age range?* 18-24

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* Every pop-up is to provide a discount for a certain line of products available at the Store

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* Mostly that they're trying to sell products that aren't selling as well at the store, and they're using discount codes to lure customers into buying them

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* Not really, in response, I usually close them, except when the product might be relevant to what I'm browsing the online store for

6. *Do you believe these messages were fair and respectful? Why or why not?* Yes, because in the end, it's still a store selling a product, it's the equivalent of the cashier or store manager talking about discounts on certain products.

Response 21:

1. *How often do you shop online?* Weekly

2. *What is your age range?* 25-34

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* Get a discount shopping with us

   id you perceive any underlying or implied messages in these pop-ups? If

   , what were they? Don't go, we want your business

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* If I really want the product, I will get the coupon

6. *Do you believe these messages were fair and respectful? Why or why not?* #2 sounded desperate but 6 seemed the most laid back

Response 22:

1. *How often do you shop online?* Monthly

2. *What is your age range?* 18-24

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* Every Pop-up shows an offer and posits to signup for receiving updates about future offers via email-signup

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* I understand that the brand wants to keep reminding their customers of offers which will increase the chances of the product purchase

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* Maybe I'd have responded to the message with an offer code. Otherwise, as a user, I might not opt for signups

6. *Do you believe these messages were fair and respectful? Why or why not?* I believe they are respectful and understand that it's part of brand marketing. ut I personally will not prefer signing up because I'd prefer refraining yself from purchasing often

Response 23:

1. *How often do you shop online?* Monthly

2. *What is your age range?* 25-34

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* To sign up for a newsletter/marketing to get money off one order.

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* To sign up for marketing emails.

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* I would avoid them.

6. *Do you believe these messages were fair and respectful? Why or why not?* Yes, they give the option to opt-out. However, I do think the 'No thanks, I'll pay full price' is a bit sarcastic.

Response 24:

1. *How often do you shop online?* Monthly

2. *What is your age range?* 18-24

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* Attract someone to buying something

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* They will always put some offers in a prominent position, but they will hide the conditions

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* Sometimes I get really attracted to the offer and place an order, but maybe it's not what I need

6. *Do you believe these messages were fair and respectful? Why or why not?* I thought it is a little unfair because they always hide some important information

Response 25:

1. *How often do you shop online?* Monthly

2. *What is your age range?* 35-44

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* I like the first one that says thrive it's more eye-catching

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* Yes discounts prices

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* It was true to me because I am tired of prices

o you believe these messages were fair and respectful? Why or why not? es, I thought they were both respectful

Response 26:

1. *How often do you shop online?* Weekly

2. *What is your age range?* 25-34

3. *Looking at the provided examples of pop-up messages, what do you believe is the explicit message of each pop-up?* That if I don't click yes then I'll foolishly miss out on a deal.

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* Yeah, not the biggest fan of those types of ads either. It can feel as if they're calling my intelligence into question.

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* I overwhelmingly click "no" on these types of things. Can't recall the last time I opted into one.

6. *Do you believe these messages were fair and respectful? Why or why not?* For the most part disrespectful. It's a bit playful, but when so many businesses do the same thing you begin to see it as predatory.

Response 27:

1. *How often do you shop online?* Monthly

2. *What is your age range?* 18-24

3. *Looking at the provided examples of pop-up messages, what do you believe the explicit message of each pop-up?* That you will get a discount or something free, if you register

4. *Did you perceive any underlying or implied messages in these pop-ups? If so, what were they?* To get you to shop there and you're gonna get more information in email

5. *How did these messages influence your actions? Can you describe what you did in response to the messages?* Sometime, if the discount is significant I register there

6. *Do you believe these messages were fair and respectful? Why or why not?* I think they were, you can click them off