

Product design of alcohol beverages questionnaire for control condition

Participant number:

You will now be given an alcoholic beverage. Please view the front and rear of the alcoholic beverage and complete the questions/statements below.

For each of the following questions or statements, please circle one response.

1. How pleasing do you find the design of the alcohol beverage?

1 2 3 4 5 6 7

Not at all pleasing Extremely pleasing

2. How professional do you find the design of the alcohol beverage?

1 2 3 4 5 6 7

Not at all professional Extremely professional

3. How eye catching are the colours used on the design of the alcohol beverage?

1 2 3 4 5 6 7

Not at all eye catching Extremely eye catching

4. How important to you is the feel of an alcohol beverage in a glass or bottle/can?

1 2 3 4 5 6 7

Not at all important Extremely important

5. What is the likelihood of you purchasing this alcohol beverage based on its design?

1 2 3 4 5 6 7

Not at all likely Extremely likely

6. Please state how much you would pay for this alcohol beverage:

£.....

7. Below in as much detail as possible please describe the most important aspect or aspects to you of the design of alcoholic beverages:

13. The label on the alcohol beverage makes me more likely to quit consuming alcohol:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7
Strongly disagree						Strongly agree

14. The information presented on the alcohol beverage would help me quit consuming alcohol:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7
Strongly disagree						Strongly agree

15. I have confidence in my ability to quit consuming alcohol:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7
Strongly disagree						Strongly agree

Please advise the researcher once you have completed all of the questions/statements.

Participant number:

Please think about the alcohol beverage you were presented with. Below, try to recall what the warning on the alcohol beverage stated:

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