
New Pathways to Sustainability: Merging User Perceptions and Social Sustainability Adoption via Digital Platforms

Questionnaire Survey

Purpose:	To seek decision-maker's (user) perspectives towards adoption of sustainable practices using the focal digital platform
Key definition:	A Digital Platform is a business model that integrates digital technologies such as the internet to offer products and/or services by facilitating interactions between users and creating value through them. Social Sustainability practice means that people, communities, or organizations are actively working to make society better for everyone and keep it that way for a long time. It involves activities and initiatives aimed at treating everyone fairly and kindly, and where the needs and rights of all individuals are respected and met, and where social structures support the well-being of present and future generations. In practical terms, this involves making responsible choices in daily lives, being aware of social issues, and creating products or services that benefit society. Examples include: safe workplaces, helping the community, using locally produced or sourced things, fair pay, etc.

PART A

Category	Item #	Question	Response options			
Respondent characteristics (RC)	1	Biological sex	male	female	rather not say	
	2	Your age (in years)	18-25	26-30	31-35	Over 35
	3	Your highest formal education level	None Masters/Postgrad	Primary Doctorate/ PhD	High-School	Diploma Bachelor
	4	Which sector do you work in (Select one)	For Profit	Non-Profit	Government	Not employed
	5	Household income (In INR) per month	Less than 50,000	50,000– 100,000	100,000–150,000	More than 150,000
	6	How long have you been using TrafficRewards?	Less than 1 month	1 to 3 months	3 months or more	
	7	Are you using any other digital platforms that support social issues?	Yes	No	If yes, how many?	

The following questions relate to the digital platform TrafficRewards and your use of the platform and its rewards

Latent Construct	Indicator	Type of measure	Item #	Please encircle a response between 1 & 7 that best reflects your view										
Intention	Desire	Indirect	8	INT1	I <u>expect</u> to adopt social sustainable practices through a digital platform	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
	Want		9	INT2	I <u>want</u> to adopt social sustainable practices through a digital platform	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
	Behavioural - intention		10	INT3	I <u>plan</u> to adopt social sustainable practices through a digital platform	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
Perceived Fairness	Outcome fairness	Indirect	11	PF1	The digital platform helps all its users to get the outcomes they need without favouring any one group	<i>Very strongly disagree</i>	1	2	3	4	5	6	7	<i>Very strongly agree</i>
			12	PF2	The digital platform produces desired results for all users without bias of any kind	<i>Very strongly disagree</i>	1	2	3	4	5	6	7	<i>Very strongly agree</i>
			13	PF3	The digital platform delivers good outcomes for all its users regardless of who they are	<i>Very strongly disagree</i>	1	2	3	4	5	6	7	<i>Very strongly agree</i>
			14	PF4	In general, the digital platform delivers reasonable results for all the users	<i>Very strongly disagree</i>	1	2	3	4	5	6	7	<i>Very strongly agree</i>
			15	PF5	I can get the same outcomes from the digital platform as others do	<i>Very strongly disagree</i>	1	2	3	4	5	6	7	<i>Very strongly agree</i>

	Effort fairness		16	PF6	The digital platform provides reasonable incentives	<i>Very strongly disagree</i>	1	2	3	4	5	6	7	<i>Very strongly agree</i>
			17	PF7	The amount of effort put into the the digital platforms is reasonable	<i>Very strongly disagree</i>	1	2	3	4	5	6	7	<i>Very strongly agree</i>
			18	PF8	The incentives provided by the digital platform are acceptable	<i>Very strongly disagree</i>	1	2	3	4	5	6	7	<i>Very strongly agree</i>
			19	PF9	The amount of effort put into the the digital platforms is acceptable	<i>Very strongly disagree</i>	1	2	3	4	5	6	7	<i>Very strongly agree</i>
			20	PF10	The amount of effort to be put in using the digital platform is as expected	<i>Very strongly disagree</i>	1	2	3	4	5	6	7	<i>Very strongly agree</i>
Variety Seeking behaviour of individual	Variety-seeking	Direct	21	VS1	I like to try new alternatives to be socially sustainable, even if I am not sure I would like them	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			22	VS2	I think it is fun to try out new products and digital applications	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			23	VS3	In my regular usage, I like to have as many available variants of the incentives as possible	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
Availability Uncertainty of incentives provided by the digital platform	Availability-Uncertainty	Direct	24	AU1	It is possible that the product or service incentive I wish to avail is not available	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			25	AU2	My preferred incentive as product/resource may not be available when I need it	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			26	AU3	There is a risk that I will not be able to get the incentive that I want at the time I want to use it	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>

Social Sustainability Behaviour	Democratic Participation and Empowerment	Direct	27	DPE1	Using the platform, I am more involved in the collective goal to enhance road safety.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			28	DPE2	I make an impact on creating a safer road environment with my contributions through the digital platform.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			29	DPE3	Through the digital platform, I play a big role in the overall traffic conditions, even though I am an individual.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			30	DPE4	I have a voice in shaping the digital platform's road safety initiatives.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			31	DPE5	I am interested in the social consequences of the digital platforms I use.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
	Social Equity and Justice	Direct	32	SEJ1	I contribute to the platform's initiatives in building and promoting an inclusive society.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			33	SEJ2	Engaging with the digital platform, I get equal opportunity (irrespective of my race, gender, age, income, or disability) as others to gain and redeem rewards.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			34	SEJ3	I actively engage with the platform's initiatives because I aim to receive rewards for my	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>

					responsible traffic behavior, rather than facing penalties for breaking traffic rules.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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					usually would with the help of the incentives form the platform.										
			43	BC5	I follow traffic norms and I use rewards as added benefits for my social sustainability	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>	
			44	BC6	I change my behaviour towards traffic norms because of the provision of rewards on the platform.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>	
			45	BC7	I follow traffic rules in order to maximize the rewards I receive.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>	
	Platform Usage for Incentives	Direct	46	PUI1	I have gained more rewards than I have redeemed since I joined the platform.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>	
			47	PUI2	I make it a point to redeem all the rewards I receive	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>	

Social Sustainability Behavior	Platform Usage for Incentives	Direct	48a	PUI3	I mostly redeem rewards based on:	<i>food</i>	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			48b	PUI4		<i>entertainment</i>	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			48c	PUI5		<i>utlities</i>	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			48d	PUI6		<i>shopping</i>	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			48e	PUI7		<i>healthcare</i>	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>

Social Sustainability Behavior	Platform Usage for Incentives	Direct			Select one answer for each of the following questions:							
			49	PUI8	I redeem more rewards:	<i>When the limits for points is low</i>	<i>When the preferred rewards are available</i>					
			50	PUI9	I redeem more rewards:	<i>periodically (once a month)</i>	<i>periodically (more than once a month)</i>					
			51	PUI10	I use the digital platform to redeem the rewards:	<i>once a week</i>	<i>once every 2 weeks</i>	<i>Once a month</i>	<i>Once every 2 months</i>	<i>More than once a month</i>	Never	Other: _____

PART B

The following questions relate to the digital platform TrafficRewards and your use of the platform and its rewards

Latent Construct	Indicator	Type of measure	Item #		Please encircle a response between 1 & 7 that best reflects your view									
Attitude towards adoption of digital platforms for social sustainability	(Reflective indicators of Attitude: items 1a- 3d)	Direct	1a	ATT1	Adopting social sustainability practices through a digital platform is	<i>worthless</i>	1	2	3	4	5	6	7	<i>useful</i>
			1b	ATT2		<i>good</i>	1	2	3	4	5	6	7	<i>bad</i>
			1c	ATT3		<i>harmful</i>	1	2	3	4	5	6	7	<i>beneficial</i>
			1d	ATT4		<i>pleasant (for me)</i>	1	2	3	4	5	6	7	<i>unpleasant (for me)</i>
Attitude towards adoption of digital platforms for social sustainability	Belief towards perceived societal welfare	Indirect	2	BA1	I believe that it is important to use products and services that promote the welfare of our society.	<i>strongly agree</i>	1	2	3	4	5	6	7	<i>strongly disagree</i>
			3	BA2	I understand that using too much of our resources can harm the environment and the people living in the community.	<i>strongly agree</i>	1	2	3	4	5	6	7	<i>strongly disagree</i>
			4	BA3	I am aware that traffic-related issues within our community are concerning and in decline.	<i>strongly agree</i>	1	2	3	4	5	6	7	<i>strongly disagree</i>
			5	BA4	I believe that not following traffic rules,	<i>strongly agree</i>	1	2	3	4	5	6	7	<i>strongly disagree</i>

	Belief towards perceived responsibility				even if there is an opportunity to do so, is unethical.										
			6	BA5	I believe that it is our responsibility to care of our society/community.	strongly agree	1	2	3	4	5	6	7	strongly disagree	
			7	BA6	I believe that individuals should care for the future generation.	strongly agree	1	2	3	4	5	6	7	strongly disagree	
	Affect towards societal welfare	Indirect	8	BA7	I feel happy to give priority to societal welfare.	strongly agree	1	2	3	4	5	6	7	strongly disagree	
			9	BA8	I feel good when I follow traffic rules and help reduce traffic jams by being disciplined.	strongly agree	1	2	3	4	5	6	7	strongly disagree	
			10	BA9	Using digital platforms that focus on community-engagement makes me feel positive.	strongly agree	1	2	3	4	5	6	7	strongly disagree	
	Affect towards perceived responsibility		11	BA10	I feel happier when I put in more effort to support products and services that effectively solve traffic problems.	strongly agree	1	2	3	4	5	6	7	strongly disagree	
			12	BA11	I feel positive when I make extra effort to buy products or services	strongly agree	1	2	3	4	5	6	7	strongly disagree	

					that contribute to the well-being of society.									
			13	BA12	I feel good when I put in effort for the service that serves only what I need.	<i>strongly agree</i>	1	2	3	4	5	6	7	<i>strongly disagree</i>
			14	BA13	I like to follow rules in all aspects of my life.	<i>strongly agree</i>	1	2	3	4	5	6	7	<i>strongly disagree</i>
	Economic Incentives	Indirect	15	EI1	By using the digital platform for social sustainability that provides incentives, I will save money	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			16	EI2	Using digital platforms for social sustainability is a more cost-effective choice compared to practicing it individually.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			17	EI3	Digital platforms for social sustainability represent good value for money	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
	Social Concern	Indirect	18	SOC1	I am concerned about social issues around me	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			19	SOC2	I am willing to spend more effort than usual to engage in services that are meant for societal welfare	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>

			20	SOC3	I am willing to change my behaviour to contribute to the long-term well-being of society	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
Social Norms	Descriptive Norms	Direct	21	SN1	Many people I know have adopted socially sustainable practices through the digital platform	<i>strongly agree</i>	1	2	3	4	5	6	7	<i>strongly disagree</i>
	Injunctive Norms	Direct	22	SN2	Most people who are important to me would _____ of my adopting socially sustainable practices through the digital platform	<i>strongly approve</i>	1	2	3	4	5	6	7	<i>strongly disapprove</i>
	Injunctive normative belief towards family	Indirect	23	SN3	My family would _____ of my socially sustainable behaviour through the use of digital platforms	<i>approve</i>	1	2	3	4	5	6	7	<i>disapprove</i>
	Injunctive normative belief towards Government		24	SN4	Government would _____ of my socially sustainable behaviour through the use of digital platforms	<i>approve</i>	1	2	3	4	5	6	7	<i>disapprove</i>
	Injunctive normative belief towards friends		25	SN5	My friends and friend groups would _____ of my socially	<i>approve</i>	1	2	3	4	5	6	7	<i>disapprove</i>

					sustainable behaviour through the use of digital platforms									
	Injunctive normative belief towards community		26	SN6	Community would _____ of my socially sustainable behaviour through the use of digital platforms	<i>approve</i>	1	2	3	4	5	6	7	<i>disapprove</i>
	Injunctive normative belief towards colleagues		27	SN7	My colleagues would _____ of my socially sustainable behaviour through the use of digital platforms	<i>approve</i>	1	2	3	4	5	6	7	<i>disapprove</i>
Self-efficacy to use the digital platforms	Self-efficacy to use the digital platforms	Direct	28	SE1	I am extremely skillful at using digital platforms/applications	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			29	SE2	I know somewhat more about using the digital platforms/applications than most people	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			30	SE3	I feel confident working on my personal mobile phone/tablet	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			31	SE4	I feel confident understanding terms/worlds relating to computer hardware	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			32	SE5	I feel confident understanding	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>

					terms/worlds relating to computer software									
	Perceived Usefulness of the digital platform	Indirect	33	PUS1	Using the digital platform improves the way I am socially sustainable.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			34	PUS2	Using the digital platform makes my social sustainability measures more efficient.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			35	PUS3	Using the digital platform enhances my effectiveness to be socially sustainable	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			36	PUS4	I find the digital platform to be useful in socially sustainable practice.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
	Perceived Ease-of-use of the digital platform	Indirect	37	PEU1	I find the digital platform to be easy to use.	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			38	PEU2	My interaction with the digital platform has been clear and understandable	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
			39	PEU3	Interacting with the digital platform does not require a lot of my mental effort	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>

			40	PEU4	I find it easy to get the digital platform to do what I want it to do	<i>strongly disagree</i>	1	2	3	4	5	6	7	<i>strongly agree</i>
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