**Self-perceived efficacy and social desiderability**

Please indicate to what extent do you agree or disagree with the following items

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly agree** | **Mildly agree** | **Unsure** | **Mildly disagree** | **Strongly disagree** |
| 1. It is worthless for the individual consumer to do anything about pollution |  |  |  |  |  |
| 1. Since one person cannot have any effect upon pollution and natural resources problems, it doesn't make any difference what I do |  |  |  |  |  |
| 1. Each consumer’s behaviour can have a positive effect on society by purchasing products sold by socially responsible companies |  |  |  |  |  |
| 1. I will be more inclined to behave pro-environmentally when *peers/people in my neighbourhood* are also engaged in that behaviour |  |  |  |  |  |