

# Supplement material to the article “Examining the Mechanisms Underlying the Persuasive Effects of User-Initiated Customisation on Attitudes Towards Health Behaviours”

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## Supplementary Material A - Pre-test Results and Stimuli Adjustments

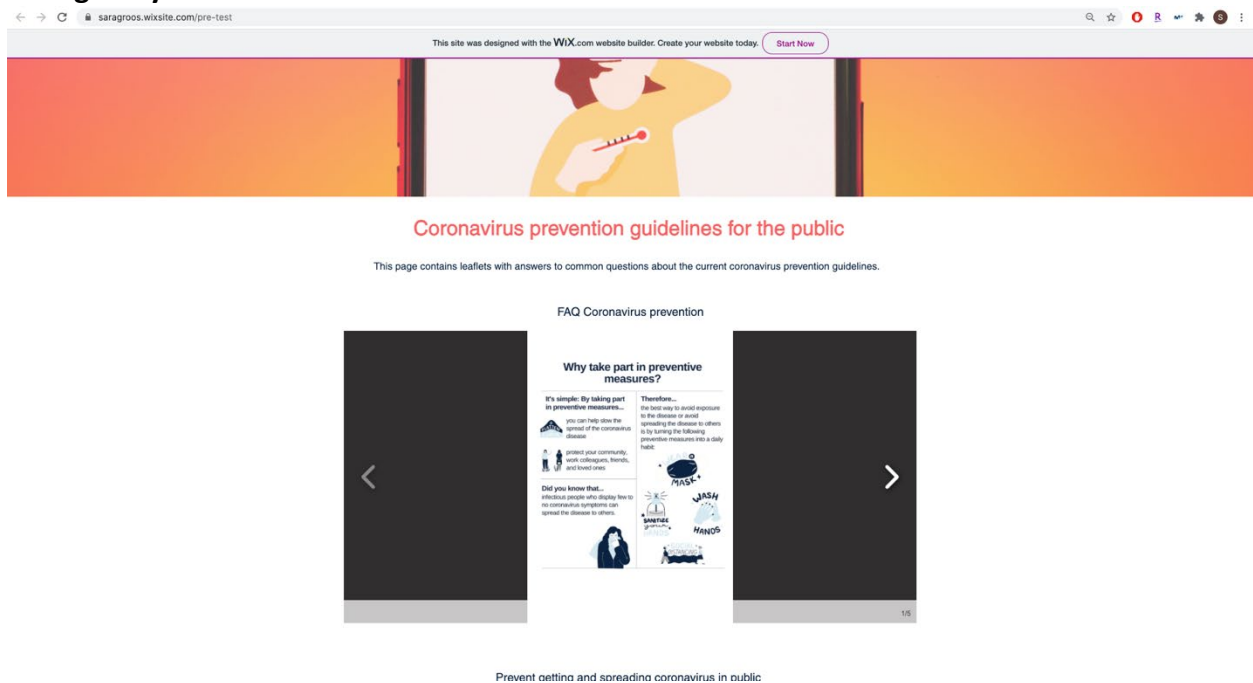
A total of 13 participants took part in the pre-test. Mean perceived detection was rated higher for the webpage versions belonging to health behaviour detection ( $M = 6.1$ ,  $SD = 0.8$ ) than prevention condition ( $M = 3.4$ ,  $SD = 2.9$ ). Similarly, mean perceived prevention was rated higher for the webpage versions belonging to the health behaviour prevention ( $M = 6.6$ ,  $SD = 0.6$ ) than detection condition ( $M = 3.3$ ,  $SD = 1.9$ ). These results were deemed sufficient and no adjustments were made to the stimuli material.

Mean perceived customisation was rated higher for the webpage versions belonging to the user-initiated customisation (UIC) condition ( $M = 6.3$ ,  $SD = 0.7$ ) than generic conditions ( $M = 5.0$ ,  $SD = 2.2$ ). However, when examining differences in perceived customisation per device type, the results revealed a mere mean difference of 0.17 between conditions when a mobile-phone was used to explore the webpage. This suggested that the difference in perceived customisation between conditions needed be improved. Because of this, the level of UIC in the generic conditions was further diminished by removing the gallery sliders that allowed participants to sift through different leaflets (see figure S1). Instead, the leaflets were linearly displayed on to separate menu pages and users had no other option but to scroll down if they wanted to see the next leaflet. Moreover, the webpage versions for the UIC condition ( $M = 6.0$ ,  $SD = 0.5$ ) were rated slightly higher in mean perceived ease of use ( $M_{diff} = 0.4$ ) compared to those for the generic conditions ( $M = 5.6$ ,  $SD = 2.1$ ). This mean difference proposed that the gallery sliders also caused some usability issues for participants. Thus, reinforcing the decision to remove them from the webpage for the generic conditions.

A reassessment of perceived customisation in the online experiment revealed that the above mentioned adjustment was successful at reducing perceived customisation for the generic conditions. Specifically, an independent samples t-test revealed that mean perceived customisation

was significantly lower for the webpage versions belonging to the generic conditions than UIC condition,  $t(176) = -14.50, p < .001, M_{diff} = -3.4$ . A separate independent samples t-test indicated that the aforementioned significant mean difference between the generic and UIC conditions remained true for mobile-phone users as well,  $t(69) = -5.55, p < .001, M_{diff} = -2.3$ .

## Supplementary Material B - Figure S1 Example of older generic text with illustrations version with gallery sliders



The image shows a screenshot of a website designed with Wix.com. The browser address bar shows "saragroos.wixsite.com/pre-test". The website header includes the text "This site was designed with the Wix.com website builder. Create your website today." and a "Start Now" button. Below the header is a large orange banner featuring an illustration of a person in a yellow shirt holding a red thermometer. The main heading is "Coronavirus prevention guidelines for the public". Below this, a sub-heading reads "This page contains leaflets with answers to common questions about the current coronavirus prevention guidelines." The central content is a gallery slider titled "FAQ Coronavirus prevention". The slider displays a leaflet with the following text: "Why take part in preventive measures?", "It's simple: By taking part in preventive measures... you can help slow the spread of the coronavirus disease.", "Therefore... the best way to avoid exposure to the disease or avoid spreading the disease to others is by turning the following preventive measures into a daily habit:", "Did you know that... without people who display low to no coronavirus symptoms can spread the disease to others.", and "WASH YOUR HANDS". The leaflet also includes icons for a person wearing a mask and a person washing their hands. The slider is flanked by left and right navigation arrows. Below the slider, the text "Prevent getting and spreading coronavirus in public" is visible.

## Manipulation Checks and Randomisation Checks

**Supplementary Material C - Table S1 Chi-square tests results with conditions as the independent variable and background variables as the dependent variables**

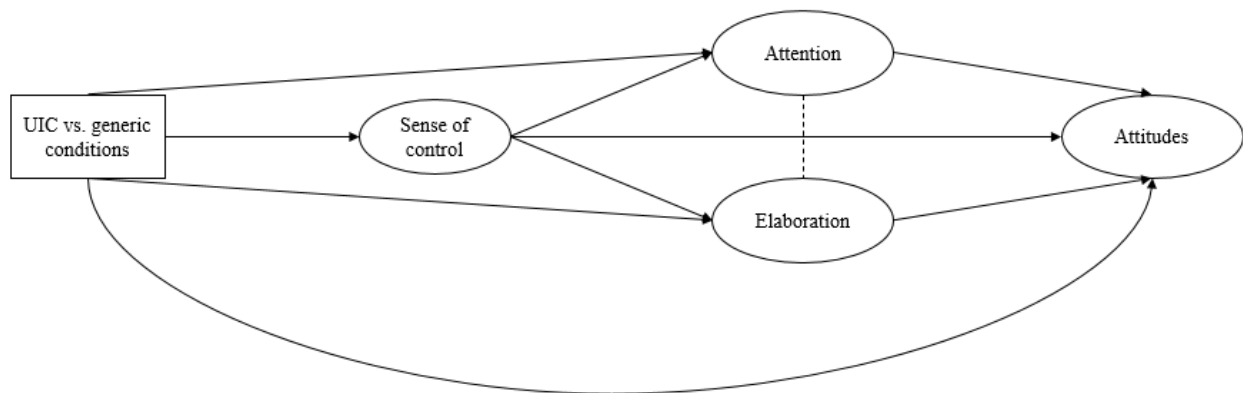
Variable	$\chi^2$	<i>df</i>	<i>p</i>
Gender	14.72	15	.472
Education	20.30	20	.440
Preferred learning style	7.96	10	.633
Past experience with the coronavirus disease	7.39	5	.193
Age	9.86	10	.453

*Note.*  
*N* = 175.

Independent variables = 3 (webpage: UIC vs. generic with text-only vs. generic with text and illustrations) x 2 (health behaviour: detection vs. prevention) between-subjects design.

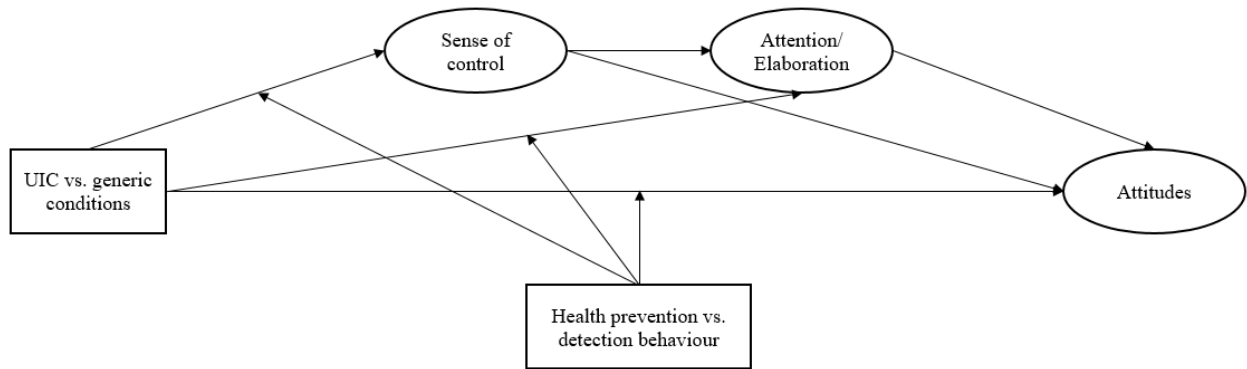
## Templates for PROCESS Models

**Supplementary Material D - Figure S2 Template for PROCESS Model 81 as depicted in Hayes (2018)**



*Note.* IV = UIC vs. generic conditions; M1: Sense of control; M2: Attention and elaboration; DV: Attitudes.

**Supplementary Material E - Figure S3 Template for PROCESS Model 85 as depicted in Hayes (2018)**



*Note.* IV = UIC vs. generic conditions; M1: Sense of control; M2: Attention and elaboration; W: Health prevention vs. detection behaviour; DV: Attitudes.