

Web Appendix

Egocentric Improvement Evaluations:

Change in the Self as an Anchor for Brand Improvement Judgments

Web Appendix A

STUDY 1 INSTRUCTIONS

Thank you for your participation. This research consists of two unrelated studies. The first study is a short self-assessment survey. The second study is a product evaluation task.

STUDY 1 SELF-IMPROVEMENT WRITING TASK ("SELF-ASSESSMENT SURVEY")

Sometimes people hope to change over time, because change can reflect positively on them. In the spaces below, please list three personally important positive ways in which you have changed over the past ten years.

STUDY 1 PRODUCT EVALUATION INSTRUCTIONS AND MEASURES

Instructions

Please view the following information comparing the Apple iPhone 5 and the Apple iPhone 6 and answer the questions that follow.

Dependent Measures

- To what extent is the iPhone 6 an improvement over the iPhone 5?
 - 1 (not at all) – 7 (very much)
- How much would you be willing to pay to upgrade from the iPhone 5 to the iPhone 6?
 - \$0 – \$500 sliding scale

Perceived Self-Improvement

- In general, how much improvement have you experienced over the past five years?
 - 1 (very little improvement) – 7 (a lot of improvement)
- In general, to what extent have you changed over the past five years?
 - 1 (not at all) – 7 (very much)

Self-Brand Connection (Escalas & Bettman 2003)

- How strongly do you identify with Apple?
 - 1 (not at all) – 7 (very strongly)
- How connected are you to Apple?
 - 1 (not at all) – 7 (very much)
- How much does Apple represent who you are?
 - 1 (not at all) – 7 (very much)

Demographics

- Age (open-ended)
- Gender (male/female)

STUDY 1 PRODUCT EVALUATION STIMULI



	<u>iPhone 5</u>	<u>iPhone 6</u>
Color and Finish	Silver Gold Space Gray	Silver Gold Space Gray
Weight and Dimensions	Height: 4.87 in. Width: 2.31 in. Depth: 0.30 in. Weight: 3.95 oz.	Height: 5.44 in. Width: 2.64 in. Depth: 0.27 in. Weight: 4.55 oz.
Chips	A7 chip (64-bit) M7 motion coprocessor	A8 chip (64-bit) M8 motion coprocessor
Touch ID	Fingerprint identity sensor	Fingerprint identity sensor
Display	4-inch Retina display 1136 x 640 resolution 326 ppi	4.7-inch Retina display 1334 x 750 resolution 326 ppi
Cellular and Wireless	GSM/EDGE UMTS/HSPA+ DC-HSDPA CDMA EV-DO Rev. A & B LTE Bluetooth 4.0 GPS and GLONASS Wi-Fi (802.11a/b/g/n)	GSM/EDGE UMTS/HSPA+ DC-HSDPA CDMA EV-DO Rev. A & B LTE Bluetooth 4.0 GPS and GLONASS Wi-Fi (802.11a/b/g/n/ac)
iSight Camera	8 megapixels f/2.2 aperture Sapphire crystal lens cover Autofocus Auto image stabilization True Tone flash Slo-mo video Face detection	8 megapixels f/2.2 aperture Sapphire crystal lens cover Autofocus w/ Focus Pixels Auto image stabilization True Tone flash Slo-mo video Improved Face detection
Power and Battery	Talk time: Up to 10 hrs. Standby time: Up to 250 hrs Web use: Up to 10 hrs Video play: Up to 10 hrs Audio play: Up to 40 hrs	Talk time: Up to 14 hrs. Standby time: Up to 250 hrs Web use: Up to 11 hrs Video play: Up to 11 hrs Audio play: Up to 50 hrs
SIM Card	Nano-SIM	Nano-SIM

STUDY 1 RESULTS

Brand Improvement: Regression Testing Perceived Self-Improvement x SBC Interaction

Variable	Coefficient	SE	t	p
Intercept	4.19	.15	28.04	.00
Self-Improvement	.13	.11	1.10	.27
SBC	.19	.09	2.23	.03
Self-Improvement x SBC	.15	.06	2.31	.02

Note.— $R^2 = .14$, $p < .01$; Perceived Self-Improvement and SBC are mean-centered.

WTP to Upgrade: Moderated Mediation by Brand Improvement

Variable	Coefficient	SE	t	p	LLCI	ULCI
<i>DV: Brand Improvement</i>						
Intercept	4.19	.15	28.04	.00	3.90	4.49
Self-Improvement	.13	.11	1.10	.27	-.10	.35
SBC	.19	.09	2.23	.03	.02	.36
Self-Imp*SBC	.15	.06	2.31	.02	.02	.28
<i>DV: WTP to Upgrade</i>						
Intercept	30.12	27.69	1.09	.28	-24.84	85.07
Brand Improvement	16.29	6.23	2.61	.01	3.92	28.65
Self-Improvement	5.16	7.01	.74	.46	-8.75	19.07
SBC	21.41	5.41	3.96	.00	10.68	32.15
Self-Imp*SBC	2.25	4.05	.56	.58	-5.79	10.30
<i>Conditional Indirect Effect through Brand Improvement</i>						
Low SBC	-2.29	2.97			-9.85	2.29
High SBC	6.37	4.46			.09	17.89
<i>Index of Moderated Mediation</i>						
Brand Improvement	2.42	1.63			.19	6.80

Note.—PROCESS Model 8; 5,000 bootstrapped samples; 95% CI. Low SBC and High SBC correspond to Mean \pm 1 SD of SBC, respectively.

Web Appendix B

STUDY 2 PRETEST INSTRUCTIONS

Thank you for your participation. On the next screen, you will complete a short self-assessment task in which you will answer a prompt about how you see yourself. This will be followed by basic demographics.

STUDY 2 PRETEST SELF-IMPROVEMENT MANIPULATION

Improvement Condition

Sometimes people hope to change over time, because change can reflect positively on them. In the spaces below, please list three personally important positive ways in which you have changed over the past five years.

Stability Condition

Sometimes people hope to remain the same over time, because stability can reflect positively on them. In the spaces below, please list three personally important positive ways in which you have remained the same over the past five years.

STUDY 2 PRETEST MEASURES

Dependent Measures

- In general, how much improvement have you experienced over the past five years?
 - 1 (very little improvement) – 7 (a lot of improvement)
- How difficult was it for you to generate the three things you listed at the beginning of this survey?
 - 1 (very easy) – 7 (very difficult)

Demographics

- Age (open-ended)
- Gender (male/female)

STUDY 2 PRETEST RESULTS

Dependent Variable Cell Means and SDs

Condition	Self-Improvement Rating Mean (SD)	Task Difficulty Rating Mean (SD)
Improvement	5.12 (1.25)	3.01 (1.78)
Stability	4.62 (1.36)	3.11 (1.85)

Self-Improvement Rating: One-way ANOVA

Source	Type III SS	df	MS	F	p
Model	7.87	1	7.87	4.65	.03
Intercept	3030.56	1	3030.56	1789.59	.00
Self-Improvement	7.87	1	7.87	4.65	.03
Error	213.37	126	1.69		
Total	3273.00	128			

Task Difficulty Rating: One-way ANOVA

Source	Type III SS	df	MS	F	p
Model	.32	1	.32	.10	.76
Intercept	1199.69	1	1199.69	364.09	.00
Self-Improvement	.32	1	.32	.10	.76
Error	415.18	126	3.30		
Total	1616.00	128			

STUDY 2 INSTRUCTIONS

This survey consists of two unrelated tasks. In one part of the survey, you will complete a writing task in which you describe either yourself or a friend. In another part of the survey, you will complete a brand evaluation task. Specifically, you will view some information comparing two phones and evaluate the phones on various dimensions. Lastly, you will provide basic demographic information.

STUDY 2 SELF-BRAND CONNECTION MEASURE (ESCALAS & BETTMAN 2003)

- The brand Samsung reflects who I am.
- I can identify with the brand Samsung.
- I feel a personal connection to the brand Samsung.
- I can use the brand Samsung to communicate who I am to other people.
- I think the brand Samsung could help me become the type of person I want to be.
- I consider the brand Samsung to be "me" (it reflects who I consider myself to be or the way that I want to present myself to others).
- The brand Samsung suits me well.
 - 0 (strongly disagree) – 100 (strongly agree) sliding scales for all items

STUDY 2 SELF-IMPROVEMENT AND SELF-FOCUS MANIPULATIONS

Improvement– Self Focus Condition

Sometimes people hope to change over time, because change can reflect positively on them. In the spaces below, please list three personally important positive ways in which you have changed over the past five years.

Stability– Self Focus Condition

Sometimes people hope to remain the same over time, because stability can reflect positively on them. In the spaces below, please list three personally important positive ways in which you have remained the same over the past five years.

Improvement–Other Focus Condition

Sometimes people hope to change over time, because change can reflect positively on them. Think of a friend and in the spaces below, please list three personally important positive ways in which your friend has changed over the past five years.

Stability–Other Focus Condition

Sometimes people hope to remain the same over time, because stability can reflect positively on them. Think of a friend and in the spaces below, please list three personally important positive ways in which your friend has remained the same over the past five years.

STUDY 2 PRODUCT EVALUATION INSTRUCTIONS

Please view the following information about the Samsung Galaxy S4 and the Samsung Galaxy S5 and answer the questions that follow.

STUDY 2 MEASURES

Dependent Measures

- How similar are the Samsung Galaxy S4 and the Samsung Galaxy S5?
 - 1 (not at all similar) – 7 (very similar)
- How different are the Samsung Galaxy S4 and the Samsung Galaxy S5?
 - 1 (not at all different) – 7 (very different)
- How much better or worse is the Samsung Galaxy S5 than the Samsung Galaxy S4?
 - 1 (the S5 is much worse than the S4) – 7 (the S5 is much better than the S4)
- To what extent is the Samsung Galaxy S5 an improvement on the Samsung Galaxy S4?
 - 1 (not at all) – 7 (very much)
- Which picture best describes the relationship between the Samsung Galaxy S4 and the Samsung Galaxy S5?



- What is the likelihood that you would upgrade from the Samsung Galaxy S4 to the Samsung Galaxy S5?
 - 1 (unlikely) – 7 (likely)

Improvement Manipulation Checks

- During the writing task, I was thinking of ways that I have been changing over time.
- During the writing task, I was thinking of ways that I have remained the same over time.
- During the writing task, I was thinking of ways that my friend has been changing over time.
- During the writing task, I was thinking of ways that my friend has remained the same over time.
 - 1 (strongly disagree) – 7 (strongly agree) scale for all items

Demographics and Suspicion Measures

- Age (open-ended)
- Gender (male/female)
- What do you think this was the purpose of this study?

STUDY 2 PRODUCT EVALUATION STIMULI



	Samsung Galaxy S4	Samsung Galaxy S5
Power and Battery	Talk time: max 17 hrs. Music play: max 69 hrs. Web use: max 10 hrs. Video play: max 11 hrs.	Talk time: max 29 hrs. Music play: max 70 hrs. Web use: max 13 hrs. Video play: max 14 hrs.
Size	Height: 5.38 in. Width: 2.74 in. Depth: 0.31 in.	Height: 5.59 in. Width: 2.85 in. Depth: 0.31 in.
Memory	Up to 64 GB w/external drive	Up to 128 GB w/external drive
Processor Chip	Qualcomm Snapdragon 600 1.9 GHz	Qualcomm Snapdragon 801 2.5 GHz
Display	5.0-inch Super AMOLED 1080 x 1920 pixels	5.1-inch Super AMOLED 1080 x 1920 pixels
Security	--	Fingerprint reader
Camera	13 megapixels -- --	16 megapixels Selective Focus HDR Live Mode Embedded heart rate sensor
Color	Black White Blue Brown	Black White Blue Gold

STUDY 2 RESULTS

Brand Improvement: Regression Testing Self-Improvement x SBC x Self-Focus Interaction

Variable	Coefficient	SE	t	p
Intercept	4.02	.07	56.37	.00
Self-Improvement	-.05	.07	-.64	.52
SBC	.01	.003	2.80	.01
Self-Focus	.06	.07	.83	.41
Self-Imp*SBC	.004	.003	1.20	.23
Self-Imp*Self-Focus	.09	.07	1.20	.23
SBC*Self-Focus	-.01	.003	-1.78	.08
Self-Imp*SBC*Self-Focus	.01	.003	2.76	.01

Note.— $R^2 = .15$, $p < .01$; Self-Improvement and Self-Focus are contrast-coded, and SBC is mean-centered.

Upgrade Intentions: 3-way Moderated Mediation by Brand Improvement

Variable	Coefficient	SE	t	p	LLCI	ULCI
<i>DV: Brand Improvement</i>						
Intercept	4.02	.07	56.37	.00	3.88	4.16
Self-Improvement	-.05	.07	-.64	.52	-.19	.10
SBC	.01	.003	2.80	.01	.002	.014
Self-Focus	.06	.07	.83	.41	-.08	.20
Self-Imp*SBC	.004	.003	1.20	.23	-.002	.009
Self-Imp*Self-Focus	.09	.07	1.20	.23	-.06	.23
SBC*Self-Focus	-.01	.003	-1.78	.08	-.011	.001
Self-Imp*SBC*Self-Focus	.01	.003	2.76	.01	.002	.014
<i>DV: WTP to Upgrade</i>						
Intercept	-.78	.75	-1.04	.30	-2.26	.70
Brand Improvement	1.20	.18	6.55	.00	.83	1.56
Self-Improvement	-.18	.14	-1.25	.21	-.46	.10
SBC	.01	.01	1.95	.05	-.00	.02
Self-Focus	-.38	.14	-2.65	.01	-.66	-.10
Self-Imp*SBC	-.001	.01	-.22	.83	-.01	.01
Self-Imp*Self-Focus	.09	.14	.60	.55	-.20	.37
SBC*Self-Focus	.01	.01	1.15	.25	-.005	.02
Self-Imp*SBC*Self-Focus	.01	.01	1.23	.22	-.004	.019
<i>Conditional Indirect Effect through Brand Improvement</i>						
Low SBC/Other Focus	-.02	.17			-.37	.31
Low SBC/Self Focus	-.29	.22			-.81	.08
High SBC/Other Focus	-.29	.19			-.68	.08
High SBC/Self Focus	.39	.14			.11	.68
<i>Indirect Effect of Highest Order Product</i>						
Brand Improvement	.01	.004			.003	.018

Note.—PROCESS Model 12; 5,000 bootstrapped samples; 95% CI. Low SBC and High SBC correspond to Mean \pm 1 SD of SBC, respectively.

Web Appendix C

STUDY 3 INSTRUCTIONS

This survey consists of two unrelated tasks. In one part of the survey, you will complete a self-assessment writing task. In another part of the survey, you will complete a brand evaluation task. Lastly, you will complete some brief personality scales and provide basic demographic information.

STUDY 3 SELF-BRAND CONNECTION MANIPULATION

High SBC Condition

In the space below, please enter one of your favorite brands. This should be a brand that you feel very connected to and that represents who you are.

Low SBC Condition

In the space below, please enter one of your least favorite brands. This should be a brand that you do not feel very connected to and that does not represent who you are.

STUDY 3 SELF-IMPROVEMENT MANIPULATION

Improvement Condition

Sometimes people hope to change over time, because change can reflect positively on them. In the spaces below, please list three personally important positive ways in which you have changed over the past five years.

Stability Condition

Sometimes people hope to remain the same over time, because stability can reflect positively on them. In the spaces below, please list three personally important positive ways in which you have remained the same over the past five years.

STUDY 3 MEASURES

Dependent Measures

- How similar is the brand [insert brand name] now compared to five years ago?
 - 1 (not at all similar) – 7 (very similar)
- How different is the brand [insert brand name] name compared to five years ago?
 - 1 (not at all different) – 7 (very different)

Private Self-Consciousness (Scheier and Carver 1985)

- I'm always trying to figure myself out.
- I think about myself a lot.
- I often daydream about myself.

- I never take a hard look at myself. (reverse-coded)
- I generally pay attention to my inner feelings.
- I'm constantly thinking about my reasons for doing things.
- I sometimes step back (in my mind) in order to examine myself from a distance.
- I'm quick to notice changes in my mood.
- I know the way my mind works when I work through a problem.
 - 1 (not at all like me) – 4 (a lot like me) scale for all items

Self-Improvement Manipulation Check

- During the self-assessment task, I was thinking of ways that I have been changing over time.
- During the self-assessment task, I was thinking of ways that I have remained the same over time.
 - 1 (strongly disagree) – 7 (strongly agree) scale for all items

SBC Manipulation Check (Escalas and Bettman 2003)

- I feel a personal connection to the brand [insert brand name]
- I can identify with the brand [insert brand name]
- The brand [insert brand name] reflects who I am
 - 1 (strongly disagree) – 7 (strongly agree)

Demographics

- Age (open-ended)
- Gender (male/female)

STUDY 3 RESULTS

Brand Improvement: Regression Testing Self-Improvement x SBC x Trait Self-Consciousness Interaction

Variable	Coefficient	SE	t	p
Intercept	2.90	.12	23.51	.00
Self-Improvement	.10	.12	.78	.44
SBC	.27	.12	2.22	.03
Self-Consciousness	.07	.22	.29	.77
Self-Imp*SBC	.19	.12	1.57	.12
Self-Imp*Self-Con	.03	.22	.13	.89
SBC*Self-Con	-.09	.22	-.40	.69
Self-Imp* SBC*Self-Con	.81	.22	3.65	.00

Note.— $R^2 = .16$, $p < .01$; Self-Improvement and SBC are contrast-coded, and Self-Consciousness is mean-centered.

Web Appendix D

STUDY 4 INSTRUCTIONS

Thank you for your participation. This study consists of two different parts. In the first part, you will complete a self-perception and personality survey. In the second part, you will complete a brand evaluation task in which you will share your views about different brands.

STUDY 4 HIGH SBC BRAND ELICITATION TASK

In the spaces below, please enter one of your favorite brands in the athletic shoe category. This should be a brand that you own and feel very connected to and that represents who you are.

STUDY 4 SELF-IMPROVEMENT MANIPULATION

Improvement Condition

Sometimes people hope to change over time, because change can reflect positively on them. In the spaces below, please list three personally important positive ways in which you have changed over the past five years.

Stability Condition

Sometimes people hope to remain the same over time, because stability can reflect positively on them. In the spaces below, please list three personally important positive ways in which you have remained the same over the past five years.

STUDY 4 SELF-AFFIRMATION MANIPULATION (BRENDL ET AL. 2005)

Self-Affirmation Condition

In the space below, please provide a short description of an important area of your life where you are satisfied with yourself. Specifically, write at least three lines about a positive aspect of yourself that you like, such as a personal trait or characteristic.

Control Condition

In the space below, please provide a short description of your most important criteria when packing for a trip. Specifically, write at least three lines about the thoughts that go through your mind and how you decide what to bring and what to leave behind.

STUDY 4 MEASURES

Dependent Measures

- How much better are [insert brand name] athletic shoes now compared to five years ago?
 - 1 (not at all better now) – 7 (much better now)
- Imagine that you are shopping for a new pair of athletic shoes and the brand [insert brand name] released a new version of the shoes that you wish to replace. What is the likelihood that you would purchase the new shoes?
 - 1 (unlikely) – 7 (likely)

- Imagine that you are shopping for a new pair of athletic shoes and the brand [insert brand name] recently released a new version of the shoes that you wish to replace. How much would you be willing to pay for the new shoes?
 - \$0 - \$300 sliding scale

Self-Improvement Manipulation Check

- During the self-perception survey, I was thinking of ways that I have been improving over time.
 - 1 (strongly disagree) – 7 (strongly agree)

SBC Check (Escalas and Bettman 2003)

- I feel a personal connection to the brand [insert brand name]
- I can identify with the brand [insert brand name]
- The brand [insert brand name] reflects who I am
 - 1 (strongly disagree) – 7 (strongly agree)

Self-Affirmation Manipulation Check

- Earlier in this survey, you were asked to describe yourself and you wrote “[insert text from self-affirmation manipulation here].” How does this aspect of your life make you feel about yourself?
 - 1 (very negatively) – 7 (very positively)

Demographics

- Age (open-ended)
- Gender (male/female)

STUDY 4 RESULTS

Brand Improvement: Cell Means and SDs

Condition	Brand Improvement Mean (SD)
Stability/Control	4.40 (1.56)
Improvement/Control	5.23 (1.35)
Stability/Self-Affirmation	4.74 (1.40)
Improvement/ Self-Affirmation	4.71 (1.51)

Brand Improvement: 2 (Self-Improvement) x2 (Self-Affirmation) ANOVA

Source	Type III SS	df	MS	F	p
Model	18.21	3	6.07	2.85	.04
Intercept	4708.91	1	4708.91	2212.14	.00
Self-Improvement	8.28	1	8.28	3.89	.05
Self-Affirmation	.42	1	.42	.20	.66
Self-Imp*Self-Aff	9.41	1	9.41	4.42	.04
Error	432.12	203	2.13		
Total	5166.00	207			

Note.— $R^2 = .04$, $p = .04$

Upgrade Intentions: Moderated Mediation by Brand Improvement

Variable	Coefficient	SE	t	p	LLCI	ULCI
<i>DV: Brand Improvement</i>						
Intercept	4.40	.20	21.77	.00	4.00	4.80
Self-Improvement	.83	.29	2.89	.00	.26	1.39
Self-Affirmation	.34	.28	1.19	.24	-.22	.90
Self-Imp*Self-Aff	-.85	.41	-2.10	.04	-1.65	-.05
<i>DV: Upgrade Intentions</i>						
Intercept	3.26	.40	8.17	.00	2.47	4.05
Brand Improvement	.38	.08	4.97	.00	.23	.53
Self-Improvement	-.04	.32	-.14	.89	-.67	.58
Self-Affirmation	.19	.31	.62	.54	-.42	.80
Self-Imp*Self-Aff	-.02	.44	-.06	.96	-.90	.85
<i>Conditional Indirect Effect through Brand Improvement</i>						
Control	.31	.14			.10	.64
Self-Affirmation	-.01	.11			-.25	.21
<i>Index of Moderated Mediation</i>						
Brand Improvement	-.32	.18			-.78	-.04

Note.—PROCESS Model 8; 5,000 bootstrapped samples; 95% CI.

WTP to Upgrade: Moderated Mediation by Brand Improvement

Variable	Coefficient	SE	t	p	LLCI	ULCI
<i>DV: Brand Improvement</i>						
Intercept	4.40	.20	21.77	.00	4.00	4.80
Self-Improvement	.83	.29	2.89	.00	.26	1.39
Self-Affirmation	.34	.28	1.19	.24	-.22	.90
Self-Imp*Self-Aff	-.85	.41	-2.10	.04	-1.65	-.05
<i>DV: WTP to Upgrade</i>						
Intercept	71.79	10.25	7.01	.00	51.59	92.00
Brand Improvement	8.46	1.95	4.35	.00	4.62	12.30
Self-Improvement	-19.84	8.10	-2.45	.02	-35.81	-3.88
Self-Affirmation	2.55	7.89	.32	.75	-13.01	18.10
Self-Imp*Self-Aff	14.80	11.38	1.30	.19	-7.64	37.23
<i>Conditional Indirect Effect through Brand Improvement</i>						
Control	7.00	3.06			2.33	14.71
Self-Affirmation	-.22	2.50			-5.53	4.65
<i>Index of Moderated Mediation</i>						
Brand Improvement	-7.22	3.97			-17.22	-1.19

Note.—PROCESS Model 8; 5,000 bootstrapped samples; 95% CI.

Web Appendix E

STUDY 5 PRETEST INSTRUCTIONS

On the following screen, you will be presented with an advertisement for the Apple iPhone 7. Please take some time to view the advertisement and then answer the questions that follow.

STUDY 5 PRETEST SELF-IMPROVEMENT AD MANIPULATION

Improvement Ad



Control Ad



STUDY 5 PRETEST MEASURES

Dependent Measures

- Overall, how have you changed over the past five years
 - 1 (much worse now than 5 years ago) – 7 (much better now than 5 years ago)
- How much better are you now relative to five years ago?
 - 1 (not at all better now) – 7 (much better now)

Demographics

- Age (open-ended)
- Gender (male/female/other)

STUDY 5 PRETEST RESULTS

Self-Improvement Cell Means and SDs

Condition	Self-Improvement Rating Mean (SD)
Improvement	4.53 (1.51)
Control	5.03 (1.24)

Self-Improvement Rating: One-way ANOVA

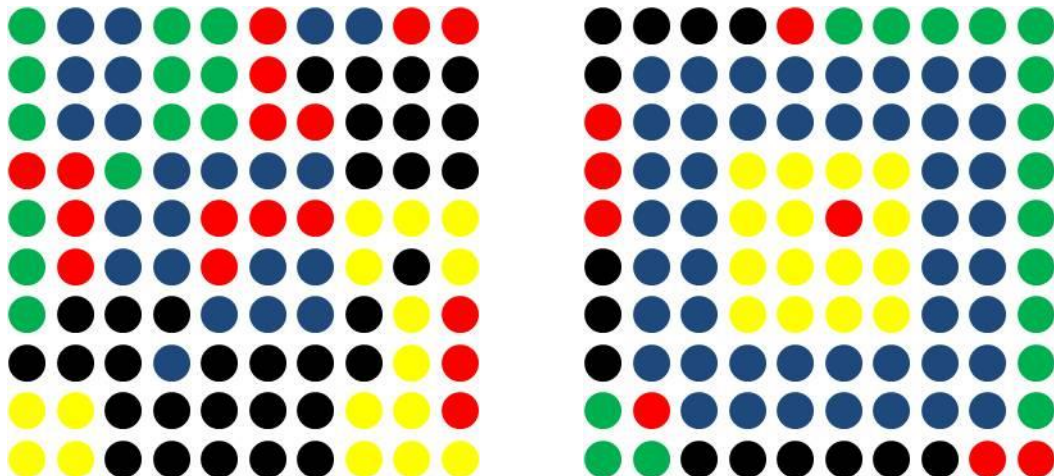
Source	Type III SS	df	MS	F	p
Model	8.95	1	8.95	4.53	.035
Intercept	3245.14	1	3245.14	1642.03	.00
Ad	8.95	1	8.95	4.53	.035
Error	282.61	143	1.98		
Total	3556.00	145			

STUDY 5 INSTRUCTIONS

Thank you for your participation. This survey consists of a few unrelated tasks. First, you will take a cognitive skills test. This will be followed by a consumer product evaluation survey. Specifically, you will view some promotional material for a currently available product and then share your opinion of the product and the advertisement. Additionally, you will complete some personality scales.

STUDY 5 VISUOSPATIAL REASONING TASK

Examples of dot arrays from visuospatial reasoning task. After each grid flashed on the screen, participants indicated the number of red dots they saw.



STUDY 5 THREAT MANIPULATION

Low Threat Condition

You correctly answered 11 out of 15 questions. You are in the top 30% of people who have taken this test.

High Threat Condition

You correctly answered 4 out of 15 questions. You are in the bottom 30% of people who have taken this test.

STUDY 5 PRODUCT EVALUATION INSTRUCTIONS

On the following screen, you will be presented with an advertisement for the Apple iPhone 7. Please take some time to view the advertisement and then answer the questions that follow.

STUDY 5 AD MANIPULATION

See advertisements from the Study 5 Pretest.

STUDY 5 MEASURES

Dependent Measures – Brand Improvement

- How much has the iPhone evolved between the first model and the most recent model?
 - 1 (not at all) – 7 (very much)
- How does the iPhone 7 compare to previous iPhone models?
 - 1 (iPhone 7 is not at all more advanced than previous models) – 7 (iPhone 7 is much more advanced than previous models)
- To what extent is the iPhone 7 an improvement over previous iPhone models?
 - 1 (not at all) – 7 (very much)
- How much better is the iPhone 7 than previous iPhone models?
 - 1 (iPhone 7 is not at all better than previous models) – 7 (iPhone 7 is much better than previous models)

Dependent Measures – Product Upgrade

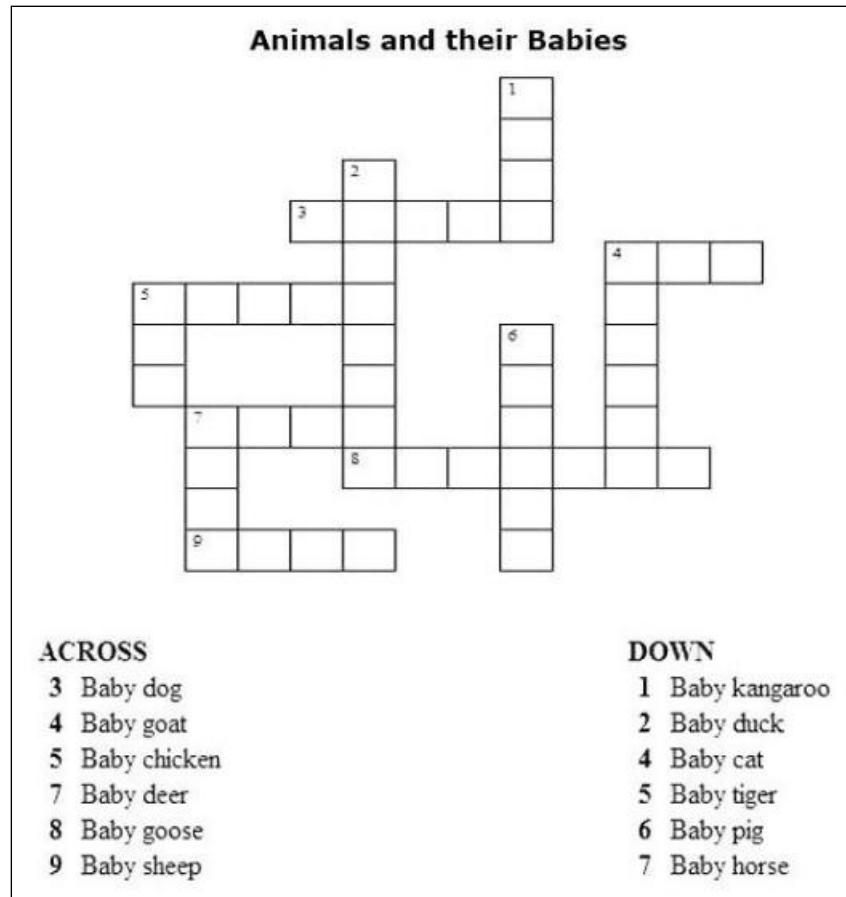
- What is the likelihood that you would purchase the iPhone 7?
 - 1 (very unlikely) – 7 (very likely)
- What is the likelihood that you would trade your current phone in for the iPhone 7?
 - 1 (not at all) – 7 (very much)
- What is your reservation price for the iPhone 7? That is, what is the most you would be willing to pay in order to obtain this phone?
 - open-ended

Self-Improvement Thoughts

- While completing the product evaluation task, to what extent were you thinking of ways that you have improved over time?
 - 1 (not at all) – 7 (very much)

Filler Task

Instructions: In this task, we are interested in your ability to solve word puzzles. Below is a crossword puzzle. Please attempt to solve the puzzle as quickly and efficiently as you can. We are interested in the speed at which you answer the crossword.



Moderator – Apple Self-Brand Connection (Escalas & Bettman 2003)

- The brand Apple reflects who I am.
- I can identify with the brand Samsung.
- I feel a personal connection to the brand Samsung.
- I can use the brand Samsung to communicate who I am to other people.
- I think the brand Samsung could help me become the type of person I want to be.
- I consider the brand Samsung to be "me" (it reflects who I consider myself to be or the way that I want to present myself to others).
- The brand Samsung suits me well.
 - 1 (strongly disagree) – 7 (strongly agree)

Threat Manipulation Check

- How would you describe your performance on the visuospatial reasoning test?
 - 1 (very low) – 7 (very high)

- How does your performance on the visuospatial reasoning test make you feel about yourself?
 - 1 (very bad) – 7 (very good)

Demographics

- Age (open-ended)
- Gender (male/female)

STUDY 5 RESULTS

Upgrade Intentions: Serial Moderated Moderated Mediation

Variable	Coefficient	SE	t	p	LLCI	ULCI
<i>Outcome: Self-Improvement Thoughts</i>						
Intercept	.73	.40	1.82	.07	-.06	1.52
Ad	.99	.54	1.82	.07	-.08	2.06
Self-Threat	.63	.57	1.09	.28	-.50	1.76
SBC	.71	.10	7.11	.00	.51	.90
Ad*Self-Threat	-.79	.78	-1.01	.31	-2.32	.74
Ad*SBC	-.29	.14	-2.06	.04	-.57	-.01
Self-Threat*SBC	-.38	.15	-2.49	.01	-.68	-.08
Ad*Self-Threat*SBC	.46	.21	2.19	.03	.05	.87
<i>Outcome: Brand Improvement</i>						
Intercept	4.98	.13	39.86	.00	4.74	5.23
Ad	-.11	.12	-.87	.39	-.35	.14
Self-Imp Thoughts	.09	.03	2.91	.00	.03	.15
<i>Outcome: Upgrade Intentions</i>						
Intercept	-.42	.43	-.99	.32	-1.26	.42
Ad	-.28	.19	-1.46	.15	-.65	.10
Self-Imp Thoughts	.35	.05	7.18	.00	.25	.44
Brand Improvement	.62	.08	8.04	.00	.47	.77
<i>Conditional Serial Indirect Effect through Self-Improvement Thoughts and Brand Improvement</i>						
Low Threat/Low SBC	.03	.02			-.01	.08
Low Threat/High SBC	-.03	.02			-.08	.01
High Threat/Low SBC	.03	.02			-.01	.08
High Threat/High SBC	.06	.03			.01	.13
<i>Index of Moderated Moderated Mediation</i>						
Index	.03	.02			.001	.06

Note.—Custom PROCESS Model; 5,000 bootstrapped samples; 95% CI. Ad is coded so that 0 = control iPhone ad, 1 = self-improvement iPhone ad. Self-threat is coded so that 0 = low threat, 1 = high threat. Low and high SBC correspond to mean \pm 1 SD of SBC, respectively.

WTP: Serial Moderated Moderated Mediation

Variable	Coefficient	SE	t	p	LLCI	ULCI
<i>Outcome: Self-Improvement Thoughts</i>						
Intercept	.73	.40	1.82	.07	-.06	1.52
Ad	.99	.54	1.82	.07	-.08	2.06
Self-Threat	.63	.57	1.09	.28	-.50	1.76
SBC	.71	.10	7.11	.00	.51	.90
Ad*Self-Threat	-.79	.78	-1.01	.31	-2.32	.74
Ad*SBC	-.29	.14	-2.06	.04	-.57	-.01
Self-Threat*SBC	-.38	.15	-2.49	.01	-.68	-.08
Ad*Self-Threat*SBC	.46	.21	2.19	.03	.05	.87
<i>Outcome: Brand Improvement</i>						
Intercept	4.98	.13	39.86	.00	4.74	5.23
Ad	-.11	.12	-.87	.39	-.35	.14
Self-Imp Thoughts	.09	.03	2.91	.00	.03	.15
<i>Outcome: WTP</i>						
Intercept	-9.68	50.93	-.19	.85	-109.80	90.44
Ad	-12.28	22.82	-.54	.59	-57.14	32.59
Self-Imp Thoughts	21.41	5.80	3.69	.00	10.02	32.81
Brand Improvement	39.86	9.13	4.37	.00	21.91	57.81
<i>Conditional Serial Indirect Effect through Self-Improvement Thoughts and Brand Improvement</i>						
Low Threat/Low SBC	1.87	1.50			-.38	5.42
Low Threat/High SBC	-1.73	1.49			-5.07	.75
High Threat/Low SBC	1.72	1.52			-.84	5.17
High Threat/High SBC	3.79	2.11			.62	8.62
<i>Index of Moderated Moderated Mediation</i>						
Index	1.67	1.05			.07	4.22

Note.—Custom PROCESS Model; 5,000 bootstrapped samples; 95% CI. Ad is coded so that 0 = control iPhone ad, 1 = self-improvement iPhone ad. Self-threat is coded so that 0 = low threat, 1 = high threat. Low and high SBC correspond to mean \pm 1 SD of SBC, respectively.