WEB APPENDIX

Explanations about the sample size calculations (used in all studies)

Given the reproducibility issues faced in numerous research areas (see Munafò et al. 2017), we decided to perform sample size calculation before collecting data to ensure our samples have enough statistical power. The statistical power of a study depends on the strength of the effect size, the α level, and the sample size (Ellis 2010). Researchers thus can calculate up front the required sample size to reliably find and interpret a certain effect size. Because there was no prior research testing the specific set of hypotheses that we formulated in this paper, we anticipated for all studies a medium effect size ($r = .30$). We also used a .80 statistical power level (Krzywinski and Altman 2013) and the conventional .05 α level as inputs. All sample size calculations were performed using G*Power 3.1.6 (Faul et al. 2007).

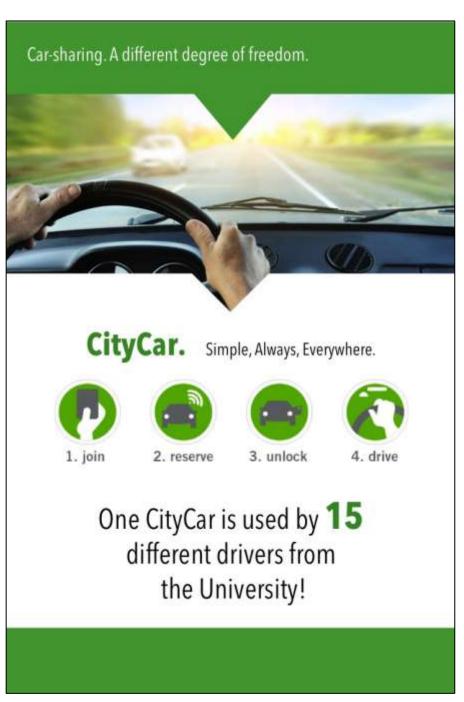**Description of a typical car-sharing service (used in Study 1 and Study 4)**

Adapted from both the website of a popular car-sharing program and the car-sharing description developed by Lamberton and Rose (2012):

> *Car-sharing companies typically operate in large cities. They offer a fleet of vehicles that are available at numerous stations (reserved parking slots), spread all over the cities. To use the car-sharing system, you first need to subscribe and then pay membership and usage fees (depending on the number of kilometers traveled and your reservation periods). Everything is included: gasoline, parking fees, and insurance.*
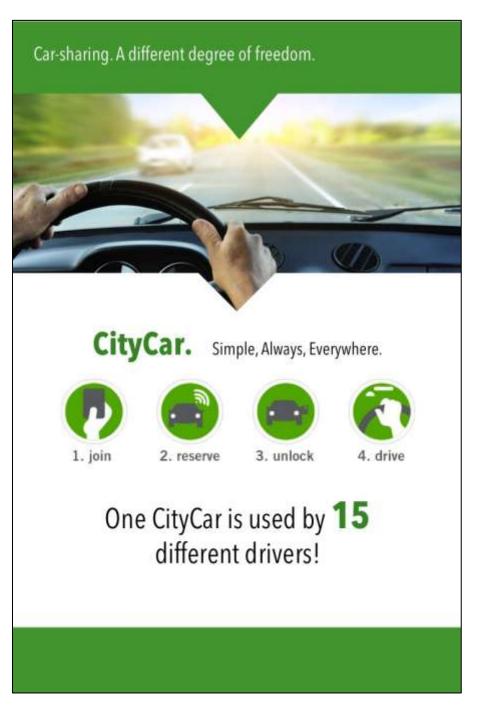
> *As a consumer, you can book a car by phone (thanks to a mobile application) and/or via the Internet, 7 days a week and 24h per day, for any duration of your choice. The reservations can either be done at the last minute or weeks in advance. Once the car is reserved, you just need to go to the station where the previous user left the car (within 7 minutes walking time maximum), unlock it using your membership card, and use it to your needs during the reservation period. Afterwards, you need to drop the car back to the initial station; all without any contact with employees or previous users.*
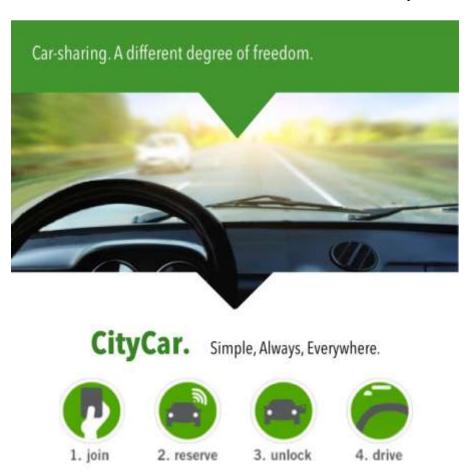
Stimuli used in Study 4

Advertisement used in the high contact incidence and similarity present condition:

Advertisement used in the high contact incidence and similarity absent condition:
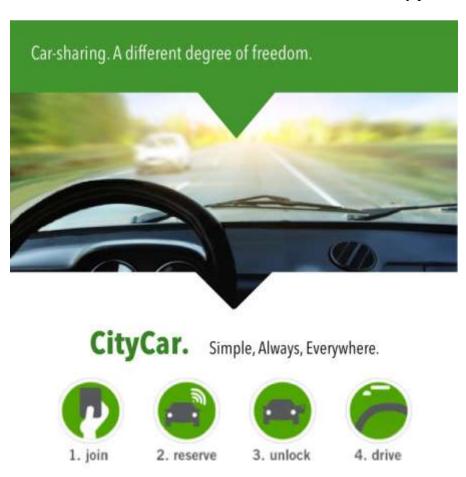
Advertisement used in the low contact incidence and similarity absent condition:

Advertisement used in the low contact incidence and similarity present condition:

References used in the Web Appendix:

Ellis, Paul D. (2010), *The Essential Guide to Effect Sizes: Statistical Power, Meta-Analysis, and the Interpretation of Research Results*, Cambridge: Cambridge University Press.

Faul, Franz, Edgar Erdfelder, Albert-Georg Lang, and Axel Buchner (2007), "G*Power 3: A Flexible Statistical Power Analysis Program for the Social, Behavioral, and Biomedical Sciences," *Behavior Research Methods*, 39(2), 175–91.

Krzywinski, Martin and Naomi Altman (2013), "Points of Significance: Power and Sample Size," *Nature: Methods*, 10(12), 1139-40.

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