

Supplementary Material

Study A1

While the laboratory studies included in the manuscript tested our predictions in Singapore, we conducted an additional study to conceptually replicate and test the generalizability of our findings. We primed either global or local identity among participants from the US and tested if a global identity prime led to a more positive attitude and higher willingness to pay for an environmentally friendly product.

Method

Participants.

We recruited 200 participants from the US ($M_{\text{age}} = 34.17$ years, 49% females; 140 European Americans, 15 African Americans, 11 Latin Americans, 18 Asian Americans, 9 multi-racials, 7 unspecified) using Amazon Mechanical Turk (US).

Procedure.

We randomly assigned participants to either a global or local identity prime condition. As in Study 3 of the article, to manipulate the salience of participants' global and local identities, we adopted the sentence-scrambling task described in Zhang and Khare (2009). For example, a sentence in the local (global) identity condition was "I a citizen am local (global)" which un-scrambles to "I am a local (global) citizen".

Next, in an ostensibly unrelated task, participants were shown reviews of two brands of refrigerators (brand L and G) in a tabular format with five attributes (viz., freezer capacity, depth, finish or color, water dispenser, overall capacity). Both brands were identical on the first four attributes with the key differentiator being the last attribute, Environmental Impact Quotient (EIQ), which indicated how environmentally friendly a product was. Higher

environment friendliness was indicated by a greater number of green colored 'ticks'. Brand L was presented as a more environmentally friendly product with 4 ticks whereas brand G was presented with only 1 tick.

We asked participants to indicate how much they would be willing to pay (between \$0 to \$1000) for each refrigerator. Next, they indicated their attitude (positivity, intention to buy, and preference; $\alpha=.96$) towards the refrigerators on a 7-point scale (1=Brand L, 7=Brand G). These items were averaged to form an attitude index. Note that this was a comparative measure with a lower value indicating a more positive attitude towards brand L, the more environmentally brand. Thus, we reverse coded the scale such that higher values indicated a more positive attitude towards brand L.

Lastly, before presenting participants with items measuring demographic information, we asked participants to respond to two manipulation check items. Following Arnett's (2002) conceptualization of people with stronger global identity feeling a greater sense of connection with the world, we measured participants' sense of self-world connect. We asked participants to indicate on a scale ranging from 0 to 100 (1) the extent to which they felt their personal wellbeing was linked to the wellbeing of the world and (2) the events of the world were also a reflection of them as a person. Above the scale, we presented participants with two circles labeled 'Me' and 'World'. Towards the lower point of the scale, the circles did not overlap at all. At the midpoint of the scale, there was partial overlap between the two circles. At the end of the scale, there was complete overlap between the circles. The average of the two items served as our manipulation check.

Results

Manipulation check.

A one-way ANOVA indicated that the effect of primed identity on feeling of self-world connect was marginally significant. Participants primed with global identity were more

likely to feel connected with the world as compared with participants primed with local identity ($M_{global} = 47.57$, $SD = 22.32$, $M_{local} = 41.70$, $SD = 21.16$, $F(1,198) = 3.65$, $p = .058$, $\eta_p^2 = .018$). One reason for this small effect size of the prime on the manipulation check might be because we measured the manipulation check items after measuring the dependent variable. It is possible that at that point, the effect of the prime might have weakened.

Price premium for the environmentally friendly product.

Since the two products that were presented were identical except for the environmental quotient, we would logically expect all participants to exhibit a higher willingness to pay for the more environmentally friendly product and a one way repeated-measures ANOVA on the price participants were willing to pay for the two refrigerators supported this intuition. Analysis indicated a significant main effect of the environment friendliness of the brands. Specifically, participants indicated a higher willingness to pay for Brand L ($M = \$627.33$, $SD = 214.81$) compared with Brand G ($M = \$511.70$, $SD = 209.85$, $F(1, 199) = 109.13$, $p < .001$, $\eta_p^2 = .35$). However, our aim was to test if the willingness to pay a premium for the environmentally friendly Brand L was higher among participants primed with global, compared with local, identity. Thus, a mixed ANOVA with primed identity as the between subject factor, the refrigerator brand as the within subject factor, and the amount participants were willing to pay as the dependent variable was run. Results revealed a significant interaction effect between identity and brand ($F(1, 198) = 4.52$, $p = .035$, $\eta_p^2 = .022$).

To probe the interaction effect further and to examine if the premium participants were willing to pay for the environmentally friendly brand differed based on primed identity, we subtracted the price participants were willing to pay for Brand G from the price they were willing to pay for Brand L. A one-way ANOVA found that the premium participants were willing to pay for the environmental friendly brand L was significantly different in the global

identity ($M = \$138.73$, $SD = 176.47$) and the local identity conditions ($M = \$92.07$, $SD = 129.89$, $F(1,198) = 4.52$, $p = .035$, $\eta_p^2 = .02$). Given that this analysis used the difference between participants' willingness to pay for the two brands, it might be possible that certain statistical assumptions underlying a one-way ANOVA may not hold. Although ANOVA is robust to such statistical violations for reasonably large sample size such as the one used in this study, we conducted further analysis to test if participants in the global identity condition significantly differed in their willingness to pay a premium compared with those in the local identity condition. To this end, we conducted a bootstrapping analysis using the *two.boot* function in R with 1000 resamples on the difference between the means of premium in the local and global identity conditions. This analysis showed that the 95% confidence interval of the difference between the means of the premium participants were willing to pay in the local vs the global identity condition did not include zero (95% $CI = [-90.44, -5.90]$), indicating that there was indeed a difference in the mean between the two groups. These results led us to conclude that participants were willing to pay a higher premium for the more environmentally friendly brand in the global identity condition.

Attitude.

We next conducted a one-way ANOVA which revealed a significant effect of primed identity on attitude towards the environmentally friendly product ($F(1,198) = 6.26$, $p = .01$, $\eta_p^2 = .03$). As predicted, participants in the global identity condition displayed significantly more favorable attitude towards brand L ($M_{global} = 6.02$, $SD = 1.10$), the more environmentally friendly product, relative to those in the local identity condition ($M_{local} = 5.59$, $SD = 1.34$).

Discussion

Results from this study conceptually replicates our findings reported in the main article. Participants who were primed with global (versus local) identity exhibited more

positive attitude as well as greater willingness to pay a premium for the environmentally friendly variant of the product. In addition to Study 1 in the main article, this study shows that the positive effect of global identity on environment friendliness might occur both in an Eastern and a Western culture. However, refer to the General Discussion section of the main article for additional discussion on this point.

References

- Zhang, Y., & Khare, A. (2009). The impact of accessible identities on the evaluation of global versus local products. *Journal of Consumer Research*, 36, 524-537.
- Arnett, J. J. (2002). The psychology of globalization. *American Psychologist*, 57, 774-783.