

# **Branding Alters Attitude Functions and Reduces the Advantage of Function-Matching Persuasive Appeals**

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## **Web Appendix**

### *MATERIALS, STUDY 2A*

All questions were followed by a scale ranging from 1 (not at all likely) to 7 (extremely likely).

#### *Fans, Category-Level Appeal:*

Imagine that your family is considering installing a ceiling fan... You are currently in a store and are trying to decide whether to purchase one of the fans on display. Another customer sees you inspecting the fans, and says, "Buying a fan right now is a great idea!...

*Utilitarian appeal:* "...Summer's here, and a fan will definitely help you stay cool."

*Symbolic appeal:* "...Since fans cool the air using less electricity than air conditioners, buying a fan is a good way to express your commitment to saving energy."

How likely would you be to buy a fan at this store?

#### *Flags, Category-Level Appeal:*

Imagine that your family is considering buying a large American flag... You are currently in a store and are trying to decide whether to purchase one of the available flags. Another customer sees you inspecting the flags, and says, "Buying a flag right now is a great idea!...

*Utilitarian appeal:* "...Flags are much less expensive these days."

*Symbolic appeal:* "...Flags are made in America, and displaying a flag is a great way to show your patriotism."

How likely would you be to buy an American flag at this store?

*Fans, Brand-Level Appeal:*

Imagine that your family has decided to install a ceiling fan.... You are currently in a store and are trying to decide whether to purchase the fan made by *Fresh Air* or the one made by *Cloud Stream*. Another customer sees you inspecting the fans, and says, "Buying a *Cloud Stream* fan right now is a great idea!..."

*Utilitarian appeal:* "...Summer's here, and a *Cloud Stream* fan will definitely help you stay cool."

*Symbolic appeal:* "...Since *Cloud Stream* fans cool the air using less electricity than air conditioners, buying a *Cloud Stream* fan is a good way to express your commitment to saving energy."

Assuming that you are definitely buying a fan at this store, how likely would you be to buy the *Cloud Stream* fan?

*Flags, Brand-Level Appeal:*

Imagine that your family has decided to buy a large American flag... You are currently in a store and are trying to decide whether to purchase the flag made by *Flags Unlimited* or the one made by *Flags Incorporated*. Another customer sees you inspecting the flags, and says, "Buying a *Flags Incorporated* flag right now is a great idea!..."

*Utilitarian appeal:* "...*Flags Incorporated* flags are much less expensive these days."

*Symbolic appeal:* "...*Flags Incorporated* flags are made in America, and displaying a flag from *Flags Incorporated* is a great way to show your patriotism."

Assuming you are definitely buying a flag at the store, how likely would you be to buy the *Flags Incorporated* flag?

*Note:* The brand-level dependent measures are conditional on having already decided to purchase within the category. This isolates the brand-level decision (and avoids conflating it with the category-level decision, which invokes different processes, Dhar and Nowlis 2004). This primarily affects one's ability to compare mean ratings *between* the category and brand levels, but the question of interest is the appeals' relative effectiveness *within* a particular level (and within a particular level, the dependent measure is held constant).