

## Have You Seen the News Today?

### The Effect of Death-Related Media Contexts on Brand Preferences

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### Web Appendix

#### *SECTION 1: THE MODERATED MEDIATION ANALYSIS OF STUDY 1a*

Our theoretical framework proposed a case of moderated mediation (Muller, Judd, and Yzerbyt 2005; see Model 2, Preacher, Rucker, and Hayes 2007), where time moderates the effect of media context on the mediator, patriotism, which in turn influences the liking of brands. As category did not affect the results in any way, we aggregated the scores of the three categories and used this composite index in the moderated mediation analysis. Separate analyses per category yielded similar results as the aggregated analysis.

We tested the moderated mediation by using three equations. The first equation examined the effects of media context, time, and the media context  $\times$  time interaction on the dependent variable (domestic brand preference). This model confirmed the earlier reported interaction between media context and time on the domestic brand preference ( $\beta = 0.62$ ,  $t(82) = 3.85$ ,  $p < .001$ ). The second equation examined the effects of media context, time, and the media context  $\times$  time interaction on the mediator (patriotism), and confirmed the media context  $\times$  time interaction on the mediator ( $\beta = 0.42$ ,  $t(82) = 2.34$ ,  $p < .05$ ). The third equation added the mediator (patriotism) to the first equation. This equation showed that the media context  $\times$  time interaction

was largely reduced ( $\beta = 0.30$ ,  $t(81) = 1.95$ ,  $p > .05$ ). Further, the equation revealed a significant effect of patriotism on the domestic brand preference ( $\beta = 0.47$ ,  $t(81) = 5.13$ ,  $p < .01$ ). To further interpret these findings, we examined the conditional indirect effects at the levels of time: immediate and delay. These effects showed that patriotism mediated the effect of media context on the domestic brand preference in the delay condition ( $z = 2.42$ ,  $p < .05$ ), but not in the immediate condition ( $z = -0.49$ ,  $p > .62$ ).

### *SECTION 2: THE MEDIATION ANALYSIS OF STUDY 1b*

We examined whether patriotism mediated the effect of movie type on the choice for the domestic brand by a set of three regressions (Baron and Kenny 1986). Because choice is a dichotomous measure, we used logistic regressions when choice was the criterion variable (MacKinnon and Dwyer 1993). A first (logistic) regression indicated that movie type had a significant effect on the choice for the domestic brand (Waldorf's  $\chi^2 = 4.08$ ,  $p < .05$ ). A second regression showed that movie type had a significant effect on patriotism ( $\beta = 0.28$ ,  $t(72) = 2.52$ ,  $p < .02$ ). Finally, movie type and patriotism were entered simultaneously in a third (logistic) regression. Patriotism had a significant effect on the choice for the domestic brand (Waldorf's  $\chi^2 = 9.82$ ,  $p < .001$ ), whereas the effect of movie type became non-significant (Waldorf's  $\chi^2 = 1.30$ ,  $p > .25$ ). A Sobel test confirmed this significant mediation pattern ( $z = 1.98$ ,  $p = .05$ ).

### *SECTION 3: THE MEDIATION ANALYSIS OF STUDY 2*

We predicted and also found that (short vs. long) delay did not moderate the effect of the death-related media context on the domestic brand preference and patriotic feelings. Hence, we conducted a simple regression analysis in which we examined whether patriotism mediated the effect of a death-related media context on the domestic brand preference (Baron and Kenny 1986). As in study 1a, we aggregated the scores of the three categories and used this composite as the domestic brand preference index in our mediation analysis. Separate analyses per category yielded similar results as the overall analysis.

The first equation showed the significant effect of media context on the dependent variable (domestic brand preference), ( $\beta = 0.39$ ,  $t(63) = 3.38$ ,  $p < .001$ ). A second equation indicated the significant effect of media context on the mediator (patriotism), ( $\beta = 0.52$ ,  $t(63) = 4.79$ ,  $p < .001$ ). In the third equation, media context and patriotism were entered simultaneously, and this revealed that patriotism had a significant effect on the domestic brand preference, ( $\beta = 0.39$ ,  $t(62) = 3.11$ ,  $p < .01$ ), whereas the effect of media context proved non-significant, ( $\beta = 0.19$ ,  $t(62) = 1.48$ ,  $p > .14$ ). A Sobel test confirmed that patriotism mediated the effect of a death-related media context on the domestic brand preference ( $z = 2.57$ ,  $p = .01$ ).

#### *SECTION 4: THE EFFECT OF MEDIA CONTEXT, ORIGIN OF BRAND, AND TYPE OF AD CLAIM ON PURCHASE INTENTION (STUDY 3)*

We conducted a 2 (media context: death-related vs. neutral)  $\times$  2 (origin of brand: domestic vs. foreign)  $\times$  2 (ad claim: pro-domestic vs. neutral) between-participants ANOVA on participants' intention to purchase the advertised brands. The analysis showed a three-way

interaction between media context, origin of brand, and ad claim ( $F(1, 127) = 8.81, p < .01$ ). We carried out two separate  $2$  (media context: death-related vs. neutral)  $\times$   $2$  (ad claim: pro-domestic vs. neutral) between-participants ANOVAs for the domestic and foreign brand.

The analysis on the foreign brand showed a significant media context  $\times$  ad claim interaction ( $F(1, 60) = 18.67, p < .001$ ). When the foreign brand ad had a neutral slogan, participants were less likely to purchase the foreign brand after exposure to a death-related media context ( $M = 4.07$ ) compared to a neutral media context ( $M = 4.83, F(1, 60) = 6.12, p < .001$ ). However, when the foreign brand ad had a pro-domestic slogan, participants were more likely to purchase the foreign brand following a death-related media context ( $M = 6.28$ ) compared to a neutral media context ( $M = 5.33, F(1, 60) = 13.21, p < .001$ ).

The analysis for the domestic brand revealed only a main effect of media context ( $F(1, 67) = 18.95, p < .001$ ). Participants were more likely to purchase a domestic brand after a death-related media context ( $M = 6.23$ ) compared to a control media context ( $M = 5.31$ ).

### *SECTION 5: MEDIATION ANALYSES OF STUDY 3*

We conducted a simple mediation analysis instead of using a moderated mediation approach for the domestic brand, as the ANOVA did not show a moderating role of ad claim. A first equation confirmed the significant effect of media context on the liking of the domestic brand ( $\beta = 0.58, t(69) = 5.91, p < .001$ ). A second equation showed that media context has a significant effect on patriotism ( $\beta = 0.51, t(57) = 4.86, p < .001$ ). A final equation regressing both media context and patriotism on the liking of the domestic brand showed that the effect of media context was reduced but still significant, ( $\beta = 0.46, t(68) = 4.18, p < .01$ ), and that

patriotism had a significant effect on the liking of the domestic brand ( $\beta = 0.23$ ,  $t(68) = 2.04$ ,  $p < .05$ ). A Sobel test showed that the effect of media context on the liking of the domestic brand was significantly reduced when controlling for patriotism ( $z = 1.98$ ,  $p = .05$ ).

For the foreign brand, we conducted a moderated mediation analysis, because whether patriotism leads to increased or decreased liking of the foreign brand depends on the ad claim (Model 3, Preacher et al. 2007). A first equation, which tested the effect of media context, ad claim, and the interaction between media context and ad claim on the liking of the foreign brand, revealed a significant interaction effect ( $\beta = 0.68$ ,  $t(60) = 4.51$ ,  $p < .001$ ). A second equation revealed a significant effect of media context on patriotism ( $\beta = 0.30$ ,  $t(62) = 2.49$ ,  $p < .05$ ). A third equation added patriotism and the interaction between patriotism and ad claim to equation 1. This analysis revealed that the interaction between media context and ad claim was largely reduced ( $\beta = 0.33$ ,  $t(58) = 1.89$ ,  $p > .06$ ), whereas the interaction between patriotism and ad claim was significant ( $\beta = 3.16$ ,  $t(58) = 3.12$ ,  $p < .01$ ). Follow-up conditional indirect effects indicated that patriotism mediated the positive effect of mortality salience on the liking of foreign brands when they used a pro-domestic ad claim ( $z = 2.21$ ,  $p < .05$ ), and the negative effects of mortality salience on the liking of foreign brands when they used a neutral ad claim ( $z = -1.82$ ,  $p = .068$ ).

We also applied the same set of mediation analyses on the purchase intentions. These mediation analyses revealed similar findings. Therefore, we only report the mediation analyses on the brand likings. The findings from these mediation analyses are available upon request.

## REFERENCES

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