

Dogs on the Street, Pumas on Your Feet: How Cues in the Environment

Influence Product Evaluation and Choice

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WEB APPENDIX

Notes on Field Study 1: It might be expected that any Halloween-related candy (even ones not related to orange) should show at least some increase in accessibility as a result of the holiday. However, general Halloween cues (outside of the color orange) should activate many of these nonorange candies equivalently, and thus no single one would be likely to show a significant increase in accessibility relative to the others.

Notes on Experiment 1: Following is a sample choice pair from the experiment:

EXAMPLE OF CHOICE PAIR FROM EXPERIMENT 1



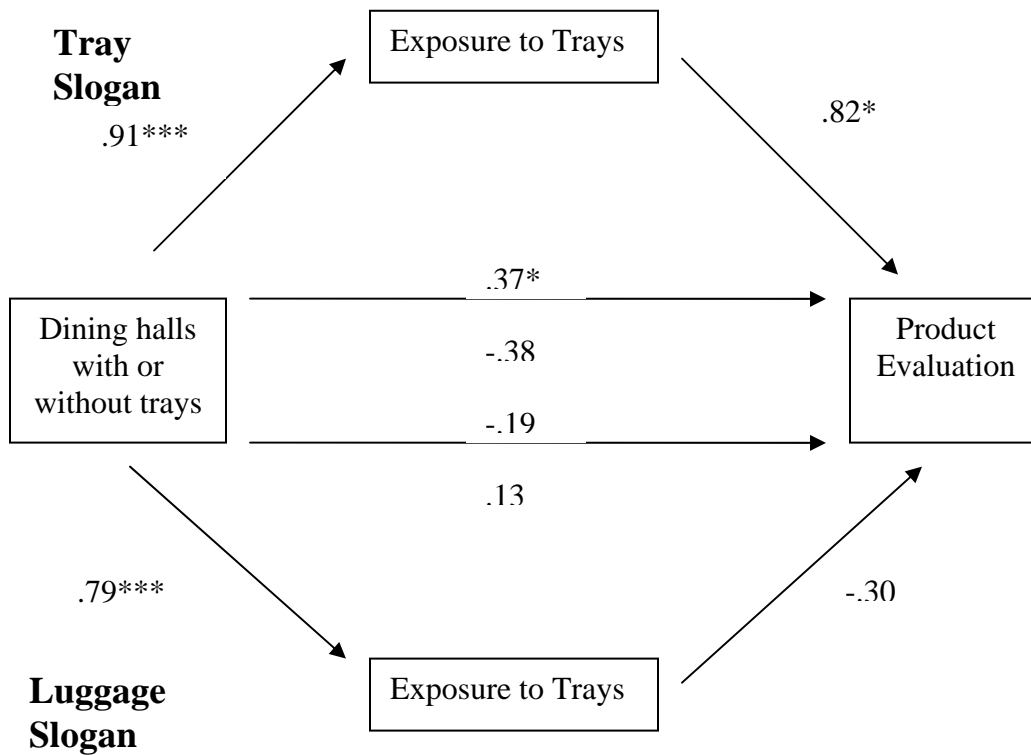
Notes on Field Study 2: The two slogans used were liked equivalently. Pretest participants ($N = 20$) rated how much they liked the slogans (1 = Not at all, 7 = A great deal) and the two slogans were liked equivalently ($M_{\text{Luggage}} = 2.80$, $M_{\text{Tray}} = 2.30$; $t(19) = 1.39$, $p > .15$).

Notes on Experiment 2: Participants also completed the purchase likelihood and willingness to pay measures from Field Study 2. Results on these measures were essentially identical to those found on product evaluations, and were thus omitted for the sake of brevity. Below are the means from the preliminary analyses.

MEANS FOR THE PRELIMINARY ANALYSES IN EXPERIMENT 2

	Need for Digital Music Player		Tray Liking		Frequency of Exposure to Trays	
	Luggage Slogan	Tray Slogan	Luggage Slogan	Tray Slogan	Luggage Slogan	Tray Slogan
Dorm without Trays	2.53	2.42	4.27	3.75	2.00	1.58
Dorm with Trays	2.37	3.06	4.53	3.78	5.95	6.11

Below is a display of the paths for the moderated mediation. Reported exposure to an environmental cue (dining hall trays) mediated the relationship between experimental grouping and product evaluation, but only among participants who had previously learned a conceptual link between the product and the cue. The coefficient above a given path represents the direct effect without the mediator in the model, and the coefficient below a given path represents the direct effect when the mediator is included in the model. *, $p < .05$, ** $p < .01$, *** $p < .001$, two-tailed.



Notes on Experiment 3: The consumption analysis yielded similar results when gender was not included. One possible alternative explanation is that increased consumption only occurred in instances when participants were themselves having meals with a tray, because the slogan instructed that every tray needed a certain number of fruits and vegetables. While we cannot rule out this alternative, the fact that the other experiments found similar results when the cue was not present during evaluation supports our overall interpretation.

Notes on Experiment 4: Participants in the main study also evaluated a few products unrelated to sneakers (e.g., boots and belts). The effects on these items were identical to those found on non-Puma sneakers (i.e., no effect of exposure to dogs), and are omitted for the sake of brevity. Below is an example of one of the stimuli (i.e., dog images) used in the priming task, as well as one of the pairs of Puma sneakers that was evaluated.

EXAMPLE STIMULI AND ITEM RATED FROM EXPERIMENT 4

