Finding Brands and Losing Your Religion?

Web Appendix 1

1A: Example Choices from Study 1A

Brand Choices	Non-brand Choices

1B: Example Choices from Study 1B

Brand Choices	Non-brand Choices

Web Appendix 2:

Pre-test for Study 1B

A pre-test was conducted (n = 43, US participants, 63% female, range in age from 18-29y, mean (M) = 20, SD = 1.98) to explore whether or not choosing among branded products allowed for greater communication of one's identity than choosing among non-branded products. Participants were assigned to the brand or the non-brand condition described for Study 1B. They were then asked to indicate how much they agreed that making the choices in the prior exercise would enable them to " express my personality," "express my feelings of self-worth," "communicate at least one aspect of my identity," "say who I am", "say what I like" (where 1 = strongly disagree and 7 = strongly agree). The items were combined into one "self-expression" index (α = .86, M = 4.33, SD = 1.14). Results indicated that individuals in the brand condition reported higher identity-expression scores than individuals in the non-brand condition (F(1, 41) = 6.07, p = .02, M_{brand} = 4.73, SD = .95, $M_{nonbrand}$ = 3.91, SD = 1.20.)

Web Appendix 3

Means (and standard deviations) for PANAS and other auxiliary measures in Studies 1-2.

Study 1A Means (Standard Deviations)

	Positive Mood	Negative Mood	Enjoyment	Liking	Wealthy	Materialistic
Brand	1.98 (.87)	1.07 (.27)	4.93 (1.19)	4.77 (.75)	2.31 (1.33)	3.10 (1.93)
NonBrand	2.17 (.76)	1.10 (.37)	5.03 (1.07)	4.73 (.86)	2.03 (1.19)	2.57 (1.41)

	Thinking	Gathering Info	Tired	Uncertain
Brand	4.72 (1.03)	4.62 (1.42)	1.28 (.59)	2.28 (1.39)
NonBrand	4.80 (1.13)	4.43 (.94)	1.33 (.80)	2.43 (1.48)

Study 1B Means (Standard Deviations)

	Positive Mood	Negative Mood
Brand	1.90 (.81)	1.14 (.28)
NonBrand	1.88 (.82)	1.13 (.27)

Study 2 Means (Standard Deviations)

	Positive Mood	Negative Mood	Enjoyment	Liking	Prestige	Expensive
Brands- Functional	2.84 (1.04)	1.08 (.188)	4.95 (1.32)	6.42 (.60)	4.90 (1.89)	4.52 (1.69)
Brands- Symbolic	3.13 (.94)	1.33 (.68)	5.35 (1.23)	6.35 (.87)	4.95 (1.57)	4.30 (1.52)

	High Quality	Wealthy	Materialistic	Uncertain
Brands- Functional	6.19 (.87)	2.38 (1.77)	2.76 (1.58)	1.57 (.87)
Brands- Symbolic	6.20 (1.10)	3.20 (1.79)	3.05 (1.99)	2.10 (1.52)