

Supplement A: Remaining Figures/Tables

Table S1

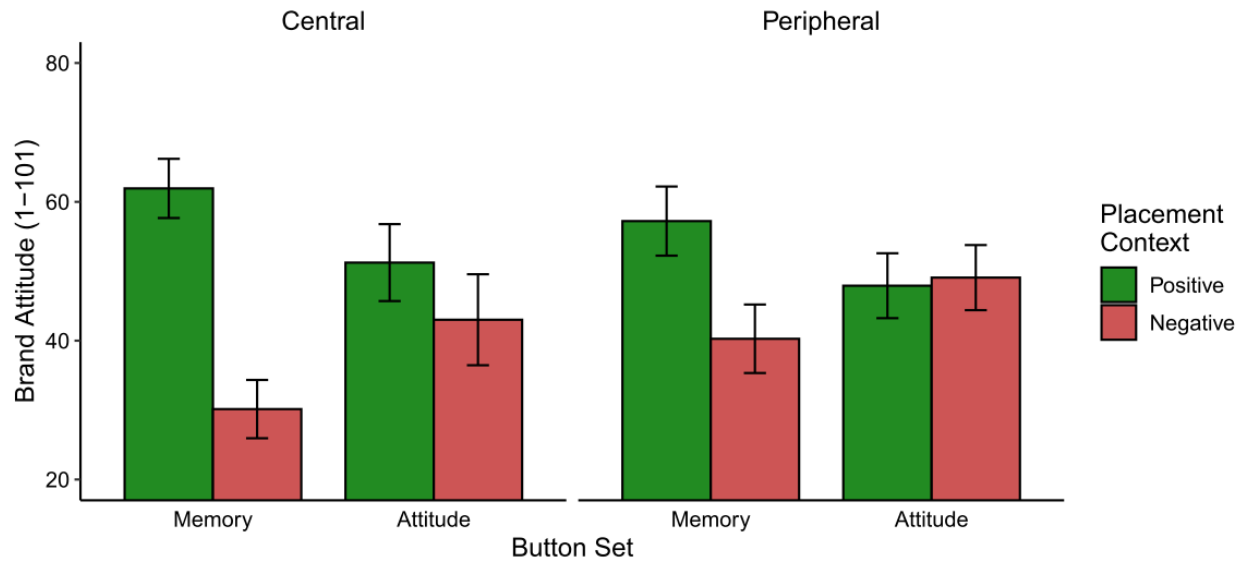
Response Frequencies in the 2BS in Study 1

Centrality	Set	Response	Context-Positive	Context-Negative
Central	Memory	Positive	247 (62.37%)	49 (12.37%)
		Negative	30 (7.58%)	269 (67.93%)
	Attitude	Positive	74 (18.69%)	31 (7.83%)
		Negative	45 (11.36%)	47 (11.87%)
Peripheral	Memory	Positive	117 (28.68%)	58 (14.22%)
		Negative	69 (16.91%)	130 (31.86%)
	Attitude	Positive	102 (25.00%)	90 (22.06%)
		Negative	120 (29.41%)	130 (31.86%)

Note. Percentages denote relative frequencies within the respective factorial cell (e.g., within Central + Context-Positive, Central + Context-Negative, etc.).

Figure S1

Brand Attitude by Placement Context, Button Set, and Centrality in Study 1



Note. Error bars represent 95% confidence intervals.

Table S2*Response Frequencies in the 3BS in Study 2*

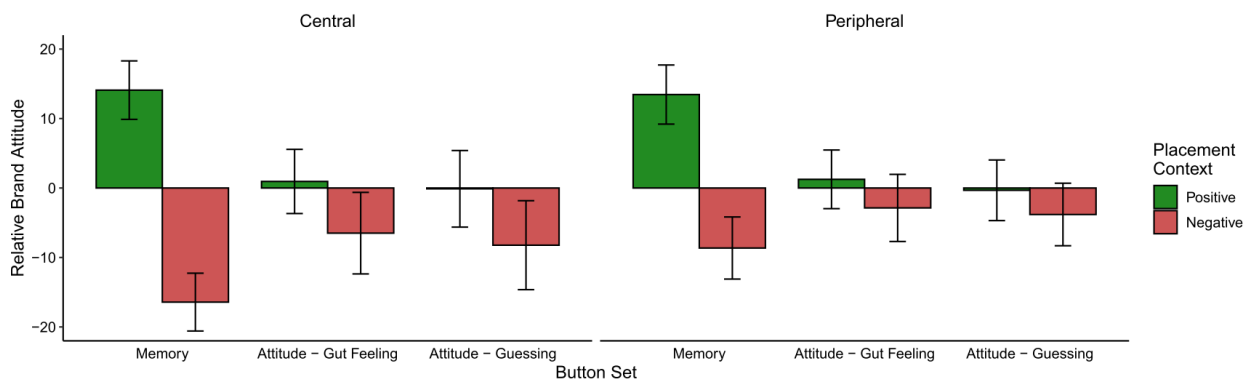
Centrality	Set	Response	Context-Positive	Context-Negative	Unshown
Central	Memory	Positive	273 (45.96%)	46 (7.74%)	32 (5.39%)
		Negative	37 (6.23%)	353 (59.43%)	25 (4.21%)
	Gut	Positive	101 (17.00%)	43 (7.24%)	116 (19.53%)
	Feeling	Negative	70 (11.78%)	70 (11.78%)	81 (13.64%)
	Guessing	Positive	49 (8.25%)	41 (6.90%)	163 (27.42%)
		Negative	64 (10.78%)	41 (6.90%)	177 (29.82%)
Peripheral	Memory	Positive	198 (29.21%)	70 (10.32%)	29 (4.28%)
		Negative	79 (11.65%)	213 (31.42%)	25 (3.69%)
	Gut	Positive	97 (14.31%)	78 (11.51%)	87 (12.84%)
	Feeling	Negative	105 (15.48%)	111 (16.37%)	111 (16.37%)
	Guessing	Positive	86 (12.69%)	81 (11.95%)	181 (26.71%)
		Negative	113 (16.67%)	125 (18.43%)	245 (36.11%)

Note. Percentages denote relative frequencies within the respective factorial cell (e.g., within

Central + Context-Positive, Central + Context-Negative, etc.).

Figure S2

Brand Attitude by Placement Context, Centrality, and Button Set in Study 2



Note. Error bars represent 95% confidence intervals.

Supplement B: Detailed Results of the Exploratory Robustness Checks

Study 1

We conducted a series of robustness checks that were not preregistered.

First, we repeated the 2BS analysis without participants who used only the attitude button set (overall $N = 14$ participants). This was done to make sure that the results were not driven by a few participants who ignored the instructions on when to use which button set. In line with **H4**, the intercept was significant, $z = 3.54, p < .001$. In addition, the main effect of the button set was significant, $z = 6.05, p < .001$, showing that matches were overall more frequent for the memory buttons than the attitude buttons. Additionally, there was a main effect of centrality, $z = 2.40, p = .017$, which was further qualified by a Button x Centrality interaction, $z = 2.34, p = .019$. Thus, the results were consistent with the findings reported in the main manuscript. All other effects in the model were not significant, p 's $> .078$.

Second, we checked whether the results depended on the sample (students vs. Prolific) by adding the sample as a further variable to the ANOVA and the multilevel regression. In the ANOVA (see Table S3), we only replicated the findings from the main manuscript, with the additional main effect of the sample. Specifically, students gave slightly more favorable brand evaluations, $M = 50.1$, than Prolific participants, $M = 45.6$.

Table S3*Results of the ANOVA with Sample in Study 1*

Effect	<i>df</i>	<i>F</i>	<i>p</i>	η^2_p
Centrality	1, 130	1.75	.188	.013
Sample	1, 130	4.48*	.036	.033
Centrality $\times$ Sample	1, 130	0.01	.932	<.001
Context	1, 130	56.86***	<.001	.304
Centrality $\times$ Context	1, 130	13.97***	<.001	.097
Sample $\times$ Context	1, 130	0.03	.874	<.001
Centrality $\times$ Sample $\times$ Context	1, 130	3.00 ⁺	.086	.023

Note. η^2_p = partial eta squared.

$p < .10^+$, $p < .05^*$, $p < .001^{***}$.

In the multilevel regression, we effect-coded sample (1 = Prolific). The results from the multilevel regression are presented in Table S4. There were no significant main effects or interactions with the sample.

Table S4*Results of the Mixed-Effects Logistic Regression Predicting the Dependent Variable**Fixed Effects*

Predictor	Estimate	SE	z	p
(Intercept)	0.422	0.118	3.58	< .001***
Context (ef)	-0.141	0.101	-1.41	.160
Button	0.931	0.141	6.61	< .001***
Centrality (ef)	0.282	0.116	2.44	.015*
Sample (ef)	-0.005	0.112	-0.04	.967
Context × Button	0.175	0.131	1.34	.181
Context × Centrality	0.140	0.099	1.42	.156
Button × Centrality	0.375	0.140	2.68	.007**
Context × Sample	0.019	0.096	0.20	.843
Button × Sample	0.194	0.136	1.43	.154
Centrality × Sample	-0.059	0.112	-0.53	.598
Context × Button × Centrality	0.038	0.131	0.29	.771
Context × Button × Sample	0.013	0.128	0.10	.919
Context × Centrality × Sample	-0.054	0.096	-0.57	.569
Button × Centrality × Sample	0.247	0.136	1.82	.069 [†]
Context × Button × Centrality × Sample	0.005	0.128	0.04	.969

Random Effects

Group Effect		Variance	SD	ρ
ID	Intercept	0.367	0.606	—
	Context (ef)	0.034	0.184	.17

Note. $N = 1,608$ observations across 134 participants. $p < .10^t$, $p < .05^*$, $p < .01^{**}$, $p < .001^{***}$.

Estimates are on the log-odds scale. Predictor variables are effect-coded (ef).

Study 2

In Study 2, we conducted the same exploratory robustness checks as in Study 1. There were no participants who exclusively used one button set, leaving out the first robustness check from Study 1.

Again, however, we checked whether the results depended on the sample (students vs. Prolific) by adding the sample as a further variable to the ANOVA and the multilevel regression. The results from the ANOVA are shown in Table S5. Here, we only obtained a significant Sample x Context interaction, such that Prolific participants showed slightly stronger effects of the placement context, $t = 7.46$, $p < .001$, compared to student participants, $t = 5.99$, $p < .001$. The other effects were as in the main ANOVA in the manuscript.

Table S5*Results of the ANOVA with Sample in Study 2*

Effect	<i>df</i>	<i>F</i>	<i>p</i>	η^2_p
Centrality	1, 208	1.20	.275	.006
Sample	1, 208	0.01	.944	<.001
Centrality $\times$ Sample	1, 208	2.64	.106	.013
Context	1, 208	91.34***	< .001	.305
Centrality $\times$ Context	1, 208	9.94**	.002	.046
Sample $\times$ Context	1, 208	5.43*	.021	.025
Centrality $\times$ Sample $\times$ Context	1, 208	1.71	.192	.008

Note. η^2_p = partial eta squared.

$p < .05^*$, $p < .01^{**}$, $p < .001^{***}$.

The results from the multilevel analysis are shown in Table S6. The significant two-way interaction between sample and context showed that the unexpected main effect of context on matches vanished in the Prolific sample. Apart from that, there was a negligible three-way interaction between context, button, and sample, which did not reveal any meaningful pattern when investigated in further post-hoc analyses.

Table S6*Results of the Mixed-Effects Logistic Regression Predicting the Dependent Variable***Fixed Effects**

Predictor	Estimate	SE	z	p
(Intercept)	0.174	0.070	2.48	.013*
Context (ef)	−0.122	0.065	−1.89	.059 ^t
Button (mem vs. other)	1.554	0.150	10.33	< .001***
Centrality (ef)	0.053	0.068	0.78	.439
Sample (ef)	0.056	0.069	0.81	.416
Context × Button	0.040	0.108	0.38	.708
Context × Centrality	0.154	0.065	2.37	.018*
Button × Centrality	0.498	0.143	3.49	< .001***
Context × Sample	0.169	0.065	2.61	.009**
Button × Sample	−0.072	0.141	−0.51	.612
Centrality × Sample	0.031	0.068	0.45	.650
Context × Button × Centrality	−0.092	0.108	−0.86	.391
Context × Button × Sample	−0.213	0.108	−1.97	.049*
Context × Centrality × Sample	0.114	0.065	1.76	.079 ^t
Button × Centrality × Sample	−0.170	0.141	−1.21	.228
Context × Button × Centrality × Sample	−0.021	0.108	−0.19	.847

Random Effects

Group Effect		Variance	SD	ρ
ID	Intercept	0.068	0.261	—
	Button (mem vs. other)	1.281	1.132	-.29

Note. $N = 2,544$ observations across 212 participants. $p < .10^t$, $p < .05^*$, $p < .01^{**}$, $p < .001^{***}$.

Estimates are on the log-odds scale. Predictor variables are effect-coded (ef).