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Article

Memory asymmetries in experiential and material purchases: The role of self-expression

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Online-Appendix zu

„Memory asymmetries in experiential and
material purchases: The role of self-
expression“

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APPENDIX

1. Consumer Survey (English)

INTRO PAGE

Thank you for taking part in this study!

This survey is part of my master thesis at the Technical University of Munich. The purpose of the study is to examine various aspects of consumer behaviour.

As part of this study, you will be asked to answer some questions in as much detail as possible. Please do so, knowing that there are no right or wrong answers to the questions, only your sincere take on them. The responses you provide are voluntary and confidential. All the responses provided by you will be analyzed only for the purpose of research. If you have any questions about the survey, feel free to contact me at anna.bogner@tum.de.

Please take the time to read the instructions that follow carefully. This survey will take you approximately 10 minutes to complete.

By clicking on the 'Next' button at the bottom of this page you consent that you are willing to answer the questions in this survey and you will get started.

GROUP 1: SELF EXPRESSION – HIGH

Many of the purchases we make reflect our personality and express who we are to varying degrees. Sometimes, we make purchases that make a strong statement about who we are. Other times, our purchases, even though we might like them, reveal very little about our personality.

Material Purchase:

The survey that follows is about a purchase you made in the past. Specifically, it is about an object you purchased - a tangible item you bought. It was an object you could touch with your hand. Note that this purchase should *not* be one made to cover utilities and necessities.

Think of an **object** (a tangible item) that you bought during the last 2 years, **that you feel strongly expresses your personality and shows who you truly are as a person.** Please describe this **object**.

GROUP 2: SELF EXPRESSION – LOW

Many of the purchases we make reflect our personality and express who we are to varying degrees. Sometimes, we make purchases that make a strong statement about who we are. Other times, our purchases, even though we might like them, reveal very little about our personality.

Material Purchase:

The survey that follows is about a purchase you made in the past. Specifically, it is about an object you purchased - a tangible item you bought. It was an object you could touch with your hand. Note that this purchase should *not* be one made to cover utilities and necessities.

Think of an **object** (a tangible item) that you bought during the last 2 years, **that you feel reveals very little about your personality and does not show who you truly are as a person.** Please describe this **object**.

GROUP 3: CONTROL CONDITION

Material Purchase:

The survey that follows is about a purchase you made in the past. Specifically, it is about an object you purchased - a tangible item you bought. It was an object you could touch with your hand. Note that this purchase should *not* be one made to cover utilities and necessities.

Think of an **object** (a tangible item) that you bought during the last 2 years. Please describe this **object**.

How difficult or easy was it to bring this specific type of purchase to your mind?

Very
difficult

○ ○ ○ ○ ○ ○ ○

Very
easy

How much did you approximately spend on this purchase (in €)?

■■■■■■■■■■

When you think about this purchase, how happy does it make you?

Not
Happy

○ ○ ○ ○ ○ ○ ○

Very
Happy

To what extent would you agree or disagree with the following statements about the purchase?

Totally
Disagree

Totally Agree

Telling other people about this purchase conveys well who I am as a person.

○ ○ ○ ○ ○ ○ ○

Talking about this purchase helps to communicate myself to others.

○ ○ ○ ○ ○ ○ ○

Please rate whether you consider this purchase to be primary utilitarian (defined as useful, practical, functional, something that helps achieve goal) or primary hedonic (defined as pleasant and fun, something that is enjoyable and appeals to the senses).

Mostly utilitarian ☐ ☐ ☐ ☐ ☐ ☐ ☐ Mostly hedonic

To what extent did this purchase involve the presence of other people?

Not at all ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very much

Please imagine that someone else had made the same purchase that you had. How much would your satisfaction with your own purchase be diminished?

Not at all ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very much

How unique would you say this purchase was for you?

Very little unique ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very much unique

To what extent would you agree or disagree with the following statement about your purchase?

Not at all ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very much

This purchase expresses who I am.

GROUP 1: SELF EXPRESSION – HIGH

Many of the purchases we make reflect our personality and express who we are to varying degrees. Sometimes, we make purchases that make a strong statement about who we are. Other times, our purchases, even though we might like them, reveal very little about our personality.

Experiential Purchase:

The survey that follows is about a purchase you made in the past. Specifically, it is about an experience you purchased - something intangible you bought. In other words, you did not end up with anything you could hold in your hand at the end of the experience. Note that this purchase should *not* be one made to cover utilities and necessities.

Think of an **experience** (something intangible) that you bought during the last 2 years, **that you feel strongly expresses your personality and shows who you truly are as a person**. Please describe this **experience**.

GROUP 2: SELF EXPRESSION – LOW

Many of the purchases we make reflect our personality and express who we are to varying degrees. Sometimes, we make purchases that make a strong statement about who we are. Other times, our purchases, even though we might like them, reveal very little about our personality.

Experiential Purchase:

The survey that follows is about a purchase you made in the past. Specifically, it is about an experience you purchased - something intangible you bought. In other words, you did not end up with anything you could hold in your hand at the end of the experience. Note that this purchase should *not* be one made to cover utilities and necessities.

Think of an **experience** (something intangible) that you bought during the last 2 years, **that you feel reveals very little about your personality and does not show who you truly are as a person**. Please describe this **experience**.

GROUP 3: CONTROL CONDITION

Experiential Purchase:

The survey that follows is about a purchase you made in the past. Specifically, it is about an **experience** you purchased - **something intangible** you bought. In other words, you did not end up with anything you could hold in your hand at the end of the experience. Note that this purchase should *not* be one made to cover utilities and necessities.

Think of an **experience** (something intangible) that you bought during the last 2 years. Please describe this **experience**.

How difficult or easy was it to bring this specific type of purchase to your mind?

Very difficult ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very easy

How much did you approximately spend on this purchase (in €)?

When you think about this purchase, how happy does it make you?

Not Happy ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very Happy

To what extent would you agree or disagree with the following statements about the purchase?

	Totally Disagree						Totally Agree
Telling other people about this purchase conveys well who I am as a person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talking about this purchase helps to communicate myself to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate whether you consider this purchase to be primary utilitarian (defined as useful, practical, functional, something that helps achieve goal) or primary hedonic (defined as pleasant and fun, something that is enjoyable and appeals to the senses).

Mostly utilitarian ☐ ☐ ☐ ☐ ☐ ☐ ☐ Mostly hedonic

To what extent did this purchase involve the presence of other people?

Not at all ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very much

Please imagine that someone else had made the same purchase that you had. How much would your satisfaction with your own purchase be diminished?

Not at all ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very much

How unique would you say this purchase was for you?

Very little unique ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very much unique

To what extent would you agree or disagree with the following statement about your purchase?

Not at all ☐ ☐ ☐ ☐ ☐ ☐ ☐ Very much

This purchase expresses who I am.

Choice task

Remember the two purchases you have described before (the material and the experiential one). Now imagine you are at a party. You don't know a lot of people and you start a conversation with someone you just met.

If you only had to choose one of the two purchases, which one would you choose to better convey who you really are to this person?

- The material purchase described before
- The experiential purchase described before

Demographics

How old are you (in years)?

What is your gender?

- Female
- Male
- Other

What is the highest level of education you achieved?

- High School
- Technical / Vocational Degree
- Bachelor's Degree
- Master's Degree
- Doctorate (e.g. PhD)

What is your approximate available income per month (in €)?

THANK YOU!

I would like to thank you very much for taking out the time to participate in this survey. I highly appreciate your honest responses as your opinion is highly valuable for this study.