

AMA Journals Anonymized Web Appendix Template: Title

Web Appendix A: Descriptive Title 2

Web Appendix B: Descriptive Title 4

Web Appendix C: Descriptive Title 5

These materials have been supplied by the authors to aid in the understanding of their paper. The
AMA is sharing these materials at the request of the authors.

Web Appendix A: Descriptive Title

This web appendix provides detailed information about the methodology used to conduct the studies presented in the main article. In this article, we explore the impact of brand personality and self-construal on consumer attitudes and purchase intentions. The studies were designed to test our hypotheses and answer research questions.

The research was conducted using a 2 (brand personality: sincerity vs. competence) \times 2 (self-construal: independent vs. interdependent) between-subjects design. Participants were randomly assigned to one of the four experimental conditions. The study was conducted online using Qualtrics, an online survey platform.

Secondary Heading: Flush Left, Headline-Style Capitalization, Bold, and Italic

Table W1: Table Title.

	Column Heading	Column Heading	Column Heading	Column Heading
Sample variable 1	1,234 ^a			
Sample variable 2				
Sample variable 3				

^aNote on a specific item in the table.

Notes: Table W1 general notes. Report actual *p*-values instead of adding asterisks to represent thresholds.

Tertiary heading: Left-justified, sentence-style capitalization, and italic

A total of 400 participants were recruited through Amazon Mechanical Turk. To be eligible to participate, participants had to be 18 years of age or older and reside in the United States. Participants were compensated for their participation.

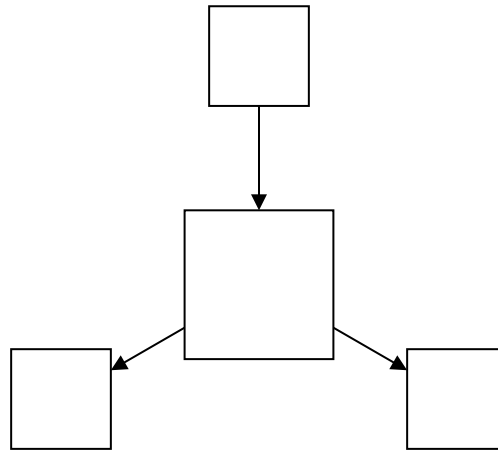
Tertiary heading: Left-justified, sentence-style capitalization, and italic

The survey consisted of several sections. First, participants were asked to provide demographic information such as age, gender, income, and education level. Then, participants were exposed to a fictitious brand, Flexo, which was designed to represent either sincerity or competence. Participants were asked to read a brief description of the brand and rate it on a set of personality traits using a seven-point Likert scale. Next, participants completed the self-construal measure, which was adapted from Singelis (1994). Finally, participants were asked to rate their attitudes toward the brand and their purchase intentions using a seven-point Likert scale.

Web Appendix B: Descriptive Title

The data were analyzed using hierarchical regression analysis. In the first step, we entered the control variables (age, gender, income, and education level). In the second step, we entered the main effects of brand personality and self-construal. In the third step, we entered the interaction between brand personality and self-construal.

Figure W1: Figure Title.

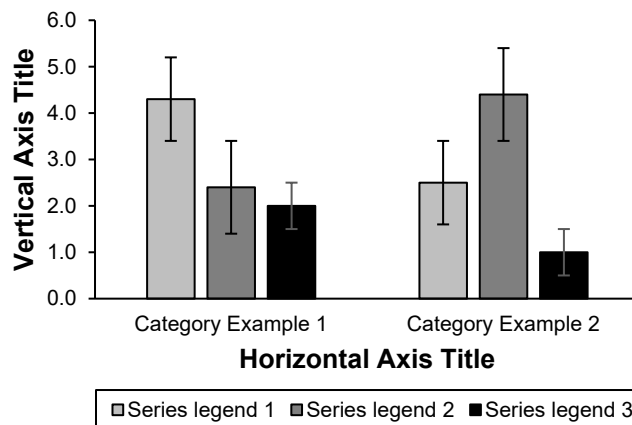


Notes: Figure W1 notes.

Web Appendix C: Descriptive Title

The results showed that brand personality and self-construal had a significant main effect on attitudes toward the brand and purchase intentions. Specifically, participants rated the brand with a competence personality higher on attitudes and purchase intentions than the brand with a sincerity personality. Furthermore, participants with an independent self-construal rated the brand higher on attitudes and purchase intentions than participants with an interdependent self-construal. Importantly, the interaction between brand personality and self-construal was significant, indicating that the effects of brand personality on attitudes and purchase intentions were stronger for participants with an independent self-construal.

Figure W2: Figure Title.



Notes: These are sample Figure W2 notes. Include error bars in bar graphs where applicable, and specify in the figure notes what they represent (e.g., ± 1 SE).

References

- American Marketing Association (2023), “American Marketing Association Journals Reference Style Examples,” (accessed February 6, 2023), <https://www.ama.org/american-marketing-association-journals-reference-style-examples/>.
- Gupta, Sachin, Peter Danaher, Vikas Mittal, and Maureen Morrin (2023), “A Manuscript’s Journey Through Peer Review: Insights from Almost 3,000 Editorial Decisions at the *Journal of Marketing Research*,” *Journal of Marketing Research*, 60 (5), 835–46.
- Hewett, Kelly (2020), “Editorial: Vision for *JIM* and First Issue of 2020,” *Journal of International Marketing*, 28 (1), 1–2.
- Sridhar, Shrihari, Cait Lamberton, Detelina Marinova, and Vanitha Swaminathan (2023), “*JM*: Promoting Catalysis in Marketing Scholarship,” *Journal of Marketing*, 87 (1), 1–9.
- Vallen, Beth and Jeremy Kees (2025), “Driving Impact and Initiating Important Policy Conversations: New *JPP&M* Article Formats,” *Journal of Public Policy & Marketing* (published online March 10), <https://doi.org/10.1177/0743915625131694>.
- Verlegh, Peeter and Beth Fossen (2024), “This We Promise You,” *Journal of Interactive Marketing*, 59 (3), 231–33.