






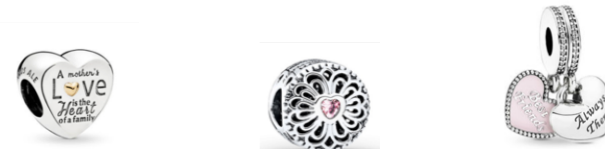


Status Pivoting

Web Appendix

WEB APPENDIX A

STIMULI ACROSS STUDIES

Study	Product Stimuli
Study 2B – “26.2” Boston Marathon car bumper sticker	
Study 2C – Car bumper stickers in alternative domains to the status threat	<p>Display of car bumper stickers associated with:</p> <ul style="list-style-type: none"> - a race or a walk you participated in - favorite charity - spirituality or religion - social values
Study 3 – Mugs in the domain of the threat (a) and an alternative domain to the threat (b)	<p>Incentive compatible choice between:</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>(a)</p>  </div> <div style="text-align: center;"> <p>(b)</p>  </div> </div>
Study 4A – (1) A profile picture for a reunion website in the domain of the threat (a) and an alternative domain to the threat (b) (2) A key-chain with a beer opener (raffle) with engraving in the domain of the threat (a) and an alternative domain to the threat (b)	<p>(1) Choice of a profile picture:</p> <ul style="list-style-type: none"> - a picture with friends (the kind of picture you would put on Facebook) - a professional picture (the kind of picture you would put on LinkedIn) <p>(2) Incentive compatible choice of a key-chain:</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <p>(a)</p> <p>(b)</p> </div>

	
<p>Study 4B – Taglines highlighting the domain of the threat (a) and an alternative domain to the threat (b)</p>	<p>Choice of a tagline that would increase sales for a new coffee brand called “Original Coffee”:</p> <ul style="list-style-type: none"> - “Original Coffee. The smell of success” - “Original Coffee. Brings people together”
<p>Study 5A – Bracelet charms in the domain of the threat (a), an alternative domain to the threat (b), and neutral domains (c)</p>	<p>(a) Pandora charms highlighting the threat domain:</p> <p>(1) A+ student (2) Curious cat (3) Graduation hat</p>  <p>(b) Pandora charms highlighting an alternative domain:</p> <p>(4) Heart of the family (5) Friendship (6) Best friends</p>  <p>(c) Pandora charms in a neutral domain:</p> <p>(7) Sunburst (8) Water drops (9) Layers of lace</p> 
<p>Study 5B – Bracelet charms in alternative domains to the status threat</p>	<p>Pandora charms highlighting athletics and sports:</p> <p>Yoga master Freestyle skater Sports fan</p> 

Study 6 – *iPhone covers*
highlighting the domain of the threat
(a, c) and an alternative domain
(b, d)

(a)



(b)



(c)



(d)

