

## APPENDIX

### SUMMARY STATISTICS FOR ALL STUDIES

**STUDY 1A:** N = 265 (reflects 79.6% participation rate; 68 individuals did not agree that face masks should be worn in public and therefore did not participate in the study)

DV: Probability of purchasing face mask (0% - 100%)

	<b>Essential Worker</b>	<b>Non-Essential Worker</b>
<b>Non-Personized Seller (Amazon)</b>	<i>M</i> = 47.59%, <i>SD</i> = 33.07 (N = 68)	<i>M</i> = 53.47%, <i>SD</i> = 31.93 (N = 64)
<b>Personalized Seller (Etsy)</b>	<i>M</i> = 62.94%, <i>SD</i> = 32.03 (N = 66)	<i>M</i> = 50.09%, <i>SD</i> = 33.43 (N = 67)

**STUDY 1B:** N = 282 (reflects 86.2% participation rate; 45 individuals did not agree that face masks should be worn in public and therefore did not participate in the study)

DV: Probability of purchasing face mask (0% - 100%)

	<b>Essential Worker Prime</b>	<b>Non-Essential Worker Prime</b>
<b>Non-Personized Seller</b>	<i>M</i> = 30.97%, <i>SD</i> = 30.61 (N = 72)	<i>M</i> = 43.45%, <i>SD</i> = 34.68 (N = 67)
<b>Personalized Seller</b>	<i>M</i> = 42.13%, <i>SD</i> = 33.03 (N = 67)	<i>M</i> = 38.62%, <i>SD</i> = 35.16 (N = 76)

### STUDY 2:

DV: Probability of purchasing hand sanitizer (0% - 100%)

	<b>Essential Worker</b>	<b>Non-Essential Worker</b>
<b>Non-Personized Seller</b>	<i>M</i> = 42.06%, <i>SD</i> = 37.88 (N = 34)	<i>M</i> = 43.37%, <i>SD</i> = 34.52 (N = 65)
<b>Personalized Seller</b>	<i>M</i> = 61.59%, <i>SD</i> = 25.88 (N = 34)	<i>M</i> = 42.34%, <i>SD</i> = 32.73 (N = 65)

**STUDY 3:** N = 398 (reflects 90.9% participation rate; 40 individuals did not agree that face masks should be worn in public and therefore did not participate in the study)

DV: Probability of purchasing face mask (0% - 100%)

#### **Essential Worker Prime**

	<b>Solidarity Affirmation Task Absent</b>	<b>Solidarity Affirmation Task Present</b>
<b>Non-Personized Seller</b>	<i>M</i> = 24.92, <i>SD</i> = 28.03 (N = 50)	<i>M</i> = 36.37%, <i>SD</i> = 30.95 (N = 51)
<b>Personalized Seller</b>	<i>M</i> = 39.83, <i>SD</i> = 32.26 (N = 54)	<i>M</i> = 26.27%, <i>SD</i> = 32.36 (N = 44)

#### **Non-Essential Worker Prime**

	<b>Solidarity Affirmation Task Absent</b>	<b>Solidarity Affirmation Task Present</b>
<b>Non-Personized Seller</b>	<i>M</i> = 35.78, <i>SD</i> = 34.64 (N = 54)	<i>M</i> = 35.33%, <i>SD</i> = 31.63 (N = 45)
<b>Personalized Seller</b>	<i>M</i> = 31.2, <i>SD</i> = 30.33 (N = 50)	<i>M</i> = 38.6%, <i>SD</i> = 30.98 (N = 50)

## **PILOT STUDY**

### **Writing Task:**

Life today is much different than life 3 months ago - many offices, schools, and retailers/restaurants are closed or are operating at reduced capacity. Many of our interactions with co-workers, teachers, friends, and loved ones have changed immensely.

Please take 1 minute to briefly describe the different ways in which your life has changed as a result of the coronavirus pandemic

### **Essential Worker Measures:**

**Categorical:** Are you classified as an essential worker that has been routinely working since the declaration of a pandemic? (yes/no)

**Continuous:** To what extent do you consider yourself an essential worker since the declaration of a pandemic? Not at all = 1, Very much = 7

**Job Stress Scale:** 7-point scale, 1 = strongly disagree, 7 = strongly agree

1. I feel exhausted because of my job.
2. At the end of the day, my job leaves me stressed out.
3. My work matters have kept me awake at night.

**Perceived Stress Scale:** 5-point scale, 0 = never, 4 = very often

1. In the last month, how often have you been upset because of something that happened unexpectedly?
2. In the last month, how often have you felt that you were unable to control the important things in your life?
3. In the last month, how often have you felt nervous and "stressed"?
4. In the last month, how often have you felt confident about your ability to handle personal problems?
5. In the last month, how often have you felt that things were going your way?
6. In the last month, how often have you found that you could not cope with all the things that you had to do?
7. In the last month, how often have you been able to control irritations in your life?
8. In the last month, how often have you felt that you were on top of things?
9. In the last month, how often have you been angered because of things that were outside of your control?
10. In the last month, how often have you felt difficulties were piling up so high that you could not overcome them?

## STUDY 1A

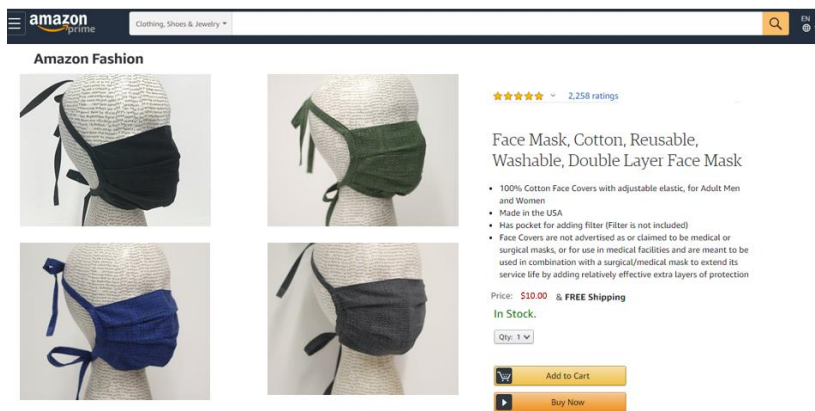
### Qualifying Question:

Given the current COVID-19 pandemic, do you believe that individuals should wear face masks in public? (yes/no)

### Face Mask Introduction:

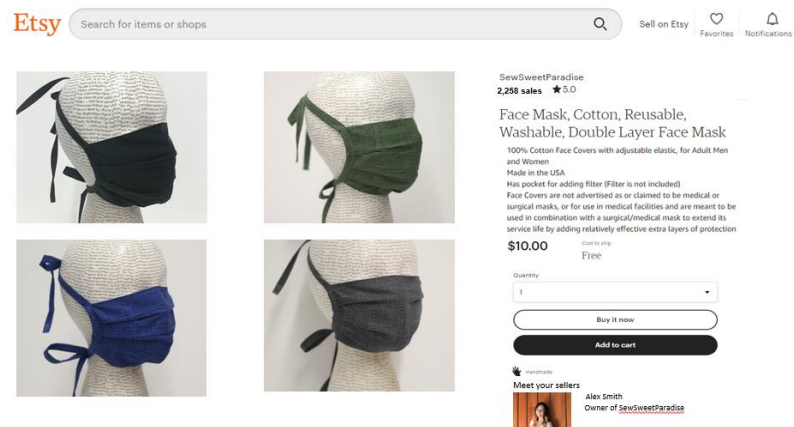
Imagine that you live in an area where face masks are required in public spaces. Before you can start going out in public, you need to purchase a face mask. You decide that given the current stay-at-home restrictions, to order your mask online and proceed to the online retailer featured on the next screen to purchase a mask.

### Non-personalized Seller Condition:



The screenshot shows the Amazon product page for a "Face Mask, Cotton, Reusable, Washable, Double Layer Face Mask". The page features four images of the mask in different colors: black, green, blue, and grey. The product title is "Face Mask, Cotton, Reusable, Washable, Double Layer Face Mask". The price is listed as \$10.00 with free shipping. The page includes an "Add to Cart" button and a "Buy Now" button. The seller is identified as "SewSweetParadise" with 2,258 sales and a 5.0 star rating.

### Personalized Seller Condition:



The screenshot shows the Etsy product page for the same "Face Mask, Cotton, Reusable, Washable, Double Layer Face Mask". The page features four images of the mask in different colors: black, green, blue, and grey. The product title is "Face Mask, Cotton, Reusable, Washable, Double Layer Face Mask". The price is listed as \$10.00 with free shipping. The page includes a "Buy it now" button and an "Add to cart" button. The seller is identified as "SewSweetParadise" with 2,258 sales and a 5.0 star rating. The seller's name, Alex Smith, is also visible.

### Dependent Variable:

What is the probability (0-100%) of you purchasing the advertised face mask?

## **STUDY 1B**

### **Qualifying Question:**

Given the current COVID-19 pandemic, do you believe that individuals should wear face masks in public? (yes/no)

### **Writing Task:**

Life today is much different than life 8 months ago - many offices, schools, and retailers/restaurants are closed or are operating at reduced capacity. Many of our interactions with co-workers, teachers, friends, and loved ones have changed immensely.

Please take 1 minute to briefly describe the different ways in which your life has changed as a result of the coronavirus pandemic

### **Essential Worker Introduction:**

During the worldwide coronavirus pandemic, essential workers have been on the front-lines keeping the nation moving forward. Since the declaration of a pandemic and the widespread "shelter at home" orders that soon followed, the government declared key industries and positions as essential to the infrastructure of our society. As a result, millions of individuals ranging from retail workers to bus drivers to healthcare workers have been reporting to work throughout the entire pandemic.

### **Essential Worker Manipulation:**

Imagine that you are classified as an essential worker and have been required to report to work in order to carry out your job responsibilities throughout the pandemic. Please spend up to the next minute describing how having a role as an essential worker, not being able to shelter-at-home when needed, would make you feel on a day-to-day basis.

### **Non-Essential Worker Manipulation:**

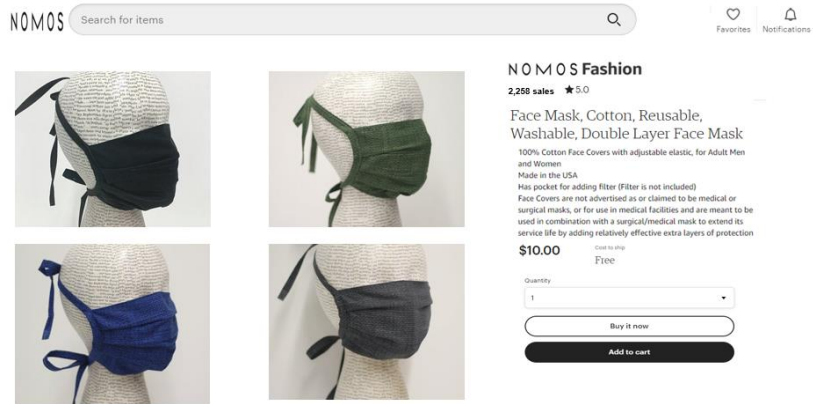
Imagine that you are NOT classified as an essential worker and have NOT been required to report to work in order to carry out your job responsibilities throughout the pandemic. Please spend up to the next minute describing how having a role as a non-essential worker, being able to shelter-at-home when needed, would make you feel on a day-to-day basis.

### **Face Mask Introduction:**

Imagine that you live in an area where face masks are required in public spaces, creating a need to purchase another face mask. In an effort to limit unnecessary trips from your home, you decide to order your mask online and proceed to the online retailer, NOMOS, featured on the next screen to purchase a mask.

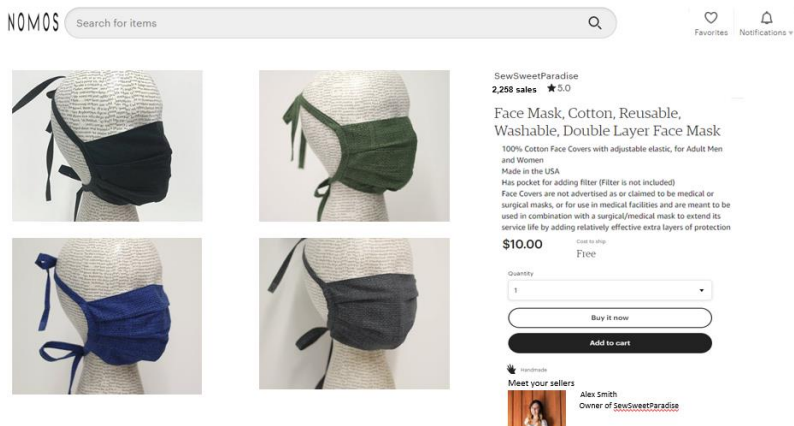
**Non-personalized Seller Condition:  
NOMOS Introduction:**

NOMOS is an American e-commerce website focused on offering its customers access to high quality goods. NOMOS provides its customers access to its own branded products, as well as other manufacturer's products.



**Personalized Seller Condition:  
NOMOS Introduction:**

NOMOS is an American e-commerce website focused on offering its customers access to high-quality, handmade goods. NOMOS provides its customers access to individual sellers seeking to market their products.



**Dependent Variable:**

What is the probability (0-100%) of you purchasing the advertised face mask?

## **STUDY 2**

### **Writing Task:**

Life today is much different than life 3 months ago - many offices, schools, and retailers/restaurants are closed or are operating at reduced capacity. Many of our interactions with co-workers, teachers, friends, and loved ones have changed immensely.

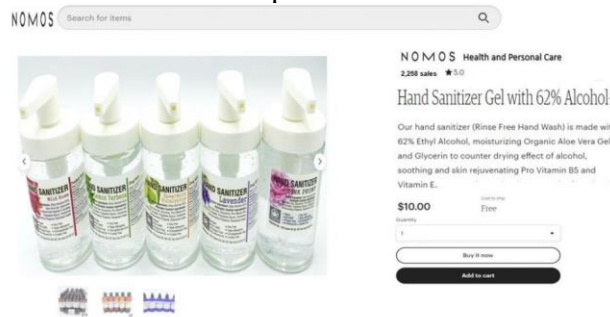
Please take 1 minute to briefly describe the different ways in which your life has changed as a result of the coronavirus pandemic.

### **Hand Sanitizer Introduction:**

Health officials recommend implementing good hygiene practices, such as frequent hand washing and hand sanitizing, in order to limit the spread of the coronavirus. Imagine that you need to replenish your stock of hand sanitizer. Given the current recommendations to keep trips to stores/retailers to a minimum, you decide to order hand sanitizer online and proceed to the online retailer, NOMOS, featured on the next screen to purchase hand sanitizer.

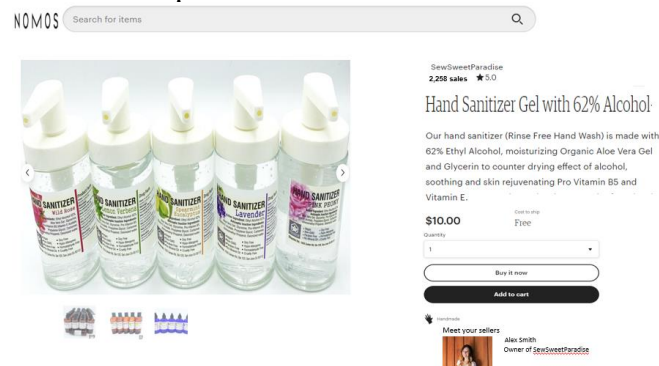
### **Non-personalized Seller Condition:**

NOMOS is an American e-commerce website focused on offering its customers access to high quality goods. NOMOS provides its customers access to its own branded products, as well as other manufacturer's products.



### **Personalized Seller Condition:**

NOMOS is an American e-commerce website focused on offering its customers access to high-quality, handmade goods. NOMOS provides its customers access to individual sellers seeking to market their products.



### **Dependent Variable:**

What is the probability (0-100%) of you purchasing the advertised hand sanitizer?

### **Feelings of Solidarity:**

Please think back to your choices and indicate your level of agreement with each of the following statements with respect to your decisions. 9-point scale, 1 = strongly disagree, 9 = strongly agree

1. My decisions were driven by a sense of shared sacrifice.
2. My decisions were driven by a sense of shared responsibility.
3. My decisions were driven by feelings of solidarity.
4. I felt like we are all in this together.

### **Essential Worker Measure:**

To what extent do you consider yourself an essential worker since the declaration of a pandemic?

Not at all = 1, Very much = 7

Are you classified as an essential worker that has been routinely working since the declaration of a pandemic? (yes/no)

### **Purchase Intentions with Categorical Measure of Essential Worker:**

A subsequent ANOVA, using participants' essential worker classification (0 = yes, 1 = no), replicated the above findings with marginally significant main effects of seller type ( $F(1,194) = 3.46, p = .06$ ) and worker classification ( $F(1,194) = 3.25, p = .07$ ), and importantly, the expected seller x worker classification interaction ( $F(1,194) = 4.27, p = .04$ ). Participants classified as essential workers revealed greater purchase intentions for the hand sanitizer offered by the personalized seller ( $M = 61.59\%$ ,  $SD = 25.88$ ) than by the non-personalized seller ( $M = 42.06\%$ ,  $SD = 37.88$ ;  $F(1, 194) = 5.87, p = .02$ ). Conversely, purchase intentions did not differ among participants classified as non-essential workers between seller conditions ( $M_{\text{Personalized}} = 42.34\%$ ,  $SD = 32.73$  vs.  $M_{\text{Non-Personalized}} = 43.37\%$ ,  $SD = 34.52$ ;  $F(1, 194) = .03, p = .86$ ).

### **Mediating Role of Solidarity with Categorical Measure of Essential Worker:**

Mediation analysis with essential worker status (yes/no) revealed a significant effect of the mediator on purchase intentions ( $b = 7.39, t = 8.31, p < .001$ ), and the inclusion of the mediator resulted in a non-significant seller x essential worker interaction ( $b = -9.04, t = -1.04, p = .29$ ). Bootstrap analysis revealed the indirect effect of the highest order interaction with feelings of solidarity as the mediator was significant ( $b = -11.52, SE = 5.26, 95\% CI: [.1927, 17.2893]$ ).

### **STUDY 3**

#### **Qualifying Question:**

Given the current COVID-19 pandemic, do you believe that individuals should wear face masks in public? (yes/no)

#### **Writing Task:**

Life today is much different than life 8 months ago - many offices, schools, and retailers/restaurants are closed or are operating at reduced capacity. Many of our interactions with co-workers, teachers, friends, and loved ones have changed immensely. Please take 1 minute to briefly describe the different ways in which your life has changed as a result of the coronavirus pandemic

#### **Essential Worker Introduction (All Conditions):**

During the worldwide coronavirus pandemic, essential workers have been on the front-lines keeping the nation moving forward. Since the declaration of a pandemic and the widespread "shelter at home" orders that soon followed, the government declared key industries and positions as essential to the infrastructure of our society. As a result, millions of individuals ranging from retail workers to bus drivers to healthcare workers have been reporting to work throughout the entire pandemic.

#### **Essential Worker Manipulation:**

Imagine that you are classified as an essential worker and have been required to report to work in order to carry out your job responsibilities throughout the pandemic. Please spend up to the next minute describing how having a role as an essential worker, not being able to shelter-at-home when needed, would make you feel on a day-to-day basis.

#### **Non-Essential Worker Manipulation:**

Imagine that you are NOT classified as an essential worker and have NOT been required to report to work in order to carry out your job responsibilities throughout the pandemic. Please spend up to the next minute describing how having a role as a non-essential worker, being able to shelter-at-home when needed, would make you feel on a day-to-day basis.

#### **Solidarity Affirmation-Present Manipulation (Essential Worker Condition):**

Imagine that in your role as an essential worker, you have experienced gestures of social support from others and a sense of solidarity with your coworkers in your role. Please spend up to the next sixty seconds writing about how experiencing feelings of social support and solidarity would impact you in your role as an essential worker.

#### **Solidarity Affirmation-Present Manipulation (Non-Essential Worker Condition):**

Imagine that in your role NOT as an essential worker, you have experienced gestures of social support from others and a sense of solidarity with your coworkers in your role. Please spend up to the next sixty seconds writing about how experiencing feelings of social support and solidarity would impact you in your role as a non-essential worker.

#### **Solidarity Affirmation-Absent Manipulation (All conditions):**

Please spend up to the next sixty seconds writing about a movie that you recently watched.



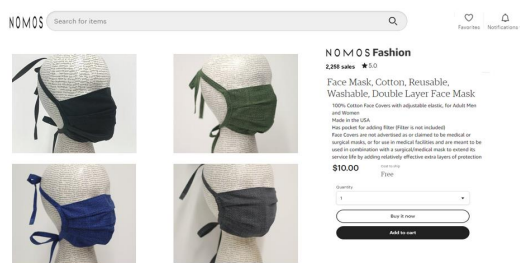
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### Non-personalized Seller Condition:

#### NOMOS Introduction:

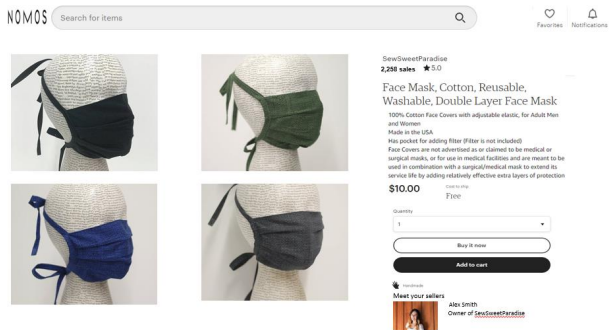
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### Personalized Seller Condition:

#### NOMOS Introduction:

NOMOS is an American e-commerce website focused on offering its customers access to high-quality, handmade goods. NOMOS provides its customers access to individual sellers seeking to market their products.



### Dependent Variable:

What is the probability (0-100%) of you purchasing the advertised face mask?