

SUPPLEMENTAL ONLINE MATERIALS

Subjective Well-Being Enhances Experiential Perceptions

This document provides the instructions, instruments, and stimuli for all studies reported in the main text, along with key additional findings. All remaining materials, including full analyses, robustness checks, and other study-specific details, are provided in separate HTML files for each study on the manuscript's OSF page.

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STUDY 1

Material-Experiential Rating Instructions

Below are the purpose of this study and the explanations on what material and experiential purchases are.

Purchases in everyday life can be categorized into two types of purchases depending on the intention of purchase, Material Purchases and Experiential Purchases.

A material purchase is spending money with the primary intention of acquiring a material possession, whereas an experiential purchase is spending money with the primary intention of acquiring a life experience.

In other words, a material purchase is made to have, whereas an experiential purchase is made to do. However, there are often cases in which we have trouble distinguishing experiences from possessions. For instance, in case of a music CD, it can be thought of as an object that occupies a corner of your music collection, while you can also consider it an experience when you think about enjoyment and relief that the music delivers.

To understand consumers' purchasing patterns and conduct appropriate marketing, it is important to assess how consumers view products or services. Therefore in this study we would like to understand how consumers perceive purchases.

Based on the descriptions of material and experiential purchases above, please think about how much you think each of the following purchases as more material or more experiential when you purchase (or if you were to purchase) it. For each purchase, we would like you to indicate the extent to which you think it is more material or more experiential using the 9-point scale below.

Definitely Material				Equally Material and Experiential				Definitely Experiential
1	2	3	4	5	6	7	8	9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional Results

Cross-Classified Multilevel Models with Covariates (Age and Gender Controlled for)

In all models, gender was dummy-coded with male as the reference. Fixed effects results indicated that subjective well-being (SWB) was significantly related to product ratings, $B=0.23$,

$SE=0.08$, $t(174.15)=2.75$, $p=.007$. This result corroborates the main finding without covariates, suggesting that higher levels of SWB were associated with higher experiential ratings of the items.

Analyses were repeated separately for the three components of SWB—life satisfaction, positive affect, and negative affect. Life satisfaction and positive affect were both significantly associated with higher experiential ratings (life satisfaction: $B=0.15$, $SE=0.06$, $t(174.15)=2.80$, $p=.006$; positive affect: $B=0.09$, $SE=0.03$, $t(174.15)=2.47$, $p=.015$), whereas negative affect was negatively associated with experiential ratings, $B= -0.17$, $SE=0.08$, $t(174.15)=2.20$, $p=.029$. In all analyses, age and gender did not show significant effects, $ps > .257$. In sum, the relationship between SWB (and its components) and experiential ratings remains the same even after controlling for age and gender.

Table S1*Descriptive Statistics of Experiential Perceptions of Purchases; Study 1*

	<i>M (SD)</i>	Minimum	Maximum
Laptop	4.53 (1.94)	1	9
Guitar	5.81 (1.80)	1	9
DSLR camera	5.23 (1.93)	1	9
Cellphone	4.54 (1.81)	1	9
Book	6.76 (1.45)	2	9
Ring	3.95 (2.18)	1	9
Perfume	4.85 (2.18)	1	9
T-shirt	3.37 (1.83)	1	8
Doll	3.88 (1.98)	1	9
Lotion	4.59 (2.42)	1	9
Digital piano	5.26 (1.96)	1	9
iPhone	4.23 (1.90)	1	9
Watch	3.53 (1.88)	1	9
Car	3.78 (1.55)	1	8
Television	4.88 (2.06)	1	9
Sofa	3.54 (1.88)	1	9
MP3 player	5.53 (1.82)	1	9
Shoes	3.39 (1.70)	1	8
Soap	4.50 (2.64)	1	9
Earphones	5.09 (2.19)	1	9
Montblanc fountain pen	3.41 (1.90)	1	9
Pencil	4.72 (2.64)	1	9
Herb plant	4.93 (1.97)	1	9
Movie ticket	8.30 (1.00)	3	9
Concert ticket	8.29 (0.90)	5	9
Generic wallet	2.73 (1.51)	1	7
Gift certificate	5.26 (2.66)	1	9
Balloon	4.73 (2.36)	1	9
Starbucks coffee	5.50 (2.53)	1	9
Branded wallet	2.74 (1.59)	1	8
Canned coffee	5.01 (2.84)	1	9
Department store gift card	4.19 (2.66)	1	9
Ice cream	5.80 (2.83)	1	9
Ski season pass	7.78 (1.31)	2	9
Sports massage coupon	8.01 (1.21)	2	9
Travel package	8.11 (1.24)	1	9
Gym membership	7.67 (1.58)	1	9

Table S2*Correlations between Subjective Well-being Scores and Individual Purchase Ratings; Study 1*

	<i>r</i>	<i>p</i> -value
Laptop	.282	< .001
Guitar	.259	< .001
DSLR camera	.243	.001
Cellphone	.227	.002
Book	.226	.003
Ring	.223	.003
Perfume	.206	.006
T-shirt	.195	.010
Doll	.193	.011
Lotion	.193	.011
Digital piano	.192	.011
iPhone	.168	.026
Watch	.163	.031
Car	.162	.032
Television	.161	.033
Sofa	.159	.035
MP3 player	.146	.054
Shoes	.118	.120
Soap	.099	.192
Earphones	.077	.309
Montblanc fountain pen	.070	.355
Pencil	.069	.365
Herb plant	.059	.436
Movie ticket	.058	.447
Concert ticket	.052	.494
Generic wallet	.050	.511
Gift certificate	.045	.556
Balloon	.043	.568
Starbucks coffee	.000	.998
Branded wallet	-.002	.977
Canned coffee	-.026	.732
Department store gift card	-.029	.699
Ice cream	-.066	.388
Ski season pass	-.071	.348
Sports massage coupon	-.073	.340
Travel package	-.075	.324
Gym membership	-.119	.116

STUDY 2

Experiential Sampling Procedure

We messaged participants by a smartphone notification five times a day for seven consecutive days, which provided the link to an online questionnaire. From 10 a.m. to 10 p.m., a signal occurred randomly during each of five 150-minute blocks except for the last block, which was 120 minutes (8 p.m. to 10 p.m.). Participants were instructed to immediately access an online questionnaire through the link provided in the signaling text message. To prevent participants from responding to the same questionnaire without receiving a notification, the address of the link changed each time and the previous survey was closed. A day before beginning, participants received a trial text message for training purposes.

Participants

Data from 52 participants were excluded because response rates were too few to analyze, which we defined as fewer than four for spending-related questions or fewer than ten overall, or they did not answer SWB measures. This led to 211 participants (159 female; $M_{age}=31.47$, $SD=9.39$).

Purchase Reporting Procedure

Participants reported whether they had made any purchases. If participants indicated zero purchases, then they were automatically directed to the end of the survey (and continued on to an unrelated study). If participants had made a purchase, then they continued to provide information on one important purchase of their choosing. They reported the amount of money spent on the purchase and chose a purchase category (Food, Culture, Beauty, Health, Transportation, Auto, Household, Education, Social, Entertainment, Finance, Religion, Donation, and Other). Once participants selected a purchase category, the subcategories of that purchase category appeared for them to further indicate the subcategory of the purchase. Below are the instructions given to participants for this purchase reporting procedure.

Purchase Reporting Instructions

Think for a moment about the purchase(s) you have made between the last message and this message (for the first signal: Think for a moment about the purchase(s) you have made before this message.).

Between the last message and this message, how many times have you made a purchase (by cash, credit card, debit card, electronic transfer, or any other methods)? The number of purchases refers to the total number of times you actually paid.

(e.g., if you have paid your phone bill via electronic transfer, given offering at your church, and donated money for the children in need in foreign countries, you indicate 3 below as the number of your purchases.)

The number of purchases: _____

If participants indicated zero purchases, then they were automatically directed to the end of the survey (and continued on to an unrelated study).

Please report a purchase that you think is most important out of all the purchases you have made since the last message. If you have made only one purchase, please report that purchase.

How much did you spend? (e.g., if you report 'a purchase of a pair of jeans by credit card,' indicate the price of the jeans. *If it is 100000 won, report 100000 without 'won.'*)

_____ won

What kind of purchase was this?

- Food:
 - dining
 - tea/coffee/snack
 - grocery/fruits
 - cigarettes
 - other
- Culture:
 - movie/concert
 - game
 - music
 - electronics
 - books
 - other
- Beauty
 - clothes/accessories
 - cosmetics/hair
 - beauty treatment (plastic surgery/tattoo/injection, etc.)
 - beauty care (skin care/massage, etc.)
 - other
- Health
 - workout
 - supplements
 - medical fee/medicine
 - other care
 - other
- Transportation
 - public transportation
 - taxi
 - long-distance (train, flights)
 - other
- Auto
 - gas

- maintenance
- parking
- auto insurance
- other
- Household
 - rent
 - maintenance
 - utilities
 - household goods
 - related tax
 - other
- Education
 - tuition
 - private tutoring
 - textbooks, supplies
 - other
- Social
 - expenditure for congratulations or condolences
 - expenditure for social meetings
 - other
- Entertainment
 - drinks
 - other expenses for entertainment
 - other
- Finance
 - insurance
 - dividends
 - commissions
 - other
- Religion
 - religious activity (offering)
 - other
- Donation
 - donation
 - other
- Other

A material purchase is spending money with the primary intention of acquiring a material possession, whereas an experiential purchase is spending money with the primary intention of acquiring a life experience.

Please rate your purchase on the scale below.

Sliding scale 0 = Definitely material; 100 = Definitely experiential

Tangibility Rating Instructions

In this study, we would like you to rate several purchases/expenses as more tangible (7) or more intangible (1) on the following scale.

Definitely Intangible							Definitely Tangible
1	2	3	4	5	6	7	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

By tangible we mean something that you can touch and feel – a physical object. By intangible we mean something you cannot touch or feel. Some purchases/expenses are more tangible than other purchases/expenses, so just rate them the best that you can.

You will rate various purchases/expenses under 14 spending categories (e.g., Food, Culture, Health/Beauty, Transportation, Car/Auto, Education, Social, Entertainment, Finance, Donations, and Religion).

Analysis Details and Additional Results

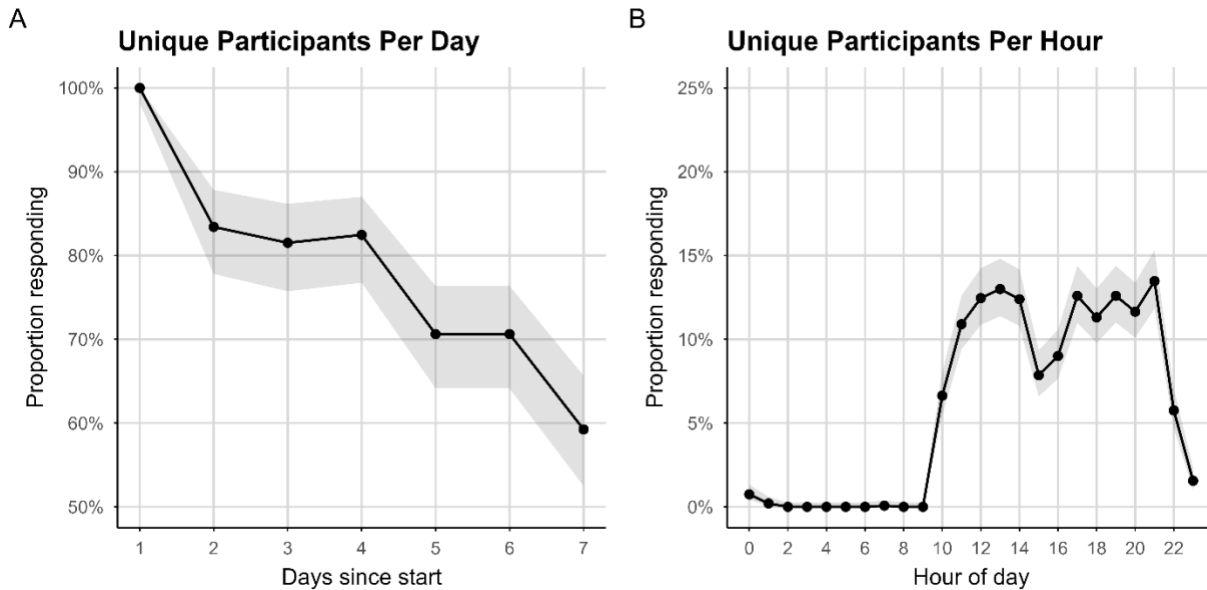
Below are the details of key analysis and results reported in the main text. Full details of the analysis and additional diagnostics are reported in a separate Study 2 HTML file (S2_supplement.html) on the manuscript's OSF page.

Response Rates and Potential Selection Effects

Response rates in previous research typically range from 70% to 80% (Rintala et al., 2019). As a first step, we addressed a small number of cases in which participants appeared to complete prompts in rapid succession, effectively filling out one survey immediately after another. To avoid counting such clustered responses as separate measurement occasions, we retained only those observations in which at least 20 minutes elapsed between survey start times. This decision reduced the number of observations from 2,349 to 2,238.

Figure S1 displays response patterns over the course of the study. Panel A shows the proportion of unique participants who responded on each study day. As is common in experience sampling, there was clear attrition: nearly all participants responded on the first day, and the proportion who responded declined with each additional day. Panel B shows the proportion of participants responding at each hour of the day, averaged across days. Very few responses occurred during the night, response rates rose sharply around midday, and then fluctuated through the afternoon and evening. Across all completed prompts, participants reported at least one purchase in 35.99% of surveys.

Figure S1
Response Rates by Day and by Hour



Because these time-based patterns indicate that missingness was not purely random, we asked whether such “selection effects” might bias our conclusions. To do so, we modeled the probability that a participant responded to each text message using a multilevel logistic regression with a random intercept for participant. This model accounts for the fact that responses are nested within individuals and that some participants are generally more responsive than others. Time of day was represented with sine and cosine terms that capture the 24-hour cycle as a smooth curve, rather than as a set of abrupt step changes at each hour. Day since the start of the study was centered and scaled, and entered as a second-order polynomial to capture both linear and nonlinear trends in response likelihood over the week (e.g., gradual study fatigue). The model also included weekend versus weekday and study wave as fixed effects to adjust for differences in data collection across calendar time. To test whether response likelihood depended on participants’ mood or traits, we additionally included concurrent and lagged positive and negative affect, as well as demographic and trait well-being variables (age, gender, socioeconomic status [SES], and trait subjective well-being), along with purchase cost and tangibility.

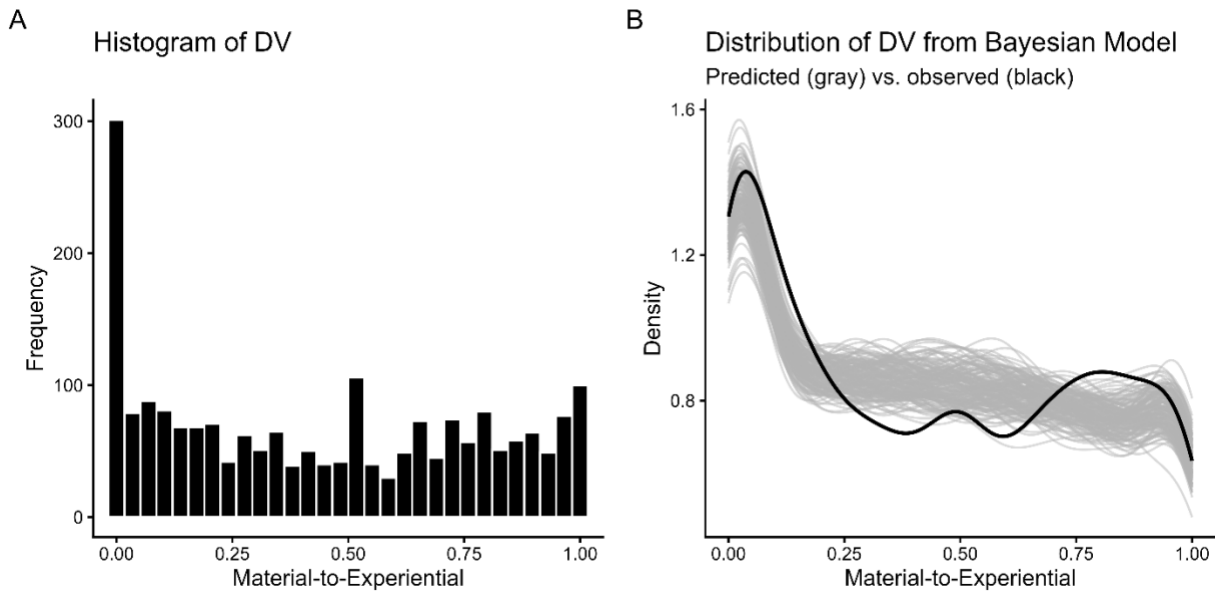
Because we had no strong *a priori* hypotheses about which of these variables should matter, we treated this analysis as exploratory and controlled for multiple testing using a false discovery rate (FDR) correction (Benjamini & Hochberg, 1995). The FDR procedure reduces the risk of overinterpreting spurious associations that arise simply because many variables are examined at once. After applying the correction, only the time-of-day terms, the overall effect of study day, and purchase cost remained statistically reliable. In other words, participants’ likelihood of responding followed a clear daily rhythm and changed over the course of the week, but there was no robust evidence that response likelihood depended on their momentary affect, trait well-being, or demographics once multiple testing was taken into account. This pattern suggests that, although responses are unevenly distributed across time, they are not selectively missing for people with particular emotional states or well-being levels.

Modeling Experiential Evaluations

Our main research question in Study 2 concerned how people’s well-being relates to how experiential versus material their purchases felt. Addressing this question required a modeling strategy that matched the distribution and structure of the experience-sampling data. The key challenge was the form of the dependent variable. Participants rated each purchase on a 0–100 scale ranging from completely material to completely experiential, which we rescaled to range from 0 to 1 for analysis. As shown in Figure S2A, the resulting distribution was highly non-normal: many responses were exactly 0 or exactly 1, and the remaining responses were distributed unevenly across the interior of the scale. This pattern suggests that a substantial subset of participants treated the scale in a quasi-binary fashion, using only the endpoints, whereas others used intermediate values. Standard linear regression, which assumes a roughly bell-shaped outcome, and standard binary models, which assume only two categories, are both ill-suited to this mixture.

Figure S2

Observed Response Distribution for Dependent Variable Versus Predicted from the ZOIB Model



To capture this structure, we used a zero–one–inflated beta (ZOIB) model. This model is designed for variables that take on both exact boundary values and continuous values in between. Conceptually, it separates three components of the response process. The first component models the mean level of responses among observations that used the scale continuously, that is, ratings strictly between 0 and 1. The second component models the probability that a given response falls exactly at one of the boundary points (0 or 1) rather than somewhere in the middle, effectively distinguishing observations where participants treated the scale as binary from those where they used it more finely. The third component, applied only to responses on the boundaries, models whether a binary response is 0 (completely material) or 1 (completely experiential). Together, these components allow the model to represent the full shape of the distribution, including the spikes at 0 and 1, without forcing the data into an inappropriate

normal or purely binary form. As Figure S2B shows, the fitted ZOIB model closely reproduces the observed distribution.

Because the ZOIB outcome model uses only occasions where participants provided ratings, we also took steps to ensure that inferences were not distorted by the non-random missingness described above. Building on the multilevel response model, we estimated, for each participant and time point, the predicted probability of responding. These probabilities were then converted into inverse-probability weights and incorporated into the outcome model. Intuitively, observations from moments when participants were unlikely to respond (for example, later in the week or at hours with low response rates) receive more weight, whereas observations from moments when participants were very likely to respond receive less weight. This reweighting helps correct for selection effects that could otherwise bias estimates of the relationship between well-being and experiential evaluations.

We also modeled temporal dependence in experiential ratings by including a lagged term indicating each participant's rating at the previous measurement occasion. This lag captures the degree to which experiential evaluations carry over from one prompt to the next. However, for some early occasions there is no well-defined lagged value (e.g., a participant's first response). Simply discarding such observations would disproportionately remove first-day data, where compliance was highest (see Figure S1). To avoid this loss and preserve the longitudinal structure, we imputed missing lag values using a hierarchical beta model that pooled information across participants while still allowing for individual differences. We also included a dummy variable indicating whether a given lag was observed or imputed so that any systematic bias associated with imputation could be accounted for directly in the outcome model.

The final ZOIB model combined these elements in a hierarchical Bayesian framework. Within-person variables captured moment-to-moment deviations in positive and negative affect, purchase cost, and product tangibility relative to each participant's own average, whereas between-person variables captured stable individual differences, including trait well-being and demographics. We also included indicators for time of day, day of study, weekend versus weekday, and study wave, as well as random intercepts for participants to represent stable differences in their overall tendency to view purchases as experiential. The model was estimated with weakly informative priors, which help stabilize estimates in complex hierarchical models. Posterior inference was obtained via Markov chain Monte Carlo sampling. Convergence diagnostics were satisfactory (maximum \hat{R} of 1.00 and ESS ratio of 0.21 across parameters), and posterior predictive checks indicated that the model provided a good fit to the observed data (Figure S2B). Thus, the modeling framework respects the bounded and zero–one–inflated nature of the dependent variable, adjusts for systematic patterns of missingness, and incorporates both short-term temporal dependence and stable between-person differences.

Resulting Average Marginal Effects

Because the ZOIB model includes several subcomponents and a number of predictors, the raw regression coefficients are difficult to interpret directly. We therefore summarize the substantive effects using average marginal effects (AMEs). An AME controls for the nonnormality and expresses, on the original 0–1 outcome scale, how much the predicted material–experiential rating is expected to change, on average, when a given predictor increases by one standard deviation, holding all other variables at their observed values. In practice, we computed AMEs by sampling real observations from the data, adjusting one predictor at a time (for example, increasing a z-scored predictor by one standard deviation or switching a dummy

variable from 0 to 1), re-estimating the model's predicted outcome for both the original and modified values, and then averaging the difference in predicted ratings across all sampled observations and across posterior draws. This procedure yields a single, interpretable estimate of how much experiential evaluations would typically rise or fall for a given change in each predictor, along with a 95% Bayesian credible interval that reflects uncertainty.

Robustness Across Alternative Specifications

To evaluate the robustness of these conclusions, we estimated 16 additional model specifications, reported in detail in the S2_supplement.html file on the OSF page. These models varied in which variables were included and how participant-level variation was modeled. Some focused on between-person subjective well-being treated as a single factor, others decomposed subjective well-being into its subcomponents, and others emphasized momentary positive and negative affect, spending categories, and spending amounts. All of these models used the same Bayesian ZOIB outcome structure but, to reduce computational demands, omitted the explicit missingness and lag-imputation submodels.

Across these alternative specifications, several patterns were consistent. In every model that included within-person momentary positive affect, this variable was positively and significantly associated with experiential ratings in the same direction as reported in Table 1. Between-person positive affect showed the same directional trend but did not reach conventional significance in any specification. None of the trait subjective well-being parameters or their subfactors emerged as reliable predictors once other variables were taken into account. Tangibility showed a strong negative relationship with experiential evaluations whenever it was included. In addition, some spending categories and higher spending amounts were associated with experiential evaluations, and on average, higher spending was linked to slightly lower experiential ratings. Importantly, none of these alternative specifications altered the core conclusion that momentary positive affect is the SWB component most consistently associated with seeing purchases as experiential, above and beyond product characteristics and timing variables.

STUDY 3

Well-Being Condition

In this survey, please think about your BEST POSSIBLE SELF.

‘Thinking about your best possible self’ means that you imagine yourself during a day in the future, after everything has gone as well as it possibly could. You have worked hard and succeeded at accomplishing all the goals of your life. Think of this as the realization of your dreams, and that you have reached your full potential. Thus, you identify the best possible way that things might turn out in your life. Please, start thinking about a day in the future as your best possible self.

How do you feel on this best day? What do you typically do on this day?

Please, start thinking about a day when you are your best possible self.



Neutral Condition

In this survey, please think about a typical workday.

‘Thinking about your typical day’ means that you take notice of ordinary details of your day that you usually don’t think about. These might include particular meetings or appointments you attend to or errands you run, people you meet, things you do, typical thoughts you have during the day. Think of this as moving through your typical day, hour after hour. Thus, you identify how a typical day looks like for you. Please, start thinking of your typical day. I will tell you when it is time to start writing down your thoughts.

How do you feel on this day? What do you typically do?

Please, start thinking about your typical day.

Experiential Rating Instructions

In this study, we are studying how people think about purchases and products.

Take an outdoor grill or a bicycle, for instance. You could think of a grill or a bike in a material sense, such as something that you possess and own. But you could also think about a grill or a bike more as something that you use, something that you do something with – we call that the experiential aspect of the product.

With that in mind, please rate the following products in terms of how experiential it is. That is, how much is this product something you use and/or gives you an experience? (1=Not at all, 9=Very much)

Bicycle

Manipulation Check Pre-Test

To determine the effectiveness of the manipulation, we conducted a pretest. A separate sample of 210 participants (94 female; $M_{age}=41.99$, $SD=12.26$) were randomly assigned to one of the two thinking and writing tasks from the main study. This pretest was pre-registered at <https://aspredicted.org/6sy8b.pdf>.

Following King (2001), after responding to the essay prompt, participants completed a mood scale using the PANAS (1=*very slightly or not at all*, 5=*extremely*, PA ($\alpha=.92$), NA ($\alpha=.94$); Watson et al., 1988). These items were not included in the main study to avoid influencing participants' product evaluations. Like in the previous studies, rather than using summed scores we instead computed a two-factor CFA of PANAS with positive and negative subfactors.¹ As predicted, those in the well-being condition ($M=0.29$, $SD=0.89$) felt more positive compared to those in the neutral condition ($M= -0.31$, $SD=0.96$; $t(208)=4.69$, $p < .001$, $d=0.65$). No difference in negative emotions was found ($M_{well-being}= -0.05$, $SD_{well-being}=0.95$, $M_{neutral}=0.05$, $SD_{neutral}=1.02$, $t(208)=0.699$, $p=0.485$, $d=0.10$). The main study used the same two prompts but asked participants to reflect only to streamline the procedure.

Results with Covariates (Age and Gender Controlled for)

We conducted a one-way analysis of covariance (ANCOVA) to examine the effect of condition (well-being vs. neutral) on experiential perceptions, while controlling for age and gender. Consistent with the results without covariates, the ANCOVA indicated a significant effect of condition on experiential perceptions, $F(1,271)=5.10$, $p=.025$, partial $\eta^2=.02$. Participants in the well-being condition ($M=6.85$, $SE=0.16$) reported higher experiential perceptions of the bicycle compared to those in the neutral condition ($M=6.28$, $SE=0.20$). Age was not a significant covariate, $F(1,271)=0.38$, $p=.537$, while gender was a significant covariate

¹ This approach was not in the pretest but came up as the manuscript was revised – results are highly similar but the CFA approach is both more statistically and conceptually appropriate.

such that female participants viewed the bicycle as offering more of an experience than male participants, $F(1,271)=7.53$, $p < .001$, partial $\eta^2=.05$.

Willingness to talk about the purchase with others and how easy it is to imagine sharing the purchase experience with others (adapted from Kumar & Gilovich, 2015)

Instructions

We get enjoyment from our purchases for a variety of reasons—we anticipate the happiness we are going to get from our purchases, we enjoy them in the here-and-now, and we derive happiness from our memories of them and from talking about them with other people. In this following task, we'd like you to focus on the portion of happiness that comes from talking about purchases.

Now, for the purchase you saw previously, please indicate approximately what percentage of the happiness you derive from that purchase comes from talking about it with other people. That is, thinking about how much purchases do or would make you happy, how much of that happiness is because you can talk about them with other people?

% of happiness comes from talking about it with other people
0-100%

We now have some questions about your bike purchase. Imagine you purchased a new bike and answer the following:

- Assuming this bike was yours, how fun would it be to talk about this purchase (bicycle) with others?
 - 1=Not very fun to 7=Very fun
- If your friends were looking for a bicycle, how likely would you be to tell them about this bicycle?
 - 1=Not very likely to 7=Very likely
- How easy is it for you to imagine you and others riding bikes together?
 - 1=Not very easy to imagine to 7=Very easy to imagine
- If your friends were looking for a bicycle, how likely would you be to share your comments about this bicycle?
 - 1=Not very likely to 7=Very likely
- If my friends were looking for a bicycle, how interested would you be to share your thoughts about this bicycle?
 - 1=Not very interested to 7=Very interested

Results

We created an index by standardizing and summing the six items. The analysis indicated that there was no significant difference between the well-being condition ($M=0.27$, $SD=4.08$) and

neutral condition participants ($M = -0.27$, $SD = 4.66$; $t(270.24) = 0.52$, $p = .603$) in the likelihood of talking about the purchase with others.

STUDY 4

Positive Affect Condition

Memory Task

Thanks for your participation! This study is part of our autobiographical memory research, in which we are interested in finding out what kinds of events make people happy.

In the spaces below, please tell us about three recent happy events in your life. Please take some time and try to make your description as detailed as possible as if you were experiencing the happy events again (e.g., who, what, when, where, why, how).

Negative Affect Condition

Memory Task

Thanks for your participation! This study is part of our autobiographical memory research, in which we are interested in finding out what kinds of events make people sad.

In the spaces below, please tell us about three recent sad events in your life. Please take some time and try to make your description as detailed as possible as if you were experiencing the sad events again (e.g., who, what, when, where, why, how).

Neutral Condition

Memory Task

Thanks for your participation! This study is part of our autobiographical memory research, in which we are interested in finding out what kinds of events make people remember.

In the spaces below, please tell us about three recent events in your life. Please take some time and try to make your description as detailed as possible as if you were experiencing the events again (e.g., who, what, when, where, why, how).

Material-Experiential Rating Instructions

Consumer Perception Study

In this next study we would like to understand how consumers perceive several purchases.

Purchases in everyday life can be categorized into two types of purchases, Material Purchases and Experiential Purchases.

A material purchase is spending money with the primary intention of acquiring a material possession, whereas an experiential purchase is spending money with the primary intention of acquiring a life experience.

On the next few pages we will ask you to rate 14 purchases. We are interested in whether you think they are more material (rated as a 1) or more experiential (rated as a 9). For each purchase, we would like you to indicate the extent to which you think it is more material or more experiential using the 9-point scale below.

Definitely Material				Equally Material and Experiential				Definitely Experiential
1	2	3	4	5	6	7	8	9
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please proceed to the next page when you are ready.

Purchase List (Randomized)

- Television
- Grill
- Speakers
- Massage Chair
- Soap
- Hammock
- Chocolate Tasting Class
- Luggage
- Cooking Class
- Beach Vacation
- Camera
- Couch
- Coffee
- Perfume

Results with Covariates (Age and Gender Controlled for)

We repeated the same analyses in the main text after controlling for age and gender. Gender was dummy-coded with male as the reference. When controlling for age and gender, in the model with the positive affect condition as the baseline, fixed effects results indicated that participants induced to feel more positively perceived products as more experiential than did participants induced to feel more negatively, $B = -0.29$, $SE = 0.13$, $t(355.03) = 2.24$, $p = .026$, and those in the neutral condition, $B = -0.29$, $SE = 0.13$, $t(355.03) = 2.21$, $p = .028$. The neutral emotion condition as the baseline found no difference between the neutral and negative affect conditions, $B = -0.01$, $SE = 0.13$, $t(355.03) = 0.04$, $p = .966$. Age, $t < 1$, and gender, $B = 0.18$, $SE = 0.11$, $t(355.03) = 1.67$, $p = .096$, did not show significant effects. Overall, the results were robust to the inclusion of covariates.

STUDY 5

Instructions for Recalling a Purchase

Thank you for your participation. In this study, we are interested in how consumers spend their discretionary money.

Discretionary money refers to money that is spent on anything that is NOT essential to basic activity (e.g., textbooks, toiletries, utility bills, etc.). We'd like you to answer the questions that follow for money that you spent on something discretionary.

Often, people spend their discretionary money with the specific purpose of increasing or furthering their happiness. There are a variety of ways to accomplish this (e.g., a new TV, a ski trip, a new shirt, or a trip to the spa). Common to these examples, though, is the goal of spending money to increase happiness.

Take a minute to think back to the last time you spent between \$10 and \$10,000 of discretionary money to further your happiness. On what did you spend your money? Why? Describe this purchase or activity in some detail. Please be sure to describe what you did, who else (if anyone) was involved, and how it affected your happiness.

Instructions for Rating the Reported Purchase

Rate Your Purchase

In this next task, we are interested in how you perceive your spending you mentioned in the previous page.

Purchases can be rated as more material or more experiential, or somewhere in between.

Take an outdoor grill or a bicycle, for instance. You could think of a grill or a bike in a material sense, such as something that you possess and own. But you could also think about a grill or a bike more as something that you use, something that you do something with – we call that the experiential aspect of the purchase.

With that in mind, please rate each of your purchases or spending below.

Your purchase X: _____

How experiential is this purchase? That is, how much is this purchase something you use and/or gives you an experience? (1=Not at all, 9=Very much)

How material is this purchase? That is, how much is this purchase something you possess and own? (1=Not at all, 9=Very much)

Some purchases are very comparable to other similar purchases, while other purchases are very unique and hard to compare to anything else. Would you rate this purchase as more comparable or less comparable?

(1=Not comparable to other purchases, 9=Very comparable to other purchases)

Some purchases easily fall into one category, while other purchases are difficult to categorize within a single category. How difficult is it to classify this purchase?

(1=Not difficult at all, 9=Very difficult)

How social is this purchase? That is, how much does this purchase involve other people?

(1=Not at all, 9=Very much)

How solitary is this purchase? That is, how much does this purchase involve only yourself?

(1=Not at all, 9=Very much)

Some purchases tell us a lot about who we are as a person, while other purchases don't say very much. How much does this purchase say about who you are as a person?

(1=Not very much at all, 9=Very much)

Some purchases bring a lot of enjoyment and are long-lasting even after a long period of time, while others diminish quickly and the enjoyment doesn't last. How long lasting was the enjoyment from this purchase?

(1=Not long-lasting, 9=Very long-lasting)

Results for Subjective Well-Being's Relationship to Material Ratings

For material ratings, there was no evidence that SWB exerted a meaningful overall effect once these same explanatory variables were considered. While not the primary goal of the current manuscript, the results yield an interesting result for future confirmatory replication. Although SWB was not reliably associated with material evaluations overall, the parallel-paths model suggested that different explanatory variables pulled material ratings in opposite directions – a suppression effect in correlation (for deeper discussion see Zhao et al., 2010). On the one hand, higher SWB was related to seeing purchases as more social, and more social purchases tended to be *less* strongly labeled as material. Consistent with this pattern, the indirect path from SWB to material evaluations via sociality was negative and statistically reliable (indirect $\beta = -.22$, 95% CI $[-.39, -.07]$). On the other hand, higher SWB was also associated with viewing purchases as providing more long-lasting enjoyment, and this, in turn, was related to *higher* material evaluations; the corresponding indirect path via long-lasting enjoyment was positive (indirect $\beta = .18$, 95% CI $[.07, .33]$). The remaining indirect paths were small and imprecisely estimated.

Results with Individual Subjective Well-Being Components

We employed a structural equation modeling (SEM) approach to investigate how each SWB component is associated with experiential perceptions, and how these relationships connect to the factors linked to experiential advantage. In each model, experiential and material

evaluations were simultaneously regressed on each SWB component factor scores (from the same CFA procedure used in Studies 1–2) and on the set of explanatory variables for the experiential advantage (Tables S3-5).

Life Satisfaction

We first examined the overall association between life satisfaction and how experiential versus material participants perceived their purchases. Life satisfaction was not significantly associated with experiential perceptions ($\beta=0.18$, 95% CI $[-0.01,0.37]$) or material perceptions ($\beta=0.03$, 95% CI $[-0.21,0.27]$; Table S3).

Next, including the explanatory variables for the experiential advantage, the direct path from life satisfaction to experiential ratings was nonsignificant (direct effect: $\beta=0.05$, 95% CI $[-0.11,0.22]$), whereas the combined indirect path via the six components remained significant (total indirect effect: indirect $\beta=0.13$, 95% bootstrap CI $[0.02,0.24]$). The only significant indirect effect emerged from seeing purchases as providing long-lasting enjoyment (indirect_{long-lasting enjoyment} $\beta=0.04$, 95% CI $[0.00,0.08]$).

For material ratings, life satisfaction exerted no meaningful overall effect once these characteristics were considered. Although the overall association between life satisfaction and material perceptions was not significant, higher life satisfaction was associated with viewing purchases as providing more long-lasting enjoyment, similar to the SWB results, and this, in turn, was positively associated with higher material evaluations; the corresponding indirect path via long-lasting enjoyment was positive (indirect $\beta=.10$, 95% CI $[.04,.17]$). The remaining indirect paths were not significant.

Table S3

Life Satisfaction’s Relationship to Experiential and Material in Study 5

	Experiential		Material	
	Estimate	95% CI	Estimate	95% CI
Total Effect	0.179	$[-0.009, 0.368]$	0.030	$[-0.206, 0.266]$
Direct	0.050	$[-0.114, 0.215]$	-0.013	$[-0.203, 0.177]$
Indirect (total)	0.129	[0.022, 0.236]	0.043	$[-0.110, 0.196]$
Comparability	-0.009	$[-0.032, 0.014]$	0.021	$[-0.032, 0.074]$
Difficult to Classify	-0.002	$[-0.012, 0.007]$	0.001	$[-0.009, 0.011]$
Social	0.082	$[-0.009, 0.173]$	-0.083	$[-0.176, 0.010]$
Solitary	0.003	$[-0.011, 0.017]$	-0.029	$[-0.078, 0.020]$
Identity	0.018	$[-0.010, 0.045]$	0.031	$[-0.005, 0.067]$
Lasting Enjoyment	0.038	[0.000, 0.075]	0.102	[0.035, 0.170]

Note. Bolded coefficients are those whose 95% CI does not include 0. Additionally, we do not include the percent of total columns for Experiential and Material evaluations because there were no total effects and such percentages do not have straightforward interpretation in those cases.

Positive Affect

The pattern for positive affect closely mirrored the global SWB results and was somewhat stronger than for life satisfaction. We first examined the overall association between positive affect and how experiential versus material participants perceived their purchases. From the SEM, higher positive affect was associated with greater experiential perceptions ($\beta=0.22$,

95% CI [0.07,0.37]; Table S4) but not with material perceptions ($\beta = -0.07$, 95% CI [-0.26,0.12]).

Once explanatory variables were in the model, the direct path from positive affect to experiential was again small and nonsignificant ($\beta = .04$, 95% CI [-0.09,0.18]), whereas the combined indirect path via the six components remained significant (total indirect effect: indirect $\beta = 0.17$, 95% bootstrap CI [0.08,0.26]), accounting for 79.6% of the total effect.

Consistent with the SWB results, seeing purchases as social accounted for roughly half of the total effect of positive affect on experiential evaluations (indirect_{social} $\beta = 0.12$, 95% CI [0.05,0.20]). The results also indicated a significant indirect effect via perceiving purchases as providing long-lasting enjoyment (indirect_{long-lasting enjoyment} $\beta = 0.03$, 95% CI [0.001,0.06], accounting for 15.1% of the total effect). The remaining components contributed little.

Similar to the SWB results, although positive affect was not reliably associated with material evaluations overall, the parallel-paths model suggested that different explanatory variables pulled material ratings in opposite directions. On the one hand, higher positive affect was related to seeing purchases as more social, and more social purchases tended to be *less* strongly labeled as material. Consistent with this pattern, the indirect path from positive affect to material evaluations via sociality was negative and statistically reliable (indirect $\beta = -.12$, 95% CI [-.20,-.05]). On the other hand, higher positive affect was also associated with viewing purchases as providing more long-lasting enjoyment, and this, in turn, was related to higher material evaluations; the corresponding indirect path via long-lasting enjoyment was positive (indirect $\beta = .09$, 95% CI [.03,.15]). The remaining indirect paths were small and imprecisely estimated.

Table S4

Positive Affect's Relationship to Experiential and Material in Study 5

	Experiential			Material	
	Estimate	95% CI	% of total	Estimate	95% CI
Total Effect	0.215	[0.065, 0.366]	100%	-0.070	[-0.259, 0.119]
Direct	0.044	[-0.090, 0.178]	20.4%	-0.052	[-0.207, 0.102]
Indirect (total)	0.172	[0.084, 0.259]	79.6%	-0.017	[-0.143, 0.108]
Comparability	-0.001	[-0.019, 0.016]	-0.6%	0.003	[-0.039, 0.045]
Difficult to Classify	0.001	[-0.003, 0.004]	0.2%	-0.000	[-0.003, 0.003]
Social	0.123	[0.047, 0.199]	56.9%	-0.124	[-0.203, -0.045]
Solitary	0.002	[-0.006, 0.009]	0.7%	-0.014	[-0.052, 0.024]
Identity	0.016	[-0.008, 0.040]	7.3%	0.028	[-0.003, 0.059]
Lasting Enjoyment	0.032	[0.001, 0.064]	15.1%	0.090	[0.034, 0.146]

Note. Bolded coefficients are those whose 95% CI does not include 0. Additionally, we do not include the percent of total column for Material evaluations because there was no total effect and such percentages do not have straightforward interpretation in those cases.

Negative Affect

Negative affect showed a different and generally weaker pattern. We first examined the overall association between negative affect and how experiential versus material participants perceived their purchases. The SEM did not yield reliable relationships between negative affect

with experiential perceptions ($\beta = -0.19$, 95% CI $[-0.45, 0.07]$; Table S5) or with material perceptions ($\beta = 0.26$, 95% CI $[-0.06, 0.59]$).

Once the explanatory variables were included, there was no reliable direct relationship between negative affect and experiential ($\beta = -0.12$, 95% CI $[-0.35, 0.11]$). The combined indirect path was not significant either (total indirect effects: indirect $\beta = -0.07$, 95% CI $[-0.22, 0.08]$).

For material perceptions, including the explanatory variables showed no statistically significant relationship between negative affect and material evaluations ($\beta = 0.09$, 95% CI $[-0.17, 0.35]$). Negative affect was linked to somewhat higher solitary appraisals, which in turn were positively related to material ratings, producing a small positive indirect path via “solitary” (indirect_{solitary} $\beta = 0.07$, 95% CI $[0.00, 0.15]$). However, other indirect paths pointed in different directions, so the *total* indirect effect on material evaluations was not statistically reliable (total indirect effect: indirect $\beta = 0.17$, 95% CI $[-0.04, 0.39]$).

Table S5

Negative Affect’s Relationship to Experiential and Material in Study 5

	Experiential		Material	
	Estimate	95% CI	Estimate	95% CI
Total Effect	-0.193	$[-0.454, 0.067]$	0.264	$[-0.062, 0.589]$
Direct	-0.122	$[-0.349, 0.105]$	0.089	$[-0.173, 0.351]$
Indirect (total)	-0.072	$[-0.220, 0.077]$	0.174	$[-0.037, 0.386]$
Comparability	-0.013	$[-0.043, 0.017]$	0.032	$[-0.040, 0.105]$
Difficult to Classify	-0.005	$[-0.044, 0.034]$	0.002	$[-0.043, 0.046]$
Social	-0.051	$[-0.176, 0.073]$	0.052	$[-0.074, 0.178]$
Solitary	-0.006	$[-0.041, 0.030]$	0.074	[0.000, 0.149]
Identity	-0.007	$[-0.027, 0.013]$	-0.012	$[-0.046, 0.021]$
Lasting Enjoyment	0.010	$[-0.022, 0.043]$	0.026	$[-0.054, 0.106]$

Note. Bolded coefficients are those whose 95% CI does not include 0. Additionally, we do not include the percent of total columns for Experiential and Material evaluations because there were no total effects and such percentages do not have straightforward interpretation in those cases.

Taken together, these component models indicate that positive affect shows the most consistent relationship with seeing purchases as more experiential, primarily by making individuals view their purchases as more social and offering lasting enjoyment. Other components, in contrast, show only weak and inconsistent links to how experiential or material purchases feel once these appraisals are taken into account.

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