

Appendix from Townsend and Sood, “Self-Affirmation through the Choice of Highly Aesthetic Products”
(JCR, vol. 39, no. 2, p. 415)

EXAMPLE CHOICE TASK FROM STUDY 1 INVOLVING DESIGN AND PRICE VARIATION

Calculator X



Calculator Y



Price:	\$7.80	\$9.20
Face type:	Folds flat for storage	Folds flat for storage