

< Appendix A >

Study 1 Stimuli



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Browse through your social media either using this computer or with your smartphone. Find one post made by your friend about his/her purchase that you are most envious of, one that makes you wish that you could make a similar purchase. Even if you do not normally feel envious, find the post that makes you feel the most like you would also want it yourself.

It doesn't matter whether it is a post about an **experiential purchase** (purchases made with the primary intention to acquire an experience that can be lived through, like traveling, going to concerts, camping, etc) or a post about a **material purchase** (purchases made with the primary intention to acquire a physical object, like clothing, electronics, vehicles, etc). Just find the one post that makes you feel the most envy -- the one post that makes you feel like you want it too.

Describe in the text box below what the post is specifically about (what was purchased, who purchased it, etc).

Some purchases are made with the primary intention to acquire a material object. We refer to such purchases as **material purchases**.

Some purchases are made with the primary intention to acquire an experience that can be lived through. We refer to such purchases as **experiential purchases**.

How would you classify the purchase made by your friend that you just described?

- |                       |                       |                       |                       |                         |
|-----------------------|-----------------------|-----------------------|-----------------------|-------------------------|
| definitely material   | largely material      | unclear/ambiguous     | largely experiential  | definitely experiential |
| <input type="radio"/>   |

## <Appendix B>

### **Study 1 Result without response exclusion**

We applied a nonparametric Wilcoxon signed-rank test for the analysis. A test against the scale midpoint confirmed that the social media posts participants felt the most envy towards were more experiential than material in nature (median=4,  $M=3.41$ ,  $SD=1.66$ ,  $Z=2779$ ,  $p<.001$ ).

## <Appendix C>

### Study 2 Stimuli

There are different contexts in which people feel envious. Here are some particular envy-inducing contexts we are interested in understanding in this study:

- The context in which the product purchased by your friend or family is better than a similar product you purchased at a similar price.
- The context in which your friend or family purchased a product similar to yours with a better deal (e.g., lower price, freebies you didn't get).

In the text box below, please describe one such context that made you feel envious in the way described above. It can be a context you observed in person, heard in a conversation or saw on social media. Write about what was purchased, who purchased it, and in what way was the purchase better than a similar purchase of your own.

It doesn't matter whether the purchase was an **experiential purchase** (purchases made with the primary intention to acquire an experience that can be lived through) or a **material purchase** (purchases made with the primary intention to acquire a material object).



## <Appendix D>

### **Study 2 Results without response exclusion**

We applied a nonparametric Wilcoxon signed-rank test to assess whether the social media posts eliciting envy were more likely to feature material or experiential purchases. A test against the scale midpoint confirmed that the purchases participants felt the most envy towards were more material than experiential in nature (median=2,  $M=2.57$ ,  $SD=1.69$ ,  $Z=5898$ ,  $p<.001$ ).

## <Appendix E>

### Appendix E.1 Study 3 Stimuli (purchase comparison)

There are different contexts in which people feel envious. Here are some particular envy-inducing contexts we are interested in understanding in this study:

- The context in which the product purchased by your friend or family is better than a similar product you purchased at a similar price.
- The context in which your friend or family purchased a product similar to yours with a better deal (e.g., lower price, freebies you didn't get).

In the text box below, please describe one such context that made you feel envious in the way described above. It can be a context you observed in person, heard in a conversation or saw on social media. Write about what was purchased, who purchased it, and why you might envy this purchase.

It doesn't matter whether the purchase was an **experiential purchase** (purchases made with the primary intention to acquire an experience that can be lived through) or a **material purchase** (purchases made with the primary intention to acquire a material object).

Some purchases are made with the primary intention to acquire a material object. We refer to such purchases as **material purchases**.

Some purchases are made with the primary intention to acquire an experience that can be lived through. We refer to such purchases as **experiential purchases**.

How would you classify the purchase made by your friend or family that you just described?

Definitely material

material

somewhat material

somewhat experiential

experiential

Definitely experiential

### Appendix E.2 Study 3 Stimuli (Purchase comparison)

There are different contexts in which people feel envious. Here are some particular envy-inducing contexts we are interested in understanding in this study:

- The context in which your friend or family spent money on something that allowed them to have more fun in life than you do.
- The context in which your friend or family spent money on something that brings more happiness in their lives than you have in your life.

In the text box below, please describe one purchase by the person that made you feel envious. It can be the purchase you observed them make, heard in a conversation or saw on social media. Write about what was purchased, who purchased it, and why you might envy this person.

It doesn't matter whether the purchase was an **experiential purchase** (purchases made with the primary intention to acquire an experience that can be lived through) or a **material purchase** (purchases made with the primary intention to acquire a material object).

Some purchases are made with the primary intention to acquire a material object. We refer to such purchases as **material purchases**.

Some purchases are made with the primary intention to acquire an experience that can be lived through. We refer to such purchases as **experiential purchases**.

How would you classify the purchase made by your friend or family that you just described?

Definitely  
material

material

somewhat  
material

somewhat  
experiential

experiential

Definitely  
experiential

## <Appendix F>

### **Appendix F.1 Study 4 Stimuli (Material, Purchase-comparison)**

Imagine that you just bought a new laptop and you are happy with all its new features and its superior speed, screen resolution, and memory capacity. You paid \$1150 for the laptop and shared about your new laptop on social media. Now imagine that an acquaintance approaches you and says, "I saw your post online. Nice laptop! I just got the same one. I got a nice deal and paid \$650 for mine. How about you?"

## **Appendix F.2 Study 4 Stimuli (Experiential, Purchase-comparison)**

Imagine that you just went on a vacation to Patagonia in South America and you are happy with all of the activities and experiences that you participated in. You paid \$1150 for the vacation and shared about your vacation on social media. Now imagine that an acquaintance approaches you and says, "I saw your post online. Nice vacation! I just went on the same one. I got a nice deal and paid \$650 for mine. How about you?"

### **Appendix F.3 Study 4 Stimuli (Material, Person-comparison)**

Imagine that an acquaintance approaches you and says, "I just got a new laptop with superior speed, screen resolution, and memory capacity. I got a nice deal and paid \$650 for it."

#### **Appendix F.4 Study 4 Stimuli (Experiential, Person-comparison)**

Imagine that an acquaintance approaches you and says, "I just went on a vacation to Patagonia in South America. I got a nice deal and paid \$650 for it."

## < Appendix G >

### **Appendix G.1 Study 5 Stimuli (Material, Person-comparison)**

Imagine that an acquaintance approaches you and says, "I just got a new laptop. I got a nice deal and paid \$650 for it. In addition, they upgraded my processor for free!"

## **Appendix G.2 Study 5 Stimuli (Experiential, Person-comparison)**

Imagine that an acquaintance approaches you and says, "I just went on a vacation to Patagonia in South America. I got a nice deal and paid \$650 for it. In addition, they upgraded my hotel room for free!"

### **Appendix G.3 Study 5 Stimuli (Material, Purchase-comparison)**

Imagine that you just bought a new laptop and you are happy with all its new features and its superior speed, screen resolution, and memory capacity. You paid \$650 for the laptop and shared about your new laptop on social media. Now imagine that an acquaintance approaches you and says, "I saw your post online. Nice laptop! I just got the same one. I got a nice deal and paid \$650 for mine. In addition, they upgraded my processor for free! How about you?"

## **Appendix G.4 Study 5 Stimuli (Experiential, Purchase-comparison)**

Imagine that you just went on a vacation to Patagonia in South America and you are happy with all of the activities and experiences that you participated in. You paid \$650 for the vacation and shared about your vacation on social media. Now imagine that an acquaintance approaches you and says, "I saw your post online. Nice vacation! I just went on the same one. I got a nice deal and paid \$650 for mine. In addition, they upgraded my hotel room for free! How about you?"