

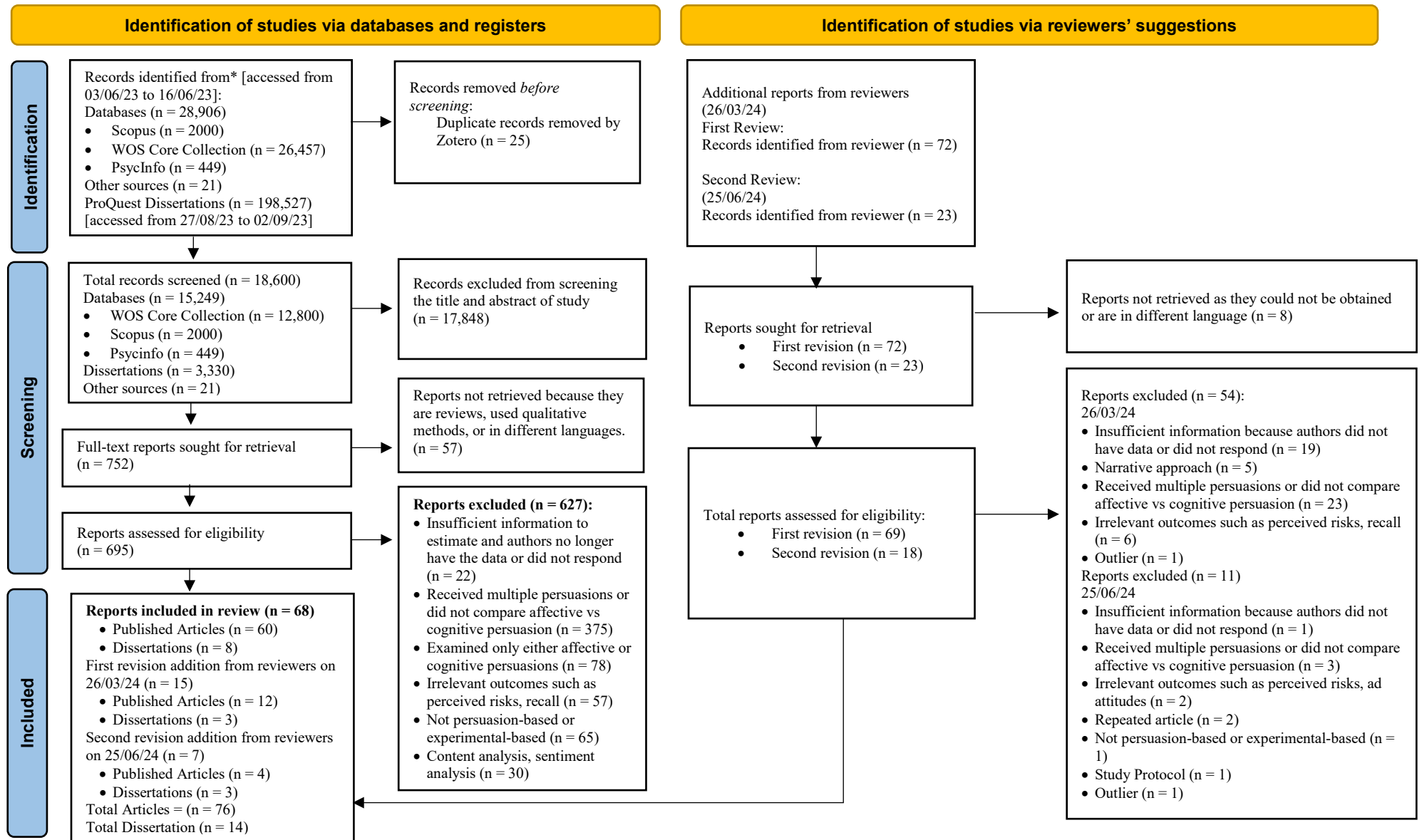
**Online Supplement for The Influence of Affective and Cognitive Appeals on Persuasion
Outcomes: A Cross-Cultural Meta-Analysis**

Table of Content

Table 1. Search terms used in literature search.	2
Supplementary Figure 1. PRISMA Flowchart 2020.	3
Table 2. Country Included in Meta-Analytic Review.	4
Supplementary Figure 2. Contoured Funnel Plot for Combined Persuasion Outcomes.	5
Supplementary Figure 3. ROB-2 Bias Assessment.	5
Meta-Analysis with Individualism Indicator Using Minkov and Kaasa, 2021	6
Robustness of Reported Effects in Main Report.....	7
95% CI of Attitude-Behavioral Intentions Correlation	7
Using Arbitrary Upper and Lower Range of Attitude-Behavior Correlation.....	8
Sample Type Differences	9
Table 3. Descriptive for Included Studies	10
References in Analysis.....	18
Excluded Articles.....	Error! Bookmark not defined.

Table 1. Search terms used in literature search.

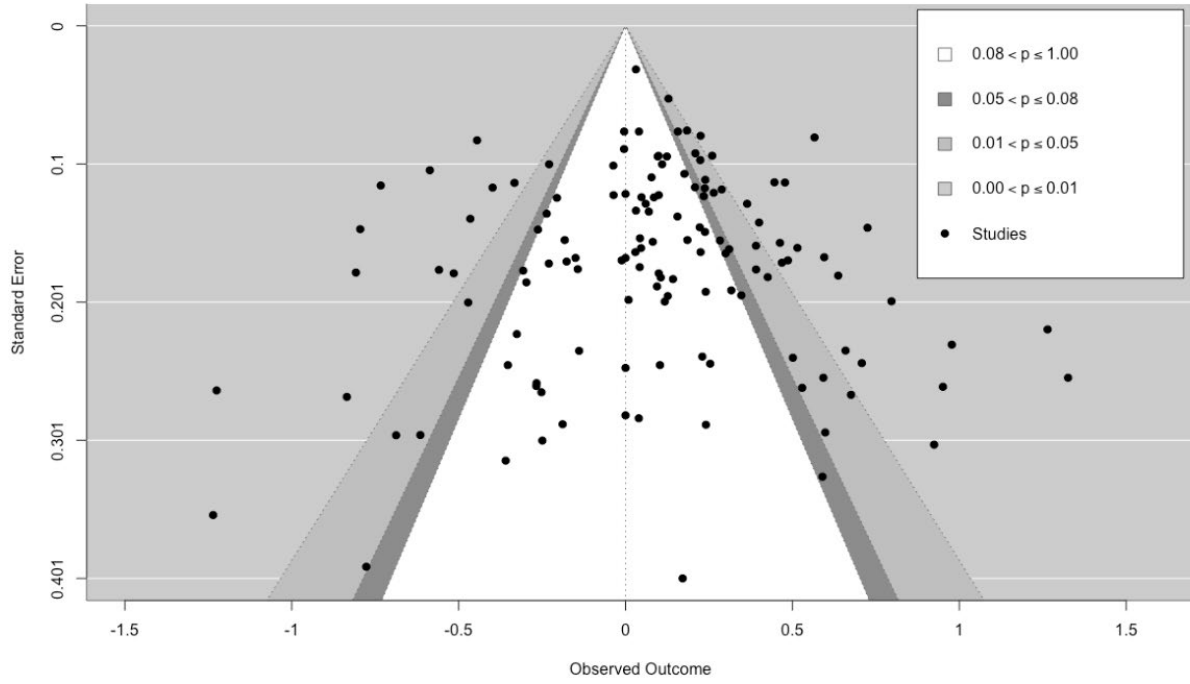
Database	Limiters	Search Terms
Web of Science Core Collection	N.A.	(cognit* OR ration* OR statist* OR informational) AND (emotion* OR affect* OR transformational) AND (message* OR appeal* OR advert* OR communicat*) NOT (leader* OR support OR narrative)
Scopus	Topic: Social Sciences Document: Articles	(cognit* OR ration* OR statist* OR informational) AND (emotion* OR affect* OR transformational) AND (message* OR appeal* OR advert* OR communicat*) AND NOT (leader* OR support OR narrative)
PsycInfo	APA PsycArticles Full Text	(cognit* OR ration* OR statist* OR informational) AND (emotion* OR affect* OR transformational) AND (message* OR appeal* OR advert* OR communicat*) NOT (leader* OR support OR narrative)
ProQuest	Document: Dissertations & Theses Language: English	(cognit*) AND (affective OR emotion*) AND (message* OR appeal* OR Persuasion) AND (Attitudes OR Intentions) AND NOT (Narrative)



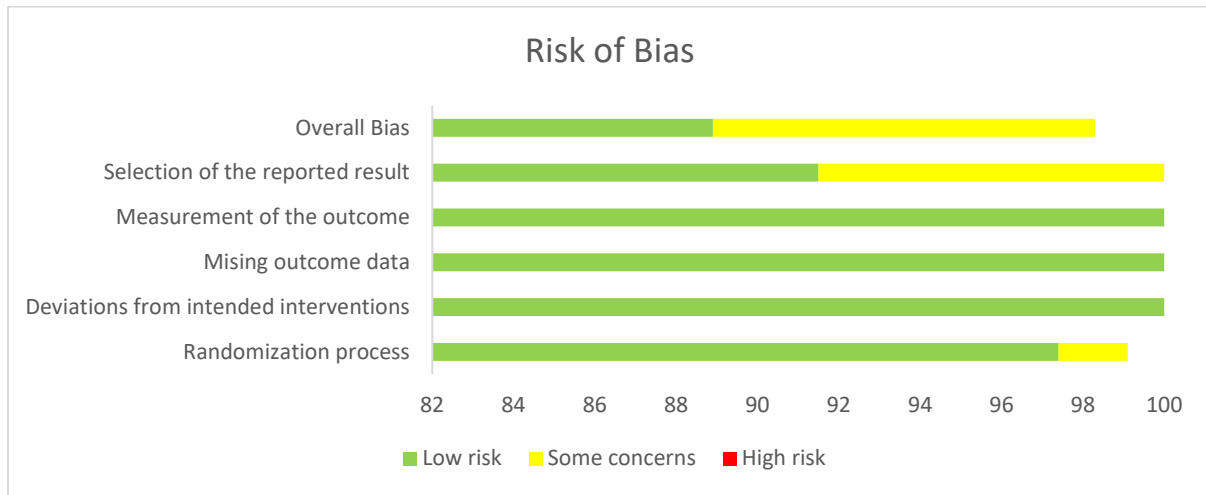
Supplementary Figure 1. PRISMA Flowchart 2020.

Table 2. Country Included in Meta-Analytic Review.

Country	Number
Australia	5
Austria	3
Belgium	10
Brazil	2
Canada	1
China	4
France	2
Germany	1
Hong Kong	2
India	3
Iran	1
Italy	3
Japan	3
South Korea	3
Netherlands	5
Poland	1
Spain	1
Sweden	2
Switzerland	5
Taiwan	3
The United Kingdom	5
The United States	67
Not Stated	1



Supplementary Figure 2. Contoured Funnel Plot for Combined Persuasion Outcomes.



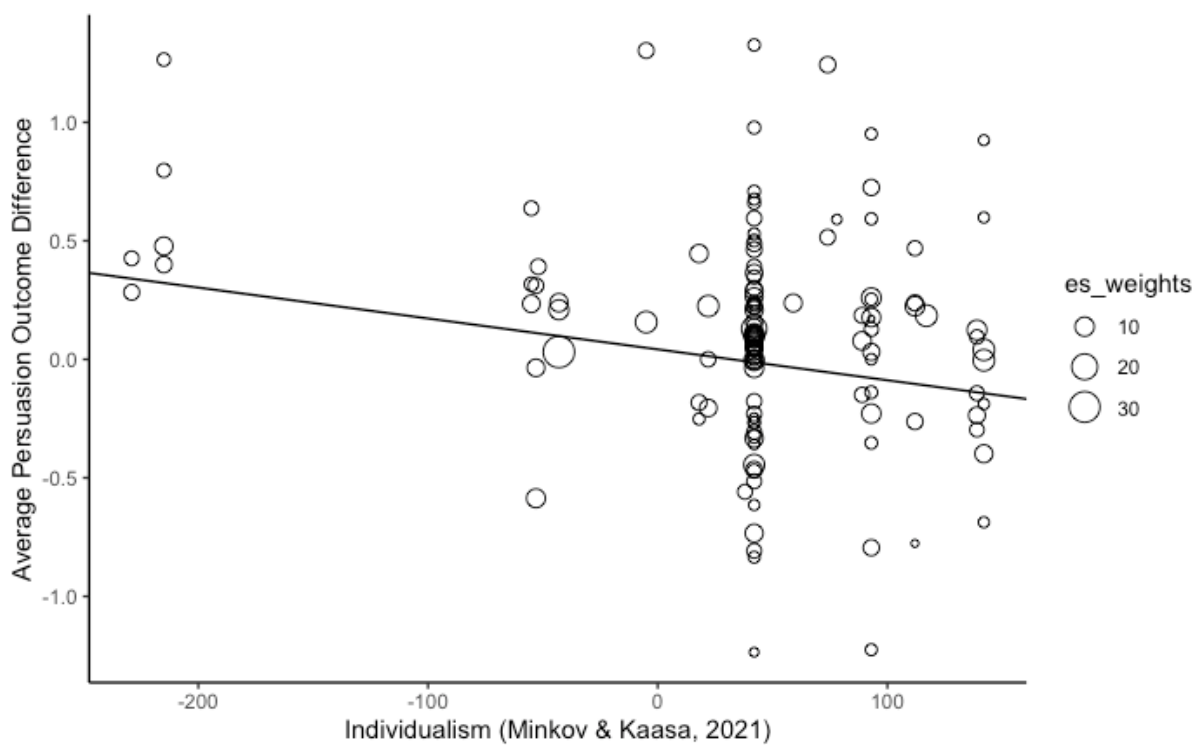
Supplementary Figure 3. ROB-2 Bias Assessment.

Meta-Analysis with Individualism Indicator Using Minkov and Kaasa, 2021

Using the more recent individualism-collectivism indicator by Minkov and Kaasa (2021), the results also support that the degree of individualism was a significant moderator ($Q(df=1) = 6.253, p = .012$) for the relative influence of affective-cognitive appeals on the averaged persuasion outcomes.

Specifically, individualism moderated the influence of the affective-cognitive appeals on persuasion outcomes, accounting for 23.37% of the variance for the persuasion outcome, $b = -0.001$ (95% CI: [-0.002, -0.0003]), $Z = -2.548, p = .011$ (see Supplementary Figure 3).

Decomposing the moderation by the convention of $\pm 1SD$, we observe that for societies that are relatively more individualistic (+1SD), affective and cognitive appeals seemed equally influential ($SMD = -0.015$). However, for societies that are relatively more collectivistic (-1SD), affective appeals led to more congruent outcomes than cognitive appeals ($SMD = 0.175$).



Supplementary Figure 3. Scatterplot for affective-cognitive appeals on averaged persuasion outcomes across individualism-collectivism.

Robustness of Reported Effects in Main Report

95% CI of Attitude-Behavioral Intentions Correlation

To examine the robustness of the observed effects, we re-ran the meta-analysis by averaging the persuasion outcomes using the lower and upper bound of the effect size ($r = .48, .54$ respectively). Importantly, similar results were obtained. At the lower bound, affective appeals on average led to averaged outcomes that were more congruent with the message compared to the cognitive appeals, $SMD = 0.105$ (95% CI: [0.034, 0.176]; 95% PI: [-0.655, 0.865]), $Z = 2.893$, $p = .004$. The estimated heterogeneity τ^2 and I^2 were .143 (95% CI: [.099, .188]) and .892, respectively. At the higher bound, similar results were observed, $SMD = 0.105$ (95% CI: [0.034, 0.176]; 95% PI: [-0.655, 0.865]), $Z = 2.896$, $p = .004$. The estimated heterogeneity τ^2 and I^2 were .143 (95% CI: [0.099, 0.188]) and .890, respectively.

This was also performed with proportion of gender in sample and the Hofstede's individualism index. At the lower bound, individualism significantly moderated the outcomes ($Q(df = 1) = 8.823$, $p = .003$), $b = -0.005$ (95% CI: [-0.008, -0.002]), $Z = -3.039$, $p = .002$. Decomposing the moderation using conventional values of $\pm 1SD$ as well, we observed that for societies that are relatively more individualistic (-1SD), affective and cognitive appeals seemed equally influential ($SMD = -0.033$). However, for societies that are relatively more collectivistic (+1SD), affective appeals led to more congruent outcomes than cognitive appeals ($SMD = 0.192$).

At the upper bound, similar results were obtained, supporting the role of individualism as a moderator ($Q(df = 1) = 8.819$, $p = .003$), $b = -0.005$ (95% CI: [-0.008, -0.002]), $Z = -3.038$, $p = .002$. Decomposing the moderation using conventional values of $\pm 1SD$ as well, we observed that for societies that are relatively more individualistic (-1SD), affective and cognitive appeals seemed equally influential ($SMD = -0.033$). However, for

societies that are relatively more collectivistic (+1SD), affective appeals led to more congruent outcomes than cognitive appeals ($SMD = 0.192$).

Using Arbitrary Upper and Lower Range of Attitude-Behavior Correlation

To further ensure that the results are robust, we performed the analyses again with larger arbitrary range of $\pm .30$ of the previously observed attitude-behavioral intentions correlation of $r = .51$ ($r = .21, .81$ respectively). Importantly, we again obtained results similar to those reported in the main paper. At the lower bound, affective appeals on average led to outcomes that were more congruent with the message compared to the cognitive appeals, $SMD = 0.105$ (95% CI: [0.033, 0.176]; 95% PI: [-0.657, 0.867]), $Z = 2.882, p = .004$. The estimated heterogeneity τ^2 and I^2 were .144 (95% CI: [.100, .188]) and .901, respectively. At the higher bound, similar results were again observed, $SMD = 0.106$ (95% CI: [0.034, 0.177]; 95% PI: [-0.654, 0.866]), $Z = 2.905, p = .004$. The estimated heterogeneity τ^2 and I^2 were .143 (95% CI: [.098, .187]) and .883.

We again performed this with proportion of gender in sample and the Hofstede's individualism index. At the lower bound, individualism significantly moderate the outcomes ($Q(df = 1) = 8.837, p = .003$), $b = -0.005$ (95% CI: [-0.008, -0.002]), $Z = -3.041, p = .002$. Decomposing the moderation using conventional values of $\pm 1SD$ as well, we observed that for societies that are relatively more individualistic (-1SD), affective cognitive appeals seemed equally influential ($SMD = -0.033$). However, for societies that are relatively more collectivistic (+1SD), affective appeals led to more congruent outcomes than cognitive appeals ($SMD = 0.192$).

At the upper bound, similar results were obtained, supporting the role of individualism as a moderator ($Q(df = 1) = 8.800, p = .003$), $b = -0.005$ (95% CI: [-0.008, -0.002]), $Z = -3.034, p = .002$. Decomposing the moderation using conventional values of $\pm 1SD$ as well, we observed that for societies that are relatively more individualistic (-1SD),

affective and cognitive appeals seemed equally influential ($SMD = -0.033$). However, for societies that are relatively more collectivistic (+1SD), affective appeals led to more congruent outcomes than cognitive appeals ($SMD = 0.193$). Taken together, the sensitivity analyses using 95% CI values and the arbitrary values here show that the observed effect reported is relatively robust.

Sample Type Differences

When sample type (students vs non-student) was also considered, the effects remained robust, suggesting that the effects did not differ according to whether the sample was all students or not. Specifically, sample types did not significantly moderate attitudes ($Q(df = 1) = 0.007, p = .935$), $b = 0.006$ (95% CI: [-0.137, 0.149]), $Z = 0.082, p = .935$.

Table 3. Descriptive for Included Studies

In-Text Citation	N	% Fem	Country	Hofstede's Individualism	Minkov & Kaasa's Individualism	Averaged Outcome Effect Size	Averaged Outcome Variance
Ahn et al., 2022 (Topic A)	149	49.66	United States	91	42	-0.012	0.029
Ahn et al., 2022 (Topic B)	138	50.35	United States	91	42	0.225	0.027
Andreu et al., 2015 (Topic A)	181	63.1	United States	91	42	0.117	0.040
Andreu et al., 2015 (Topic B)			United States	91	42	-0.326	0.050
Ashraf & Thongpapanl, 2015 (Group A)	399	51.63	Australia	90	93	0.725	0.022
Ashraf & Thongpapanl, 2015 (Group B)			Australia	90	93	-0.795	0.022
Aureliaono-Silva et al., 2021 (Study 1)	123	54	Brazil	38	-229	0.426	0.033
Aureliaono-Silva et al., 2021 (Study 2)	166	54	Brazil	38	-229	0.283	0.024
Bae, 2016	124	63.9	United States	91	42	0.978	0.054
Bae, 2017 (Group A)	232	50	Korea	18	-53	0.311	0.026
Bae, 2017 (Group B)	194	63.9	United States	91	42	-0.515	0.032
Bagozzi & Moore, 1994	143	NA	United States	91	42	0.487	0.029
Bansah et al., 2018	192	92.8	United States	91	42	0.100	0.032
Bol et al., 2014	436	56.42	Netherlands	80	139	-0.236	0.019
Bol et al., 2015	174	38.5	Netherlands	80	139	-0.297	0.035

Brounk, 1996	246	50.4	United States	91	42	0.082	0.025
Burman et al., 2017 (Group A)	38	41	United States	91	42	-0.615	0.088
Burman et al., 2017 (Group B)	38	41	United States	91	42	-1.236	0.126
Byun et al., 2015 (Topic A)			Online	NA	NA	0.085	0.016
Byun et al., 2015 (Topic B)	195	54.9	Online	NA	NA	0.048	0.015
Cameron, 1998 (Group A)	136	55.73	United States	91	42	-0.230	0.030
Cameron, 1998 (Group B)	135	55.73	United States	91	42	-0.808	0.032
Carfora & Catellani, 2022	258	100	Italy	76	22	-0.206	0.016
Carfora et al., 2016	634	NA	Italy	76	22	0.225	0.006
Carfora et al., 2019	166	81.93	Italy	76	22	0.000	0.028
Chan, 1995	275	50	United States	91	42	0.264	0.0147
Chang et al., 2005	355	58.6	Taiwan	17	-43	0.209	0.009
Chen et al., 2021 (Topic A)			United States	91	42	0.391	0.031
Chen et al., 2021 (Topic B)	131	53.6	United States	91	42	0.042	0.031
Claeys & Cauberghe, 2014 (Group A)	68	54	Belgium	75	93	-1.225	0.070
Claeys & Cauberghe, 2014 (Group B)	67	54	Belgium	75	93	0.254	0.060
Claeys & Cauberghe, 2014 (Group C)	65	54	Belgium	75	93	0.951	0.069

Claeys & Cauberghe, 2014 (Group D)	67	54	Belgium	75	93	-0.353	0.061
Claeys et al., 2013 (Group A)	123	54	Belgium	75	93	0.593	0.065
Claeys et al., 2013 (Group B)	84	54	Belgium	75	93	0.127	0.039
Cody & Lee, 1995	222	58.01	Australia	90	93	0.0311	0.018
Conner et al., 2011 (Study 1)	316	67.41	United Kingdom	89	112	0.224	0.010
Conner et al., 2011 (Study 2)	121	71.9	United Kingdom	89	112	0.468	0.030
Cornelis et al., 2012	284	54.6	Belgium	75	93	0.177	0.012
De Pelsmacker et al., 2002	100	NA	Poland	60	38	-0.559	0.031
Dubé and Cantin, 2000	39	93.68	Canada	76	78	0.590	0.107
Fabrigar & Petty, 1999 (Study 1)	76	NA	United States	91	42	0.659	0.056
Fabrigar & Petty, 1999 (Study 2)	75	NA	United States	91	42	1.326	0.065
Gai, 2014	243	57	United States	91	42	0.364	0.017
Garaus & Wolfsteiner, 2023 (Study 1)	156	58	Austria	55	89	-0.150	0.028
Garaus & Wolfsteiner, 2023 (Study 2)	211	40	Austria	55	89	0.185	0.024
Gardner, 1994	120	NA	United States	91	42	0.106	0.033
Gharib, 2016	198	53.81	United States	91	42	0.208	0.014
Gimenez et al., 2020	290	77.93	Spain	67	59	0.238	0.014
Gursoy et al., 2022	266	59.4	United States	91	42	0.100	0.015

Hevel et al., 2019	170	70.6	United States	91	42	0.142	0.034
Hood et al., 2021 (Study 1)	106	100	United States	91	42	0.347	0.038
Hood et al., 2021 (Study 2)	112	100	United States	91	42	0.595	0.028
Huang & Di Staso, 2020	502	53	United States	91	42	-0.004	0.008
Huskinson & Haddock, 2004 (Study 2)	28	85.17	United Kingdom	89	112	-0.777	0.154
Hussain et al., 2018	400	NA	Australia	90	93	0.000	0.080
Janssen et al., 2015 (Topic A)	112	97.3	Netherlands	80	139	0.094	0.036
Janssen et al., 2015 (Topic B)	447	94.3	Netherlands	80	139	0.124	0.009
Ju & Jang, 2023	311	42.8	United States	91	42	-0.333	0.013
Keer et al., 2013	97	75.3	Netherlands	80	139	-0.143	0.031
Kim, 2018a	1077	28.2	United States	91	42	0.129	0.003
Kim, 2018b	60	100	United States	91	42	-0.267	0.067
Kudo & Nagaya, 2007 (Study 1)	113	73.45	Japan	46	18	-0.252	0.071
Kudo & Nagaya, 2007 (Study 2)	364	46.7	Japan	46	18	-0.182	0.024
Kulkarni et al., 2019	263	48.66	India	48	-55	0.234	0.015
Kulkarni et al., 2020 (Study 1)	110	45.46	India	48	-55	0.317	0.037
Kulkarni et al., 2020 (Study 2)	128	46.1	India	48	-55	0.637	0.033
Kulkarni, 2009	116	53.3	United States	91	42	0.046	0.026

Lee & Atkinson, 2019	338	55	United States	91	42	0.099	0.009
Lee & Heere, 2018	324	50	United States	91	42	0.288	0.014
Lee, 2014a	323	63	Taiwan	17	-43	0.2389	0.0125
Lee, 2014b	60	60	United States	91	42	-0.835	0.0726
Lee, 2014b	60	60	United States	91	42	0.5291	0.0691
Lee, 2009	448	32.1	United States	91	42	-0.445	0.007
Lim et al., 2021	269	59	United States	91	42	0.000	0.015
Lin, 2011	411	63.02	Taiwan	17	-43	0.0311	0.001
Lindauer et al., 2020	397	53.7	United States	91	42	0.110	0.010
Lu & Shinha, 2017 (Study 1b)	101	60.4	United States	91	42	0.009	0.040
Lukin et al., 2017 (Group A)	389	NA	United States	91	42	-0.037	0.010
Lukin et al., 2017 (Group B)	471	NA	United States	91	42	0.097	0.009
Lwin & Phau, 2013	249	38	Australia	90	93	0.171	0.161
Mattila, 2001	154	55	United States	91	42	0.300	0.027
McMillen, 1998	125	NA	United States	91	42	0.463	0.025
McMillen, 2011	108	NA	United States	91	42	0.240	0.037
Mora & Bagchi, 2019 (Study 1)	71	52.1	United States	91	42	0.501	0.058
Mora & Bagchi, 2019 (Study 2 Group A)	118	52.5	United States	91	42	0.676	0.072
Mora & Bagchi, 2019 (Study 2 Group B)	118	52.5	United States	91	42	-0.267	0.068
Morris et al., 2016 (Group A)	180	33.39	United Kingdom	89	112	0.238	0.022

Morris et al., 2016 (Group B)	185	33.39	United Kingdom	89	112	-0.262	0.022
Pae et al., 2002	308	NA	Hong Kong	25	-5	0.157	0.006
Pallak et al., 1983	77	100	United States	91	42	-0.471	0.040
Palomo-Vélez et al., 2018 (Topic A)			United States	91	42	-0.465	0.020
Palomo-Vélez et al., 2018 (Topic B)	309	59.5	United States	91	42	0.156	0.019
Philips, 2015	196	68.9	United States	91	42	0.043	0.024
Raymaekers et al., 2023	400	50	Belgium	75	93	-0.229	0.010
Ryffel & Wirth, 2016 (Group A)	48	69.31	Switzerland	68	142	0.598	0.087
Ryffel & Wirth, 2016 (Group B)	47	69.31	Switzerland	68	142	-0.687	0.088
Ryffel & Wirth, 2016 (Group C)	48	69.31	Switzerland	68	142	-0.189	0.084
Ryffel & Wirth, 2016 (Group D)	47	69.31	Switzerland	68	142	0.925	0.093
Saleh et al., 2020	470	40.2	Switzerland	68	142	-0.398	0.014
Schoofs & Claeys, 2021 (Study 1)	72	75	Belgium	75	93	-0.139	0.056
Schoofs & Claeys, 2021 (Study 2)	452	50	Belgium	75	93	0.260	0.009
See et al., 2008 (Study 2)	148	NA	United States	91	42	0.029	0.027
Sellier, 2003 (Study 2)	259	57.5	France	71	74	0.515	0.026
Sellier, 2003 (Study 3)	222	NA	France	71	74	1.243	0.022
Siani et al., 2021	160	50	Iran	41	-52	0.391	0.026

Smith & de Houwer, 2015 (Study 1)	220	66.1	United States	91	42	0.070	0.018
Smith & de Houwer, 2015 (Study 2)	240	68.5	United States	91	42	0.061	0.017
Stafford & Day, 1995	137	NA	United States	91	42	-0.177	0.029
Sun, 2014	180	NA	Korea	18	-53	-0.036	0.015
Volz & Volgger, 2022	525	52.4	Germany	67	117	0.184	0.006
Wang et al., 2017	480	59	Online	NA	NA	0.566	0.007
Wang et al., 2018 (Group A)	720	56.7	United States	91	42	-0.734	0.013
Wang et al., 2018 (Group B)	720	66.7	China	20	-215	0.478	0.013
Wang et al., 2018 (Group C)	720	75.8	Japan	46	18	0.446	0.013
Wang, 2008	193	51.81	Hong Kong	25	-5	1.303	0.025
Wang, 2014	323	63	Taiwan	17	-43	0.239	0.013
Wang, 2015 (Group A)	65	50	United States	91	42	0.000	0.062
Wang, 2015 (Group B)	66	50	United States	91	42	0.103	0.061
Wang, 2015 (Group C)	70	50	United States	91	42	0.230	0.058
Wang, 2015 (Group D)	71	50	United States	91	42	0.708	0.060
Wang, 2015 (Group E)	45	50	United States	91	42	-0.249	0.091
Wang, 2015 (Group F)	50	50	United States	91	42	0.040	0.081
Wang, 2015 (Group G)	43	50	United States	91	42	0.241	0.084
Wang, 2015 (Group H)	41	50	United States	91	42	-0.359	0.100
Warner & Forward, 2016 (Study 1)	930	NA	Sweden	71	142	0.053	0.006
Warner & Forward,	930	NA	Sweden	71	142	0.004	0.006

2016 (Study 2)							
Weiss, 1960	128	NA	United States	91	42	-0.307	0.032
Yang et al., 2021	188	42	United States	91	42	0.222	0.021
Yoon et al., 2019	389	NA	Korea	18	-53	-0.586	0.011
Zanon & Teichmann, 2016	330	41.25	Austria	55	89	0.078	0.012
Zhang et al., 2020 (Study 1)	99	NA	China	20	-215	1.265	0.049
Zhang et al., 2020 (Study 2)	108	NA	China	20	-215	0.797	0.040
Zhao et al., 2023 (Study 2)	200	58.5	China	20	-215	0.4	0.0204

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