Moderators of the self-congruity effect on consumer decision-making: An updated meta-analysis

Codebook

Master of Science in Psychology

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1. Appendix B: Coding manual

Variable	Coding system

1. Report

General information

Date form completed [date]	Register the date of completing the form (dd.mm.yyyy)
Coder ID [coderID]	Assigned name of the person extracting the data

Study characteristics

Manuscript [manuscrID]	Assign unique identification number to manuscript (1, 2, 3, etc.)
Bibliographic reference [citat]	Complete citation in APA form
Author [author]	Name the first author of the manuscript
Year [year]	Year of publication of the manuscript
Title [title]	Title of the manuscript
Type of publication [pub.type]	Specify what type of publication the study is
	1 = journal article
	2 = doctoral dissertation
	3 = thesis
	4 = book or book chapter
	5 = conference paper
	6 = technical report
	7 = pre-print
	8 = other

Notes

Notes [notes1]	If any peculiarities or ambiguities in the extraction of the data have occured, please specify.
Comments [comments1]	If any peculiarities or other interesting aspects have been explored or described in the study, especially regarding the content, please specify.

2. Study

Manuscript ID [manuscrID]	Report identification number of the manuscript (see report section)
Study ID [studyID]	Assign a unique identification number to each study (1, 2, 3, etc.)
Study design [design]	Specify the research design of the study, in terms of the data that make up the effect size
	1 = descriptive (e.g. mean and standard deviation, including case study)
	2 = correlational (relationship between variables, e.g. correlation coefficient r; including case-control study, observational study)

3 = semi-experimental (e.g. field experiment, quasi-experiment)

4 = experimental (experiment with random assignment)

5 = review (literature review, systematic review)

6 = meta-analytic (meta-analysis)

7 = other (e.g. combination of longitudinal and experiment, etc.)

Notes

Notes [notes2]
If any peculiarities or ambiguities in the extraction of the data have occured, please specify.

Comments [comments2]
If any peculiarities or other interesting aspects have been explored or described in the study, especially regarding the content, please specify.

3. Sample

Study ID [studyID]
Report identification number of the study (see study section)

Sample ID [sampleID]
Assign a unique identification number to each (sub-)sample. Of one study examines multiple (sub-)samples, each gets its own identification number and its own line in the the coding scheme with its own sample ID

Sample size [n]
Number of subjects

Country of data collection [countryD]
Name the country in which the date collection took place. Code the best information available.

Country of sample [countryS]
Name the country most of the sample is coming from. Code the best information available.

Region of data collection [regionD]
Name the region in which data collection took place. Code the best information available. Based on the "standard country or area codes for statistical use (M49)" by the United Nations (1 = North America; 2 = Central America; 3 = Caribbean; 4 = South America; 5 = Western Europe; 6 = Northern Europe; 7 = Southern Europe; 8 = Eastern Europe; 9 = Northern Africa; 10 = Western Africa; 11 = Middle Africa; 12 = Eastern Africa; 13 = Southern Africa; 14 = Western Asia; 15 = Central Asia; 16 = Southern Asia; 17 = Southeastern Asia;18= Eastern Asia; 19 = Micronesia; 20=Polynesia; 21 = Melanesia; 22 = Australia and New Zealand)

Region of sample [regionS]
Name the region most of the sample is coming

4

	From place. Code the best information Available. Based on the "standard country or area codes for statistical use (M49)" by the United Nations (1 = North America; 2 = Central America; 3 = Caribbean; 4 = South America; 5 = Western Europe; 6 = Northern Europe; 7 = Southern Europe; 8 = Eastern Europe; 9 = Northern Africa; 10 = Western Africa; 11 = Middle Africa; 12 = Eastern Africa; 13 = Southern Africa; 14 = Western Asia; 15 = Central Asia; 16 = Southern Asia; 17 = Southeastern Asia; 18 = Eastern Asia; 19 =

Micronesia; 20 = Polynesia; 21 = Melanesia; 22 = Australia and New Zealand)

Sex of sample [sex.male]

Write the % of the proportion the male subjects in the sample.

Age of sample [age]

Write the average age of subjects in the sample. Code the best information available; estimate mean age from grad levels if necessary.

Standard deviation of age sample [ageSD]

Write the standard deviation of average age of subjects in the sample. Code the best information available.

Notes

Notes [notes3]

If any peculiarities or ambiguities in the extraction of the data have occured, please specify.

Comments [comments3]

If any peculiarities or other interesting aspects have been explored or described in the study, especially regarding the content, please specify.

4. Effect size

Sample ID [sampleID]

Report identification number of the (sub-)sample (see sample section).

Sample size [n]

Number of subjects

Effect size ID [esID]

Assign each effect size within a study a unique number. Number multiple effects sizes within a study sequentially, e.g. 1, 2, 3, 4, etc., each gets its own line in the coding scheme with its own es.id.

Page of effect size [es.page]

Page number where the data for this effect size can be found.

Independent variable [ind.var.]

Name the specific independent variable

Outcome variable [out.var]

Name the specific outcome variable

Numeric outcome variable [out.num]

Name the outcome variable using a numeric Value.

1 = attachment

2 = attitude

3 = behavior

	4 = brand involvement
	5 = brand passion
	6 = brand response
	7 = commitment
	8 = familiarity
	9 = intention
	10 = intimacy
	11 = loyalty
	12 = motivation
	13 = passion
	14 = perception
	15 = preference
	16 = recommendation
	17 = satisfaction
	18 = trust
	19 = value
	20 = word-of-mouth
	21 = other
Outcome category [out.cat]	1 = pre-purchase
	2 = post-purchase
Correlation coefficient [r]	Correlation coefficient r of self-congruity and the respective consumer decision-making outcomes. If there is no correlation coefficient reported, specify the information in the next items and type NA in this item.
Other effect size type [es.type]	If there is a correlation coefficient reported in the last item, type NA, if the bivariate relationship between the variables is not specified with the correlation coefficient in the previous item, specify which information can be used to calculate r. Try to use the following list for your description: 1 = mean and standard deviation 2 = F-value 3 = t-test value 4 = beta regression coefficient 5 = other
Other effect size [other.es]	If there is a correlation coefficient reported in the last item, type NA, if the bivariate relationship between the variables is not specified with the correlation coefficient in the previous item, report the effect size.

Moderators

Product stimulus abstraction [m1.stim.abs]	1 = brand name
	2 = product class name
	3 = other

Involvement in the decision making process [m2.involv.dec]	1 = low involvement in the decision-making process
	2 = high involvement in the decision-making process
	3 = other
Impression formation process [m3.impr.for]	1 = piecemeal
	2 = holistic
	3 = other
Involvement with product class [m4.involv.pr]	1 = low involvement with product class
	2 = high involvement with product class
Consumer knowledge [m5.knowledge]	1 = low knowledge
	2 = high knowledge
	3 = moderate knowledge
	4 = other
Direct versus indirect measure [m6.measure]	1 = direct measure
	2 = indirect measure
	3 = other
Cultural setting [m7.culture]	0-100 IDV score (Hofstede insights)
Self-motive socialness [m8.msocial]	1 = private-type facets
	2 = public-type facets
	3 = misc (both)
Degree of self-enhancement sought [m9.mselfenh]	1 = actual-type facets
	2 = ideal-type facets
	3 = misc (both)

Interactions

Impression formation process x involvement in the decision-making process interaction [m10.interac1]	1 = holistic & low involvement in the decision making-process
	2 = holistic & high involvement in the decision making-process
	3 = piecemeal & low involvement in the decision-making process
	4 = piecemeal & high involvement in the decision-making process
	5 = other groups
Product stimulus abstraction x impression formation process interaction [m11.interac2]	1 = product class & piecemeal
	2 = product class & holistic
	3 = brand name & piecemeal
	4 = brand name & holistic
	5 = other groups
Product stimulus abstraction x involvement in the decision-making process interaction [m12.interac3]	1 = product class & low involvement in the decision-making process
	2 = product class & high involvement in the decision-making process
	3 = brand name & low involvement in the decision-making process
	4 = brand name & high involvement in the decision-making process

	5 = other groups
Product conspicuousness x self-motive socialness interaction [m13.interac4]	1 = conspicuous & private-type facets
	2 = conspicuous & public-type facets
	3 = inconspicuous & private-type facets
	4 = inconspicuous & public-type facets
	5 = other groups
Response mode x enhancement motive interaction	1 = judgement-type decisions & actual-type [m14.interac5] facets
	2 = judgement - type decisions & ideal-type facets
	3 = choice-type decisions & actual-type facets
	4 = choice-type decisions & ideal-type facets
	5 = other groups
Notes	
Notes [notes4]	If any peculiarities or ambiguities in the extraction of the data have occured, please specify.
Comments [comments4]	If any peculiarities or other interesting aspects have been explored or described in the study, especially regarding the content, please specify.