**Journal of Consumer Research:**

**The Effect of Language Style on the Virtual Attachment to Products in Short Videos: A Schema Perspective**

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# APPENDIX A: The content of short videos

Table 1: Short videos in Study 2.

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| **Classification** | **Content** |
| Wuchang rice-literal language style | From north to south, the northeast rice is the most fragrant.  Wuchang has excellent rice. Good food exists in the land of the northeast.  Everyone likes rice – men, women, older people, and children.  Eat healthy and taste our rice.  We keep no old rice in the warehouse. The rice is fresh and smells sweet.  The taste is sweet, with a sweet aftertaste. Men, women, and young and older people love our rice. |
| Wuchang rice-figurative language style | The fragrance travels with the wind, and the northeast black soil is rich in treasures.  The fertile land is rich in rice, and an area of ten miles is full of the fragrance.  A long, sweet aftertaste in the lips and teeth. The sweet and soft rice is intoxicating. |
| Dove chocolate- literal language style | Life is not what you want; eat some chocolate. Dove recently introduced chocolate-filled cookies. The distinguishing feature of this cookie is its clever combination of cookie and chocolate flavors. The outer layer of the biscuit has selected wheat flour for a crisp texture. The inside is filled with Dove pure milk chocolate. With each bite, you can experience the crispness of the cookie and the smoothness of the chocolate. This cookie uses pure cocoa butter. It is currently available in four flavors: original, hazelnut, matcha, and cherry blossom strawberry. In addition, this cookie can also be eaten with coffee or vanilla ice cream to create a different flavor during the afternoon tea experience. |
| Dove chocolate- figurative language style | Life is not what you want in this world, so let chocolate be your soul. Dove has recently improved their products. Enjoy the silky “slip” into the cookie world. Imagine the fragrance of hazelnut and the purity of dove milk on your tongue, blending like the brightest star in the night sky dancing in harmony with the moon. The outer layer is crisp; each bite is like a symphony in the mouth, awakening sleeping taste buds. Inside is the gentle embrace of Dove chocolate, silky as silk; each bite is a deep confession to the taste. It has four flavors: classic original, mellow hazelnut, fresh matcha, cherry and strawberry romance. Together with coffee or vanilla ice cream, they create a dreamy afternoon tea scene. |

Table 2: Short videos in Study 3.

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| --- | --- |
| **Classification** | **Content** |
| Home Inn- literal language style | Home Inn is a smart choice for business trips, providing an affordable accommodation experience. Home Inn hotels are conveniently located in the city's central business district, making it easy for you to quickly reach the event location. The hotel offers all necessary business facilities, including free Wi-Fi, a business center, and a meeting room to meet your business needs. We focus on the quality and hygiene of our accommodation to ensure that you rest in a safe and clean environment and provide comfortable accommodation for your business trip. With a 24-hour front desk, luggage storage, and custom breakfasts, you can ensure your business needs are met in a timely manner. As a well-known chain budget hotel brand in China, Home Inn has won the trust of business travelers with its stable service and quality. Choose Home Inn to enjoy economical, convenient, and comfortable business accommodation services to make your business travel more efficient. |
| Home Inn-figurative language style | In the heart of the bustling city, Home Inn is waiting for you to come and start your business trip with a focus on economy. Choosing Home Inn is choosing convenience. Our hotels are like beacons in the city, guiding you quickly to every business destination. Even in a budget hotel, such as Home Inn, all business needs are provided. Free Wi-Fi, a business center, and meeting rooms are available to support your business activities. At Home Inn, every sleep is a promise of quality. We take care of your safety and comfort. The watch at the front desk, like the stars that never sleep, the luggage storage to reduce your fatigue, and customized breakfast, as gentle as the morning light - at Home Inn, every moment of service is a commitment. Like home, a name, a trust. Home Inn hotel, an intimate companion for business trips. Here, every stay is an investment in future success. Home Inn, together with you, creates a new chapter of business. Book now so success doesn’t have to wait. |
| Ibis - literal language style | Explore Ibis hotels for simple yet stylish accommodation. With modern design, Ibis hotels incorporate a simple style into every detail to bring comfort and ease to your stay. We are committed to providing great value for your money, ensuring that you enjoy comfort while feeling affordable. Facilities, such as a 24-hour front desk, free Wi-Fi, and a cafeteria, provide convenience around the clock. Ibis hotels regularly host social and themed events, giving you the opportunity to connect with others and enjoy cultural experiences. Ideally located in the heart of the city or business district, the hotel makes it easy for you to explore and experience the local atmosphere. Complete your vacation with a pleasant and comfortable stay at an Ibis hotel. Ibis Hotel is the ideal choice for your leisure vacation. Book now and start your enjoyable journey. |
| Ibis - figurative language style  JW Marriott- literal language style  JW Marriott-figurative language style  Aman- literal language style  Aman-figurative language style | At Ibis, every corner exhibits the beauty of simplicity, and every moment is immersed in the embrace of fashion. Step into Ibis and let comfort come your way. At Ibis, the promise is not only accommodation but an attitude to life - enjoy the quality, not bearing the commitment, and make every stay a reflection of value. The 24-hour front desk is waiting for you at any time. The freedom of a wireless network is the wings of your thoughts. The richness of the cafeteria is a feast for your taste buds. Here, social interaction is not only an encounter but also a cultural blend, a musical resonance, Ibis, so that every exchange becomes a good memory. Whether it's the heart of the city or the pulse of business, Ibis is always the starting point for you to explore the world and take in the surroundings. Ibis is not just a place to rest; it is a journey, a life, an endless exploration. Ibis, together with you, weave the story of the journey.  JW Marriott Hotels, designed for business travelers, provide customized services to meet your every need. The hotel is strategically located in the center of the city, making it easy for business people to quickly reach the business center and improve travel efficiency. Equipped with cutting-edge meeting facilities, whether it is a small seminar or an international summit, JW Marriott Hotels can provide effective solutions. The rooms and catering services are of a high standard, ensuring the comfort and dignity of the business traveler on the road. Business Center, executive floor, private lounge, and a full range of business services to help you improve work efficiency. JW Marriott Hotels is committed to working with customers to achieve business goals and enhance business achievements.  On the journey of business travel, the business elite deserves the most honorable treatment. Located in the heart of the city, with convenient access to major business centers so that every business trip is efficient and worry-free. Add to your business trip with cutting-edge meeting facilities, whether it's an in-depth conversation in a small seminar or a broad view of an international summit, you can provide thoughtful arrangements for your business activities. Add comfort and honor to your business trip with luxurious rooms and fine dining. A variety of services to build the cornerstone of your business success to help your career to the next level. Choose JW Marriott Hotels, choose business success partners.  Welcome to Aman Hotels, a brand of experiential luxury hotels designed for leisure travelers. We pay attention to detail, from the architecture to the service, and strive to create a unique atmosphere so that each guest can experience a different stay. We provide personalized service to our guests. Aman hotel is home to a number of high-quality restaurants and bars, offering guests a variety of gastronomic options. We focus on the quality of the ingredients and the craftsmanship of the cooking to ensure that guests can enjoy a refined and delicious dining experience. It is equipped with a range of luxury facilities, including a spa, fitness center, and swimming pool to ensure that guest enjoy the highest standards of service during their leisure break. A variety of social and cultural events are held, providing guests with opportunities to mingle and experience. Aman hotel is committed to providing an exceptional experience for leisure travelers. Aman hotel is the ideal choice for your leisure vacation.  In Aman, every breath is full of poetry, and every look catches the dream of the distance. Here, design and nature coexist in harmony; every brick and tile tells the story of time, and every window frames the painting of the landscape. We listen to you and meet your expectations. Here, every smile and every service is tailored to your noble experience. Aman’ s table is a feast for the taste buds. Every bite of food is an ode to the good life. Aman’ s luxury lies not only in the completeness of facilities but also in the pursuit of quality. Whether you are immersed in the tranquility of the spa, sweating in the fitness center, or enjoying the sun by the pool, it is the ultimate enjoyment of life. Aman is a social paradise, a meeting of cultures. Here, every gathering, every exchange, is the collision of hearts and the spark of wisdom. Aman is not just a place to live, it is a journey, an experience, a life. |

# APPENDIX B: Photos of the short videos of different language styles

Study 2



Study 3



