Supplementary Material Section

Table S1

Results (mixed-models) for the quadratic contrast code C2 on halo and paired-halo effects

(with all traits) for all studies

Study	df	t-statistic	p
Study 1	120.48	4.56	< .001
Study 2	191.82	2.02	.045
Study 3	190.59	1.51	.13
Study 4	255.00	0.75	.45
Study 5	66.07	1.37	.17
Study 6	114.55	1.12	.27

Table S2

Results (OLS regression) for the quadratic contrast code C2 on attractiveness (Studies 1-4)

and fat content (Studies 5 & 6) ratings as a function of evaluated object (source vs. target) for

all studies

Study	Object	df	t-statistic	p	Cohen's d
Study 1	N/A	99	1.82	.07	d = 0.18, 95% CI [-0.02; 0.38]
Study 2	Source	197	4.00	< .001	d = 0.28, 95% CI [0.14; 0.43]
	Target	197	2.15	.03	d = 0.15, 95% CI [0.01; 0.29]
Study 3	Source	198	2.13	.03	d = 0.15, 95% CI [0.01; 0.29]
	Target	198	0.55	.58	d = 0.04, 95% CI [-0.10; 0.18]
Study 4	Source	393	4.10	< .001	d = 0.21, 95% CI [0.11; 0.31]
	Target	393	0.46	.64	d = 0.02, 95% CI [-0.08; 0.12]
Study 5	Source	99	0.12	.90	d = 0.01, 95% CI [-0.18; 0.21]
Study 6	Source	145	1.23	.22	d = 0.10, 95% CI [-0.06; 0.27]

Note. N/A means Non-Applicable.

Table S3

Correlations between source and target objects' attractiveness ratings (when source and target objects differ) in Studies 2-4

Study	Correlation	df	t-statistic	p
Study 2	$r = 0.22$, 95% CI [0.21; 0.23]	24946	35.70	$< .001$
Study 3	$r = 0.14$, 95% CI [0.12; 0.15]	25072	21.97	$< .001$
Study 4	$r = 0.24$, 95% CI [0.23; 0.24]	49642	54.09	$< .001$

Table S4

Results (OLS regression and mixed-model) on the interaction between source feature (low vs.

medium vs. high) and the categorical variable of trait halo relevance (low vs. medium vs.

high) as a function of the contrast code for all studies

Study	Source feature contrast	Trait halo relevance contrast	OLS regression	Cohen's *d*	Mixed-model
Study 1	linear	linear	$t(99) = 4.73$, $p < .001$	$d = 0.48$, 95% CI [0.27; 0.68]	$t(116.71) = 3.53$, $p < .001$
	linear	quadratic	$t(99) = 1.52$, $p = .13$	$d = 0.15$, 95% CI [-0.05; 0.35]	$t(52.55) = 0.06$, $p = .96$
	quadratic	linear	$t(99) = 0.95$, $p = .35$	$d = 0.39$, 95% CI [-0.10; 0.41]	$t(117.06) = 1.25$, $p = .21$
	quadratic	quadratic	$t(99) = 2.09$, $p = .04$	$d = 0.21$, 95% CI [0.01; 0.41]	$t(72.99) = 2.47$, $p = .02$
Study 2	linear	linear	$t(197) = 1.95$, $p = .053$	$d = 0.14$, 95% CI [0.00; 0.28]	$t(194.59) = 1.99$, $p = .048$
	linear	quadratic	$t(197) = 0.99$, $p = .32$	$d = 0.07$, 95% CI [-0.07; 0.21]	$t(81.24) = 0.11$, $p = .91$
	quadratic	linear	$t(196) = 1.31$, $p = .19$	$d = 0.09$, 95% CI [-0.05; 0.23]	$t(196.84) = 0.79$, $p = .43$
	quadratic	quadratic	$t(197) = 1.24$, $p = .21$	$d = 0.09$, 95% CI [-0.05; 0.23]	$t(197.84) = 1.23$, $p = .22$
Study 3	linear	linear	$t(198) = 3.81$, $p < .001$	$d = 0.27$, 95% CI [0.13; 0.41]	$t(208.58) = 3.52$, $p = .005$
	linear	quadratic	$t(198) = 0.71$, $p = .48$	$d = 0.05$, 95% CI [-0.09; 0.19]	$t(65.51) = 1.47$, $p = .15$
	quadratic	linear	$t(198) = 2.60$, $p = .01$	$d = 0.18$, 95% CI [-0.04; 0.32]	$t(198.14) = 0.89$, $p = .37$
	quadratic	quadratic	$t(198) = 0.30$, $p = .31$	$d = 0.07$, 95% CI [-0.07; 0.21]	$t(188.82) = 1.03$, $p = .30$
Study 4	linear	linear	$t(393) = 2.24$, $p = .026$	$d = 0.19$, 95% CI [0.09; 0.29]	$t(372.76) = 2.00$, $p = .046$
	linear	quadratic	$t(393) = 0.63$, $p = .53$	$d = 0.04$, 95% CI [-0.06; 0.13]	$t(70.17) = 1.69$, $p = .097$
	quadratic	linear	$t(391) = 1.57$, $p = .12$	$d = 0.08$, 95% CI [-0.02; 0.18]	$t(383.72) = 0.62$, $p = .53$
	quadratic	quadratic	$t(392) = 2.81$, $p = .005$	$d = 0.14$, 95% CI [0.04; 0.24]	$t(167.70) = 3.09$, $p = .002$
Study 5	linear	linear	$t(99) = 6.87$, $p < .001$	$d = 0.69$, 95% CI [0.47; 0.91]	$t(21.96) = 3.13$, $p = .005$
	linear	quadratic	$t(99) = 4.57$, $p < .001$	$d = 0.46$, 95% CI [0.25; 0.67]	$t(18.44) = 1.16$, $p = .26$
	quadratic	linear	$t(99) = 0.28$, $p = .78$	$d = 0.03$, 95% CI [-0.17; 0.22]	$t(44.43) = 0.01$, $p = .99$

	quadratic	quadratic	$t(99) = 2.48$, $p = .01$	$d = 0.25$, 95% CI [0.05; 0.45]	$t(39.91) = 0.17$, $p = .86$
Study 6	linear	linear	$t(145) = 4.04$, $p < .001$	$d = 0.34$, 95% CI [0.17; 0.50]	$t(34.06) = 2.99$, $p = .005$
	linear	quadratic	$t(145) = 1.27$, $p = .20$	$d = 0.11$, 95% CI [-0.06; 0.27]	$t(20.57) = 0.99$, $p = .33$
	quadratic	linear	$t(145) = 0.14$, $p = .89$	$d = 0.01$, 95% CI [-0.15; 0.17]	$t(131.67) = 1.25$, $p = .21$
	quadratic	quadratic	$t(145) = 1.00$, $p = .32$	$d = 0.08$, 95% CI [-0.08; 0.25]	$t(216.62) = 1.60$, $p = .11$

Note. The linear attractiveness contrast opposes the low with the high source features, whereas the quadratic attractiveness contrast opposes the medium with the two others (low and high source features). The linear trait halo relevance contrast opposes the low with the high relevant traits, whereas the quadratic contrast opposes the medium relevant traits with the two others (low and high relevant traits). The *d*-values were computed using OLS regression. The classification of the dimension of "intellectual competence" changed between Study 1 and Studies 2-4 (from medium to low trait halo relevance; cf. pre-registrations).

Table S5

Results (OLS regression) for the linear and quadratic contrasts of the source feature as a

function of the trait dimension or halo relevance for all studies

Study	Trait Dimension/ relevance	Mean (SD) per source feature level	Source feature contrast	*t* statistics	*p*	Cohen's *d*
Study 1	Vanity	2.33(0.97); 2.61(0.87);	linear	5.17	< .001	*d* = 0.52, 95% CI [0.31; 0.73]
		3.03(0.79)	quadratic	0.80	.42	*d* = 0.08, 95% CI [-0.12; 0.28]
	Social competences	2.98(1.02); 2.96(0.99);	linear	5.04	< .001	*d* = 0.51, 95% CI [0.30; 0.71]
		3.64(0.85)	quadratic	2.81	.006	*d* = 0.28, 95% CI [0.08; 0.48]
	Potency	2.72(1.02); 2.66(1.12);	linear	4.76	< .001	*d* = 0.48, 95% CI [0.27; 0.69]
		3.33(0.90)	quadratic	2.86	.005	*d* = 0.29, 95% CI [0.09; 0.49]
	Adjustment	3.04(0.88); 2.78(1.01);	linear	4.24	< .001	*d* = 0.43, 95% CI [0.22; 0.32]
		3.42(0.73)	quadratic	4.17	< .001	*d* = 0.42, 95% CI [0.22; 0.62]
	Intellectual competences	3.28(0.95); 2.57(1.15);	linear	1.13	.26	*d* = 0.11, 95% CI [-0.08; 0.31]
		3.14(0.86)	quadratic	5.12	< .001	*d* = 0.51, 95% CI [0.30; 0.72]
	Concerns for others	2.88(1.06); 2.45(1.11);	linear	1.83	.07	*d* = 0.18, 95% CI [-0.01; 0.38]
		2.62(0.90)	quadratic	2.34	.02	*d* = 0.23, 95% CI [0.03; 0.43]
	Integrity	3.13(1.18); 2.39(1.36);	linear	0.18	.08	*d* = 0.18, 95% CI [-0.02; 0.37]
		2.86(1.03)	quadratic	3.93	< .001	*d* = 0.39, 95% CI [-0.19; 0.60]
Study 2	Vanity	2.56(0.80); 2.41(0.81);	linear	1.77	.08	*d* = 0.13, 95% CI [-0.01; 0.27]
		2.42(0.82)	quadratic	10.03	< .001	*d* = 0.71, 95% CI [0.56; 0.87]
	Social competences	3.24(0.88); 3.15(0.87);	linear	1.03	.30	*d* = 0.07, 95% CI [-0.07; 0.21]
		3.33(0.86)	quadratic	1.90	.06	*d* = 0.14, 95% CI [-0.01; 0.28]
	Potency	2.91(0.87); 2.74(0.97);	linear	0.43	.67	*d* = 0.03, 95% CI [-0.11; 0.17]
		2.87(0.99)	quadratic	1.90	.06	*d* = 0.13, 95% CI [-0.01; 0.27]

	Adjustment	3.23(0.70); 3.19(0.73);	linear	1.31	.19	$d = 0.09$, 95% CI [-0.05; 0.23]
		3.31(0.71)	quadratic	1.57	.12	$d = 0.11$, 95% CI [-0.03; 0.25]
	Intellectual competences	3.18(0.70); 3.23(0.87);	linear	1.27	.21	$d = 0.09$, 95% CI [-0.05; 0.23]
		3.28(0.83)	quadratic	0	1	$d = 0.00$, 95% CI [-0.14; 0.14]
	Concerns for others	2.81(0.81); 2.87(0.86);	linear	2.34	.02	$d = 0.17$, 95% CI [0.03; 0.31]
		3.01(0.90)	quadratic	0.52	.60	$d = 0.04$, 95% CI [-0.10; 0.18]
	Integrity	2.95(1.04); 3.11(1.01);	linear	2.64	.009	$d = 0.19$, 95% CI [0.05; 0.33]
		3.21(1.02)	quadratic	0.38	.71	$d = 0.03$, 95% CI [-0.11; 0.17]
Study 3	Vanity	2.19(0.84); 2.37(0.80);	linear	3.77	< .001	$d = 0.27$, 95% CI [0.13; 0.41]
		2.54(0.92)	quadratic	12.44	< .001	$d = 0.88$, 95% CI [0.72; 1.05]
	Social competences	3.14(0.88); 3.22(0.86);	linear	2.87	.005	$d = 0.20$, 95% CI [0.06; 0.34]
		3.38(0.84)	quadratic	0.57	.57	$d = 0.04$, 95% CI [-0.10; 0.18]
	Potency	2.63(1.03); 2.81(0.89);	linear	3.24	.001	$d = 0.23$, 95% CI [0.09; 0.37]
		2.94(1.00)	quadratic	0.31	.75	$d = 0.02$, 95% CI [-0.12; 0.16]
	Adjustment	3.20(0.71); 3.22(0.66);	linear	1.53	.13	$d = 0.11$, 95% CI [-0.03; 0.25]
		3.29(0.69)	quadratic	0.51	.61	$d = 0.04$, 95% CI [-0.10; 0.18]
	Intellectual competences	3.27(0.80); 3.09(0.85);	linear	1.54	.12	$d = 0.11$, 95% CI [-0.03; 0.25]
		3.15(0.77)	quadratic	1.95	.053	$d = 0.14$, 95% CI [0.00; 0.28]
	Concerns for others	3.08(0.78); 2.87(0.86);	linear	3.21	< .001	$d = 0.23$, 95% CI [0.09; 0.37]
		2.81(0.88)	quadratic	1.10	.28	$d = 0.08$, 95% CI [-0.06; 0.22]
	Integrity	3.22(1.02); 3.06(0.96);	linear	2.02	.04	$d = 0.14$, 95% CI [0.00; 0.28]
		3.02(0.96)	quadratic	0.77	.44	$d = 0.05$, 95% CI [-0.08; 0.19]
Study 4	Vanity	2.39(0.87); 2.43(0.81);	linear	1.69	.007	$d = 0.14$, 95% CI [0.04; 0.23]
		2.56(0.84)	quadratic	16.12	< .001	$d = 0.81$, 95% CI [0.70; 0.93]
	Social competences		linear	2.31	.02	$d = 0.12$, 95% CI [0.02; 0.22]

		3.24(0.85); 3.31(0.85); 3.38(0.93)	quadratic	0.13	.90	$d = 0.006$, 95% CI [-0.09; 0.11]
	Potency	2.78(0.97); 2.90(0.93);	linear	3.24	.001	$d = 0.06$, 95% CI [-0.04; 0.15]
		2.86(0.90)	quadratic	1.51	.13	$d = 0.08$, 95% CI [-0.02; 0.18]
	Adjustment	3.14(0.75); 3.30(0.75);	linear	3.69	< .001	$d = 0.19$, 95% CI [0.09; 0.29]
		3.30(0.71)	quadratic	2.12	.034	$d = 0.11$, 95% CI [0.01; 0.21]
	Intellectual competences	3.11(0.91); 3.14(0.87);	linear	0.62	.54	$d = 0.03$, 95% CI [-0.07; 0.13]
		3.14(0.78)	quadratic	0.41	.68	$d = 0.01$, 95% CI [-0.09; 0.11]
	Concerns for others	2.96(0.90); 2.90(0.87);	linear	1.54	.12	$d = 0.08$, 95% CI [-0.02; 0.18]
		2.86(0.87)	quadratic	0.25	.80	$d = 0.05$, 95% CI [-0.08; 0.19]
	Integrity	3.09(1.05); 3.10(1.00);	linear	1.01	.31	$d = 0.05$, 95% CI [-0.05; 0.15]
		3.02(0.98)	quadratic	0.79	.43	$d = 0.04$, 95% CI [-0.06; 0.14]
Study 5	Low	4.10(0.71); 3.97(0.73);	linear	1.47	.14	$d = 0.15$, 95% CI [-0.05; 0.35]
		2.98(0.72)	quadratic	1.37	.17	$d = 0.14$, 95% CI [-0.06; 0.34]
	Medium	4.43(0.88); 4.26(0.87);	linear	2.71	.008	$d = 0.27$, 95% CI [0.07; 0.26]
		4.19(0.89)	quadratic	0.63	.53	$d = 0.06$, 95% CI [-0.13; 0.26]
	High	4.00(1.23); 3.37(1.10);	linear	7.76	< .001	$d = 0.78$, 95% CI [0.55; 1.00]
		2.86(1.05)	quadratic	0.74	.46	$d = 0.07$, 95% CI [-0.12; 0.27]
Study 6	Low	4.22(0.71); 4.20(0.70);	linear	0.72	.47	$d = 0.06$, 95% CI [-0.10; 0.22]
		4.26(0.69)	quadratic	0.85	.39	$d = 0.07$, 95% CI [-0.09; 0.23]
	Medium	4.52(0.97); 4.51(0.99);	linear	0.84	.40	$d = 0.07$, 95% CI [-0.09; 0.23]
		4.44(1.03)	quadratic	0.17	.86	$d = 0.01$, 95% CI [-0.15; 0.18]
	High	3.81(1.32); 3.35(1.19);	linear	4.14	< .001	$d = 0.34$, 95% CI [0.18; 0.51]
		3.27(1.25)	quadratic	1.77	.08	$d = 0.15$, 95% CI [-0.02; 0.31]

Note. The linear contrast opposes the source feature's low and high levels. The quadratic

contrast opposes the medium with the two other levels (low and high source feature). Mean

and standard deviation values are those of the source feature's low, medium, and high levels,

respectively.

Table S6

Results (OLS regression) on the interaction between source feature (low vs. medium vs. high;

represented by linear and quadratic contrasts) and the pairing memory (correct vs. incorrect)

on attractiveness (Studies 2-4) and fat content (Study 6) ratings of the target object

Study	**Source feature contrast**	*t* **statistics**	*p*	**Cohen's *d***
Study 2	linear	0.40	.69	*d* = 0.06, 95% CI [-0.22; 0.34]
	quadratic	1.22	.22	*d* = 0.17, 95% CI [-0.11; 0.45]
Study 3	linear	1.07	.29	*d* = 0.15, 95% CI [-0.13; 0.43]
	quadratic	1.55	.12	*d* = 0.22, 95% CI [-0.06; 0.50]
Study 4	linear	1.19	.23	*d* = 0.12, 95% CI [0.08; 0.32]
	quadratic	0.89	.38	*d* = 0.09, 95% CI [-0.11; 0.29]
Study 6	linear	4.48	< .001	*d* = 0.75, 95% CI [0.41; 1.08]
	quadratic	1.04	.30	*d* = 0.17, 95% CI [-0.15; 0.50]

Note. The linear contrast opposes the source feature's low and high levels. The quadratic

contrast opposes the medium with the two other levels (low and high source feature). Mean

and standard deviation values are those of the source feature's low, medium, and high levels,

respectively.

Exploratory questions used in Study 2-6

Study 2. *Demand awareness*. Open-ended question: "What do you think the researchers were trying to achieve in this study?".

Feature awareness. "During the first task, the faces were always displayed as pairs (one face following the other). Did you notice that the faces that were presented in the second position in each pair varied on their physical attractiveness?", response options: "Yes", "No", "I do not know".

Influence awareness. "Do you think that this variation on attractiveness influenced your judgment of the other face on the personality traits/outcomes?", response options: "Yes", "No", "I do not know".

Demand compliance. "When we asked you to evaluate the faces on the personality trait/outcomes, did you tell us the truth about what you think? Or did you just fake your response (i.e., tell us what you thought we wanted to hear)? Please be honest here.", response options: "Yes - I faked my response based on what I thought the researchers wanted to find", "No - my responses were based on how I genuinely felt", "I do not know".

Study 3. *Demand awareness*. Open-ended question: "What do you think the researchers were trying to achieve in this study?".

Influence awareness. "Do you think that the variation on attractiveness influenced your judgment of the other face on the personality traits/outcomes?", response options: "Yes", "No", "I do not know".

Demand compliance. "When we asked you to evaluate the faces on the personality trait/outcomes, did you tell us the truth about what you think? Or did you just fake your response (i.e., tell us what you thought we wanted to hear)? Please be honest here.", response options: "Yes - I faked my response based on what I thought the researchers wanted to find", "No - my responses were based on how I genuinely felt", "I do not know".

Study 4. *Demand awareness*. Open-ended question: "What do you think the researchers were trying to achieve in this study?".

Feature awareness (only for participants in the no-salience condition): "In the first part of the study, these faces were always presented on the left (right). Did you think of these faces in terms of how attractive or unattractive they are?", response options: "Yes", "No", "I do not know".

Influence awareness. "Do you think that the attractiveness of the face presented on the left (right) influenced your judgment of the face presented on the right (left) when you had to judge it on the personality traits/outcomes?", response options: "Yes", "No", "I do not know".

Demand compliance. "When we asked you to evaluate the faces on the personality trait/outcomes, did you tell us the truth about what you think? Or did you just fake your response (i.e., tell us what you thought we wanted to hear)? Please be honest here.", response options: "Yes - I faked my response based on what I thought the researchers wanted to find", "No - my responses were based on how I genuinely felt", "I do not know".

Studies 5 and 6. *Demand awareness*. Open-ended question: "What do you think the researchers were trying to achieve in this study?".

Feature awareness. "Did you notice that the cookies differed in terms of fat content?", response options: "Yes", "No", "I do not know".

Influence awareness. "Do you think that this variation in fat content influenced your judgment of the product?", response options: "Yes", "No", "I do not know".

Demand compliance. "When we asked you to evaluate the cookies, did you tell us the truth about what you think? Or did you just fake your response (i.e., tell us what you thought we wanted to hear)? Please be honest here.", response options: "Yes - I faked my response based on what I thought the researchers wanted to find", "No - my responses were based on how I genuinely felt", "I do not know".

Mediation and moderated mediation analyses in Study 4

For a deeper understanding of the interplay between our variables, we explored whether the influence of the source object attractiveness on the target object ratings was mediated by changes on target object attractiveness ratings (i.e., source objects attractiveness influencing target object attractiveness, in turn influencing target object rating). In addition, we explored whether this mediation was moderated by attractiveness salience and memory of the pairing. These analyses were not pre-registered. Following the most recent recommendations for (moderated) mediation tests, we relied on the joint-significant testing method (see Muller et al., 2005; Yzerbyt et al., 2018).

Our analysis (package "JSmediation" version 0.1.1) showed that the source object attractiveness predicted changes in target object attractiveness ratings, $B = 0.14$, B SE $= 0.10$, $t(393) = 2.57$, $p = .011$, $d = 0.13$, 95% CI [0.03; 0.23], which in turn positively predicted changes in ratings, $B = 0.12$, B SE $= 0.01$, $t(391) = 10.08$, $p < .001$, $d = 0.51$, 95% CI [0.40; 0.61]. Given that both links simultaneously emerged (in addition to the total effect of the source object attractiveness on the target object ratings), an indirect effect can be claimed (Judd et al., 2001). The direct effect of the source object attractiveness on the target object ratings, however, was not significant, $B = 0.04$, B SE $= 0.02$, $t(391) = 1.77$, $p = .08$, $d = 0.12$, 95% CI [-0.01; 0.19], suggesting that this effect was fully mediated by changes in the target object attractiveness.

In follow-up moderated mediation tests we relied on mixed-model analyses with only participants as a random factor and ran the required models for joint significance testing (following recommendations of Muller et al., 2005). [1] First, we tested the moderation of the attractiveness salience on the previous mediation model. In this analysis, the total effect of the

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[1] The models could not be run with OLS regression because of the within-participants IV (source objects' attractiveness). Moreover, we only used participants as a factor because having traits as a random factor was not possible for one of the regression model.

source object attractiveness on the target object ratings was significant, B = 0.04, B SE = 0.01, t(392.10) = 2.73, p = .007. The effect of the source object attractiveness on the target object attractiveness ratings emerged, B = 0.13, B SE = 0.05, t(392.10) = 2.53, p = .01, and, importantly, it was moderated by the attractiveness salience, B = 0.22, B SE = 0.10, t(392.10) = 2.13, p = .03. The effect of the target object attractiveness on the target object ratings was also significant, B = 0.13, B SE = 0.01, t(7246) = 24.72, p < .001, and not significantly moderated by the attractiveness salience, B = 0.01, B SE = 0.01, t(7246) = 1.27, p = .20. This indicates that the attractiveness salience moderated the mediation on the link between the source object attractiveness and target object attractiveness ratings (see Figure S1).

Second, we tested the moderation of the pairing memory on the previous mediation model. In this analysis, the total effect of the source object attractiveness on the target object ratings was significant, B = 0.03, B SE = 0.01, t(392.10) = 2.03, p = .04. The effect of the source object attractiveness on the target object attractiveness ratings was significant, B = 0.11, B SE = 0.05, t(392.00) = 2.11, p = .03, but it was not significantly moderated by the pairing memory, B = 0.13, B SE = 0.11, t(392.00) = 1.19, p = .23. The effect of the target object attractiveness on the target object ratings was also significant, B = 0.13, B SE = 0.01, t(7258) = 22.76, p < .001, but it was not significantly moderated by the pairing memory, B = 0.01, B SE = 0.01, t(7258) = 1.35, p = .18. This indicates that the pairing memory did not significantly moderate any of the mediation links.

Figure S1

Moderated mediation model in Study 4

```
┌──────────────────┐
│  Attractiveness  │
│     salience     │
└──────────────────┘
        │
   0.22*│              ┌──────────────────┐
        │              │  Target object   │
        ↓              │  attractiveness  │
              0.13*    └──────────────────┘
                    ↗                    ╲
                                          ╲ 0.13***
┌──────────────────┐                       ╲  ┌──────────────────┐
│  Source object   │                          │  Target object   │
│  attractiveness  │─────────────────────────→│     ratings      │
└──────────────────┘    0.02 (0.04**)         └──────────────────┘
```
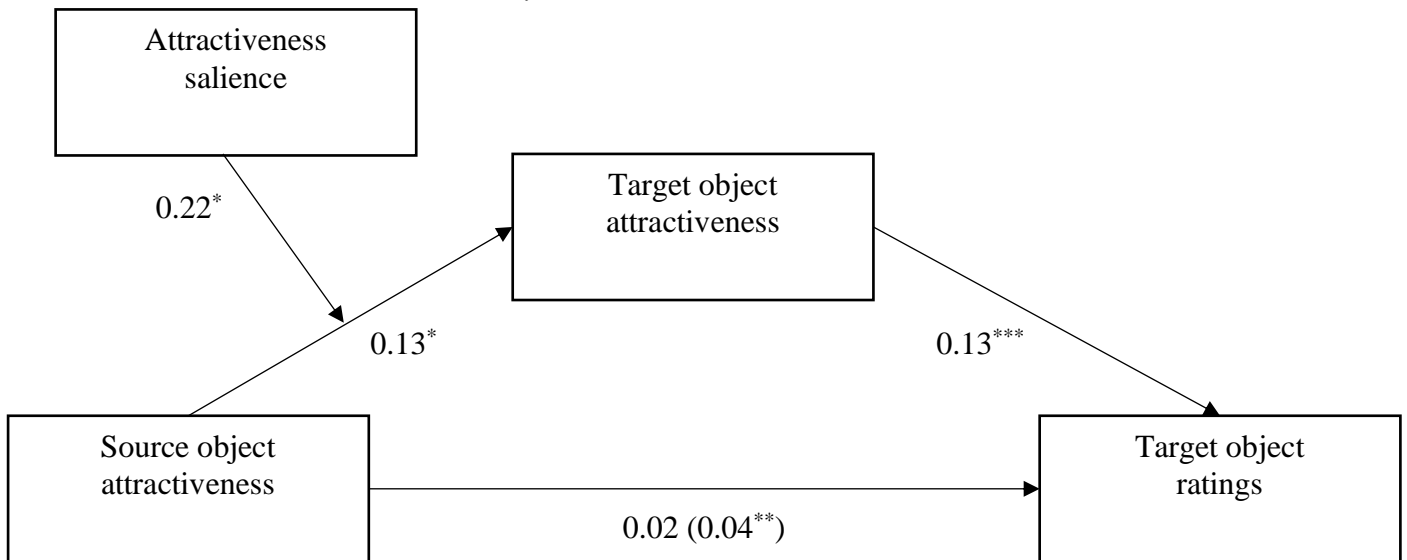
Note. The unstandardized regression coefficient representing the total effect between shared features manipulation and strength perception is in parentheses. * $p < .05$, ** $p < .001$, *** $p < .001$.

Demand awareness and demand compliance

To gauge for the potential effect of participants' awareness of our hypotheses in the pairing-based halo studies (Studies 2-4 and 6), we performed additional analyses testing whether our main effects remained significant when removing participants classified as being demand aware or demand compliant. To do so, we relied on the Demand awareness and Demand compliance questions (see "Exploratory questions used in Study 2-6" section). We adopted a conservative criterion and classified participants as demand aware when they mentioned any aspect related to stimulus pairing (e.g., any influence of one stimulus over the other). Participants classified as demand compliant were those responding "yes" this question. After removing demand aware and demand compliant participants, we tested the pairing-

based halo effect, its trait selectivity (halo-based vs. valence-based as a function of the study),

and the influence of pairing memory (see Table S7).

Table S7

Results (mixed-models) for main effects of interest obtained in Studies 2-4 and 6 after

excluding participants classified as demand aware and/or demand compliant

Study	Effect	*Percentage of exclusion*	*df*	*t-statistic*	*p*
Study 2	Attractiveness	5.56%	155.95	1.51	.13
	Attractiveness by traits valence		38.05	2.85	< .001
	Attractiveness by pairing memory		195.60	0.76	.45
	Attractiveness by traits valence by pairing memory		22350.00	1.33	.18
Study 3	Attractiveness	10.55%	93.85	1.51	.13
	Attractiveness by traits halo relevance		182.31	3.90	< .001
	Attractiveness by pairing memory		186.00	2.89	.004
	Attractiveness by traits halo relevance by pairing memory		180.90	2.83	.005
Study 4	Attractiveness	13.45%	168.30	2.75	.007
	Attractiveness by salience		358.50	0.99	.32
	Attractiveness by traits halo relevance by salience		352.00	2.83	.005
	Attractiveness by traits valence by salience		40800.00	2.75	.006
	Attractiveness by pairing memory		358.90	1.47	.14
	Attractiveness by traits halo relevance by pairing memory		351.40	2.14	.03
	Attractiveness by traits valence by pairing memory		40800.00	1.89	.06
Study 6	Attractiveness	15.75%	37.74	0.63	.53
	Attractiveness by traits halo relevance		121.76	3.85	< .001
	Attractiveness by pairing memory		151.10	0.19	.85
	Attractiveness by traits halo relevance by pairing memory		134.20	3.10	.002

Note. The attractiveness effect was computed using the linear contrast (opposing the source

feature's low and high levels).

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