# Do Vegan Labels Shape Consumer Perceptions? Evidence from an Experimental Study

Julia Minks

Dissertation written under the supervision of Professor João Pedro Niza Jacinto Braga

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**Abstract**

This master thesis explores the impact of vegan labeling on consumer perceptions. With vegan products moving from niche to mainstream, vegan labels have become an essential means of communicating product attributes and guiding consumer choice. Drawing on heuristic–systematic processing, attribution theory, and the Persuasion Knowledge Model, this study investigates whether vegan labels influence perceptions of calories, price, naturalness, and trust, whether such effects depend on the perceived intention behind a product's vegan status, and how these judgments translate into behavioral intentions.

A 2×2 between-subjects online experiment ($N$ = 140) tested label presence (with vs. without vegan label) and product intentionality (intentional vs. unintentional) across three food categories. No significant main effects emerged in the full sample, and intentionality did not moderate outcomes. However, analyses of participants who correctly recognized the label condition ($N$ = 126) revealed effects: vegan-labeled products were perceived as less caloric, while initial shifts in trust and environmental friendliness weakened once individual differences were considered. Across outcomes, dietary orientation and vegan familiarity emerged as strong predictors. Exploratory analyses further showed that behavioral intentions were driven mainly by taste expectations, with naturalness and, under label recognition, health perceptions playing smaller roles.

These findings suggest that vegan labels act as weak heuristic cues, shaping judgments only under conscious recognition, with individual characteristics exerting influence. Theoretically, this refines understanding of labeling boundaries and underscores the role of consumer characteristics. For managers, it implies that vegan labels should be integrated into broader communication strategies rather than relied upon alone.

**Keywords**: Vegan, Veganism, Label, Vegan Label, Heuristics, Halo Effects, Horn Effects, Attribution Theory, Persuasion Knowledge Model

**Titel**: Do Vegan Labels Shape Consumer Perceptions? Evidence from an Experimental Study

**Author**: Julia Minks

**Resumo**

Esta dissertação analisa o impacto da rotulagem vegana e da intencionalidade percebida nas percepções dos consumidores. Com a expansão dos produtos veganos no mercado, os rótulos tornaram-se importantes para comunicar atributos e orientar escolhas. Com base no processamento heurístico–sistemático, na teoria da atribuição e no Modelo do Conhecimento de Persuasão, o estudo investiga se rótulos veganos influenciam percepções de calorias, preço, naturalidade e confiança, e se tais efeitos dependem da intencionalidade percebida. Também examina como esses julgamentos afetam intenções comportamentais.

Foi realizado um experimento online 2×2 (N = 140), testando a presença do rótulo vegano e a intencionalidade do produto em três categorias alimentares. Na amostra completa, não surgiram efeitos significativos e a intencionalidade não moderou resultados. No entanto, entre participantes que reconheceram corretamente a condição do rótulo (N = 126), produtos rotulados como veganos foram percebidos como menos calóricos, enquanto efeitos iniciais em confiança e sustentabilidade enfraqueceram após considerar diferenças individuais. De modo geral, a orientação alimentar e a familiaridade com o veganismo mostraram-se preditores mais fortes. Análises exploratórias também indicaram que intenções comportamentais foram guiadas sobretudo pelas expectativas de sabor, com naturalidade e, sob reconhecimento do rótulo, percepções de saúde exercendo papéis menores.

Resultados sugerem que os rótulos veganos atuam como pistas heurísticas fracas, moldando julgamentos apenas sob reconhecimento consciente. Teoricamente, esclarecem os limites dos efeitos de rotulagem e ressaltam o papel das características do consumidor. Para a prática, implicam que rótulos veganos devem ser integrados a estratégias de comunicação mais amplas, em vez de usados isoladamente.

**Palavras-chave:** Vegan, Veganism, Label, Vegan Label, Heuristics, Halo Effects, Horn Effects, Attribution Theory, Persuasion Knowledge Model

**Título:** Os rótulos veganos moldam as percepções dos consumidores? Evidências de um estudo experimental

**Autor:** Julia Minks

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**List of Abbreviations**

| | |
|---|---|
| i.e. | id est (that is) |
| RQ1 | Research Question 1 |
| RQ2 | Research Question 2 |
| H1 | Hypothesis 1 |
| H2 | Hypothesis 2 |
| H3 | Hypothesis 3 |
| H4 | Hypothesis 4 |
| H5 | Hypothesis 5 |
| ANOVA | Analysis of Variance |
| ANCOVA | Analysis of Covariance |
| FMCG | Fast-Moving Consumer Goods |

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## 1. Introduction

In today's complex food environments, consumer decision-making often unfolds unconsciously and is shaped by numerous contextual and visual cues. Instead of engaging in deliberate evaluation, consumers frequently rely on mental shortcuts to infer missing product attributes relevant to their purchase or consumption decisions (Dijksterhuis & Nordgren, 2006; Broniarczyk & Alba, 1994). Labels rank among the most influential of these cues, as they not only communicate product information but also activate cognitive shortcuts that shape assumptions about less visible product attributes (Chandon & Wansink, 2007).

One labeling trend that has gained considerable momentum in recent years is vegan labeling, reflecting the increasing popularity of plant-based diets and lifestyles. This growth is also evident in market trends: the global plant-based food sector was valued at over $33 billion in 2023 and is expected to more than triple by 2032 (Fortune Business Insights, 2025). As vegan products shift from niche to mainstream, opportunities arise not only for explicitly vegan brands but also for producers of "unintentionally vegan" items, i.e., products that are vegan by default, such as hummus or fruit juice, which can benefit from appropriate labelling and capitalize on the rising demand.

Despite the growing prevalence of vegan labels, research on their effects remains limited. Prior studies have focused mainly on the health impacts of plant-based diets (e.g., Wang et al., 2023; Craig, 2009) or consumer attitudes toward vegan alternatives (e.g., Hoek et al., 2011; Onwezen et al., 2021; Gonzales et al., 2023), while the perceptual effects of vegan labeling have received less systematic attention. In particular, little is known about whether and to what extent vegan labels shape perceptions of attributes such as caloric content, price, naturalness, trust, and subsequent behavioral intentions. Understanding these effects is crucial, as labels can both mislead consumers and provide firms with strategic opportunities to position their products.

To address this research gap, the present thesis investigates whether the presence of a vegan label influences consumer perceptions of food products across these dimensions, with particular attention to whether the product is perceived as intentionally or unintentionally vegan. Against this background, this thesis addresses the following research questions:

RQ1: *Does the presence of a vegan label influence consumer perceptions of caloric content, price, naturalness, and trust?*

RQ2: *Does the perceived intentionality of a product's vegan status moderate these effects?*

The remainder of this thesis is structured as follows: Chapter 2 outlines the theoretical background and derives the conceptual model. Chapter 3 presents the study design, including the stimuli development, pre-testing, and the methodology of the main study. Chapter 4 reports the study's results. Chapter 5 discusses these findings in relation to the existing literature, addresses limitations, and provides directions for future research. Finally, Chapter 6 concludes the thesis.

## 2. Literature Review

When evaluating food products, consumers rarely engage in exhaustive or fully analytical information processing. Instead, they often rely on mental shortcuts that enable quick and efficient decisions in complex environments (Chaiken, 1980). These inferences are frequently triggered by familiar front-of-pack elements such as eco-labels, health badges, or nutritional claims, which prompt consumers to draw conclusions beyond what is explicitly stated (Chandon & Wansink, 2007; Dijksterhuis et al., 2005).

The Heuristic–Systematic Processing Model (Chaiken, 1980; Maheswaran et al., 1992) explains this mechanism by distinguishing between two modes of judgment: systematic processing, which is effortful and deliberate, and heuristic processing, which relies on cognitive shortcuts. In food marketing, heuristic processing often manifests in category-based inferences, where a product cue such as an “organic” or “natural” label triggers broader assumptions about unrelated attributes (Wansink & Chandon, 2006; Berry et al., 2017).

A well-documented outcome is the halo effect, a cognitive bias in which a single favorable attribute leads consumers to infer unrelated positive characteristics. In food labeling, terms like “organic”, “natural”, or “low fat” often generate assumptions about nutritional quality or caloric content, regardless of the actual composition (Wansink & Chandon, 2006; Berry et al., 2017). For instance, organic cookies have been rated as more nutritious than identical non-organic cookies (Lee et al., 2013), while “low-fat” claims have been found to foster beliefs of reduced caloric content (Wansink & Chandon, 2006). Similarly, “natural” labels may lead consumers to believe that a product is organic or GMO-free, even in the absence of explicit claims (Berry et al., 2017). The influence of such cues can extend even further: merely displaying a health-related claim has been shown to lower perceived risks of chronic illnesses such as heart disease or stroke (Kozup et al., 2003).

These perceptual spillover effects are not restricted to nutritional judgments. Labels can also shape expectations regarding taste, environmental impact, or purchase intentions (e.g., Lee et al., 2013; Gorton et al., 2021). Comparable effects have also been documented outside the

food domain. In hotel evaluations, for example, favorable ratings for location have been found to improve perceptions of unrelated dimensions such as service quality or cleanliness (Nadricka et al., 2020; Nicolau et al., 2020).

However, heuristic-driven inferences are not always positive. Negative spillovers, also known as horn effects, occur when a label triggers unfavorable associations. While some consumers interpret cues such as “fat-free” or “organic” as signs of health, others view them as signals of inferior taste or lower indulgence (Tuorila et al., 1994; Schuldt & Hannahan, 2013). Labeling effects are therefore highly dependent on context: they can lead to positive halos, negative horns, or sometimes have no discernible influence at all.

Taken together, these insights underscore the powerful yet variable impact of labels. Much like ‘organic’ or ‘natural’ claims, vegan labels may likewise activate such heuristic processes, shaping consumer perceptions of caloric content, price, naturalness, and trust in ways that go beyond the information explicitly provided.

### 2.1 Veganism and Vegan Labeling

In this thesis, the terms ‘vegan’ and ‘plant-based’ are used synonymously, as both describe products that exclude all animal-derived ingredients (Ruby et al., 2024; Branković et al., 2025). Veganism is commonly defined as a diet and lifestyle that excludes meat, fish, dairy, eggs, honey, and specific processing agents such as gelatin (The Vegan Society, 2025). Once considered niche, it has gained mainstream relevance as consumers increasingly adopt plant-based lifestyles for ethical, environmental, and health-related reasons (Ghaffari et al., 2021). To meet consumers’ demand for transparency and convenience, vegan labels such as the V-Label, now featured on more than 70,000 products worldwide, allow consumers to identify suitable options at a glance and support faster, more confident purchase decisions (V-Label GmbH, n.d.).

Previous research on veganism has primarily examined its health implications, showing that such diets are generally associated with lower risks of chronic diseases, although nutrient deficiencies may occur if not carefully planned (Wang et al., 2023; Craig, 2009; Bakaloudi et al., 2021). Beyond health, studies have also highlighted the ambivalent social perception of veganism. Markowski and Roxburgh (2018), for example, found that non-vegans often anticipate stigma when considering a vegan lifestyle, indicating that veganism is not always perceived positively and may involve social costs. Research on vegan meat alternatives reveals mixed reactions. Acceptance is often constrained by sensory concerns and expectations of meat-like qualities (Hoek et al., 2011), yet taste and health remain central drivers of adoption

(Onwezen et al., 2021). Moreover, when product information is limited, consumers may overestimate the nutritional quality of plant-based substitutes, resulting in overly favorable evaluations (Gonzales et al., 2023).

Work on vegan-related labeling has so far focused mainly on terminology. For instance, Ruby et al. (2024) and Branković et al. (2025) found only minor differences between the labels "vegan," "vegetarian," and "plant-based," with "plant-based" performing slightly better in some categories. Beyond such comparisons, relatively few studies have examined whether the mere presence of a vegan label alters consumer perceptions. An exception is Stremmel et al. (2022), who showed that vegan labels can bias certain consumer perceptions. The study found that when consumers do not expect a product to be vegan by default, the addition of a vegan label can lead to biased perceptions. Products were perceived as healthier, more sustainable, and, in some cases, less tasty, suggesting that labeling can shape consumer expectations and potentially influence consumption intentions, even when the product itself remains unchanged.

In sum, prior research shows that veganism and vegan products are associated with both positive and negative perceptions, and that vegan labels can act as influential heuristic cues. However, it remains unclear how such labels affect further central judgments, including perceived caloric content, price, naturalness, and trust. The following sections address this gap.

### 2.2 Perceived Caloric Content

Research shows that consumers frequently underestimate the caloric content of products when they carry certain labels, even in the absence of objective nutritional differences. For example, products labeled as organic are often perceived as healthier and more permissible to consume, leading to systematic underestimation of their caloric content (Prada et al., 2017). Schuldt and Schwarz (2010) found that organic cookies were perceived to contain fewer calories and considered more appropriate for regular consumption than identical non-organic equivalents. Similar effects have been observed in fast-food settings: items from health-positioned restaurants, such as Subway, were estimated to contain up to 35% fewer calories than comparable items from competitors like McDonald's (Chandon & Wansink, 2007). Studies further suggest that the heuristic "healthy = can eat more" encourages greater consumption of foods perceived as healthy, thereby reinforcing biased calorie judgements (Bui et al., 2017; Chandon & Wansink, 2007).

Beyond nutrition-specific cues, ethical and social claims can trigger similar effects. Schuldt et al. (2012) showed that fair-trade labels elicited lower calorie estimations even in the absence of actual differences. Likewise, "low fat" claims reduce guilt and increase perceived portion

appropriateness, thereby enhancing willingness to consume and pay (Wansink & Chandon, 2006). Comparable findings have been reported for gluten-free labels, which are often regarded as lighter or less caloric than conventional alternatives (Prada et al., 2019).

Building on this evidence, recent work shows that vegan labels are frequently interpreted not only as signals of healthfulness but also of sustainability (Stremmel et al., 2022). As with organic or fair-trade claims, such associations may lead consumers to infer that vegan-labeled products contain fewer calories, regardless of their actual composition.

**H1**: Vegan-labeled products will be perceived as having fewer calories than non-vegan-labeled products.

### 2.3 Perceived Price

Price is one of the most influential factors in consumer decision-making and is consistently ranked among the top three attributes guiding product choice. In the context of sustainable consumption, for example, price has been identified as the most important criterion for purchasing organic clothing such as T-shirts (Matthews & Rothenberg, 2017). Importantly, price perceptions can also act as a barrier between intentions and actual behavior. For instance, in the case of organic vegetables, higher perceived cost significantly reduced the likelihood that stated intentions translated into actual purchases (Dorce et al., 2021).

Beyond its function as a direct cost indicator, price perceptions are shaped by broader cognitive associations. Research shows that health-positioned products are often assumed to be more expensive, regardless of their actual price, reflecting the widespread "healthy = expensive" heuristic (Haws et al., 2017).

Comparable patterns emerge in the context of vegan diets. Meat-eating consumers often perceive plant-based lifestyles as more expensive (Noguerol et al., 2021), a perception likely reinforced by the relatively high price point of intentionally vegan substitutes that mimic animal-based products, such as plant-based sausages or dairy alternatives (Statistisches Bundesamt, 2024). At the same time, survey data indicate a contrasting pattern: vegetarians, on average, spend less money on food overall compared to meat-eaters (Lusk & Norwood, 2016).

Given prior evidence that vegan labeling is often linked to more favorable health perceptions (Stremmel et al., 2022) and that health claims are strongly associated with elevated price expectations (Haws et al., 2017), vegan labels are likely to lead consumers to perceive products as more expensive. Therefore, the following hypothesis is proposed:

**H2**: Vegan-labeled products will be perceived as more expensive than non-vegan-labeled products.

### 2.4 Perceived Naturalness

Naturalness plays a central role in consumer food choices and is commonly defined by the absence of artificial additives, pollutants, or synthetic ingredients (Rozin et al., 2012). Across various consumption domains, consumers consistently prefer products perceived as natural, particularly those that are non-GMO, free from harmful substances, or minimally processed (Renner et al., 2012; Román et al., 2017). Perceptions of naturalness are shaped by three key dimensions: the food's origin, the production process (including ingredients and techniques), and the characteristics of the final product (Román et al., 2017). Processing intensity is especially influential, as highly processed foods are generally evaluated negatively, whereas lower levels of processing are associated with greater health benefits (Etale & Siegrist, 2021; Hässig et al., 2023). Importantly, naturalness has been identified as a decisive driver of acceptance, sometimes even outweighing health or risk considerations. For example, genetically modified products are frequently rejected primarily because they are seen as less natural (Tenbült et al., 2005).

Labels can serve as powerful heuristics in shaping such judgements. Designations like "organic" or "gluten-free" frequently serve as proxies for naturalness, even when no explicit information about processing is provided. For instance, gluten-free products are commonly viewed as less processed than conventional alternatives (Prada et al., 2019), and "natural" claims are often assumed to indicate that a product is GMO-free, organic, or contains fewer synthetic additives, which can enhance purchase appeal (Berry et al., 2017).

Importantly, prior research has found that plant-based foods are more strongly associated with naturalness than animal-derived ones (Rozin et al., 2012). This association may lead consumers to evaluate vegan labeled products as natural, even when they are in fact highly processed. Taken together, these findings suggest that vegan labeling, despite not explicitly referring to naturalness, may activate associations that lead consumers to evaluate such products as more natural. Therefore, we propose the following hypothesis:

**H3**: Vegan-labeled products will be perceived as more natural than non-vegan-labeled products.

## 2.5 Perceived Trust

Trust is commonly understood to consist of two interrelated components: credibility, which refers to the perceived reliability of claims, and benevolence, which represents the extent to which a company is believed to act in the consumer's best interest (Gorton et al., 2021).

Labels play a crucial role in shaping consumer trust, as they often serve as indicators of product quality and credibility (Ayyub et al., 2018, 2021; Lassoued & Hobbs, 2015; Loureiro & McCluskey, 2000). When a label is perceived as reliable, it reduces consumers' perceived risk and increases their willingness to select or purchase the product (Handi et al., 2018; Harridge-March, 2006). Trust, therefore, not only provides confidence but also operates as a key driver of purchase intentions (Bulut & Karabulut, 2018; Fang et al., 2014; Limbu et al., 2012; Seo et al., 2020).

Prior research shows that labels can indeed enhance consumer trust by signaling credibility and reducing uncertainty. Eco- and organic labels, for example, have been found to increase perceived reliability and confidence in product claims (Lassoued & Hobbs, 2015; Loureiro & McCluskey, 2000; Ayyub et al., 2018). Similarly, health-related claims can foster trust when consumers regard them as accurate and value-driven (Ayyub et al., 2021).

Applied to labeling, this implies that a vegan label may strengthen credibility if consumers believe it accurately represents product characteristics. At the same time, it may convey benevolence if interpreted as reflecting ethical or health-oriented values. By extension, vegan labels can be expected to increase consumer trust, as they communicate product attributes that are otherwise difficult to verify and may be associated with ethical or health-oriented values. Therefore, we propose the following hypothesis:

**H4:** Vegan-labeled products will be perceived as more trustworthy than non-vegan-labeled products.

## 2.6 Perceived Intentionality as a Moderator

While previous research has mainly emphasized the heuristic impact of labels, a more nuanced understanding of why consumers interpret them in specific ways can be gained through attribution theory (Kelley & Michela, 1980) and the Persuasion Knowledge Model (Friestad & Wright, 1994).

Attribution theory suggests that individuals do not merely react to surface cues but often seek causal explanations, especially when information is ambiguous (Park & Nunes, 2024). Such explanations can be internal, relating to motives or values, or external, reflecting

situational or strategic factors (Kelley & Michela, 1980). A classic application comes from advertising research: when confronted with a commercial, consumers may ask whether it reflects genuine product quality (internal attribution) or is primarily intended to persuade (external attribution). Messages interpreted as persuasive tend to lower confidence and reduce purchase intentions, whereas internally attributed messages foster trust and increase willingness to buy (Settle & Golden, 1974).

Importantly, such attributional reasoning may also activate persuasion knowledge, a set of cognitive mechanisms consumers use to detect and resist marketing influence. According to the Persuasion Knowledge Model (Friestad & Wright, 1994), once consumers recognize a label as a persuasion attempt, they are more likely to respond critically, question the brand's motives, and ultimately evaluate the product less favorably.

This reasoning can also be applied to vegan labeling. When consumers encounter a vegan label on products that are not obviously vegan, such as sauces, baked goods, or snacks, they may question whether the product was intentionally developed to be vegan or merely happens to meet vegan criteria. If a product is perceived as intentionally vegan, the label is more likely to be seen as aligned with the brand's ethical or health-related motives, thereby enhancing perceptions of authenticity. In contrast, unintentionally vegan products that carry a vegan label may be interpreted as a strategic attempt to capitalize on plant-based trends, which can elicit skepticism and diminish perceptions of authenticity.

Taken together, these insights suggest that the perceived intention behind a product's vegan status may moderate labeling effects. Therefore, we propose the following hypothesis:

**H5:** The effect of the vegan label on perceived product attributes will differ depending on whether products are perceived as intentionally or unintentionally vegan, with unintentionally vegan products prompting more skepticism and less favorable evaluations.

### 2.7 Behavioral Intentions

Beyond perceptual judgments, labeling can also shape downstream behavioral intentions. Prior research shows that front-of-pack claims not only influence perceptions of health or naturalness but also affect consumers' willingness to try and their purchase preferences (Berry et al., 2017; Bialkova et al., 2015). Positive cues can increase openness toward trying novel products (Hoek et al., 2011; Onwezen et al., 2021), whereas labels associated with skepticism or stigma may reduce willingness to try and lower purchase preference (Markowski & Roxburgh, 2018; Stremmel et al., 2022). Willingness to try and purchase preference, therefore,

capture whether label-induced perceptions and the role of intentionality ultimately translate into consumer behavior. They serve as important secondary outcomes in the present study, examined alongside the primary perceptual attributes.

### *Additional Considerations*

Previous research indicates that the effects of labels are not uniform but vary according to individual characteristics such as familiarity, label attitudes, and dietary identity (Hoek et al., 2011; Graça et al., 2015; Folwarczny et al., 2024). Consumers who self-identify as vegan or vegetarian may be susceptible to the authenticity or perceived intent behind a vegan label, whereas others may associate such labels with negative stereotypes or primarily commercial motives (Markowski & Roxburgh, 2018; Barham, 2002). Moreover, greater familiarity with a product category or higher consumer knowledge has been shown to amplify the impact of certification cues, especially for less familiar brands (e.g., Herédia-Colaço et al., 2017).

Overall, these findings underline that labeling effects depend on both the cues conveyed through labels and consumers' individual predispositions. While the present study does not focus on these factors directly, participants' label attitudes, familiarity with veganism, and dietary identity are included as control variables to account for their potential influence, while also offering opportunities for exploratory analysis.

## 2.8 Summary and Conceptual Model

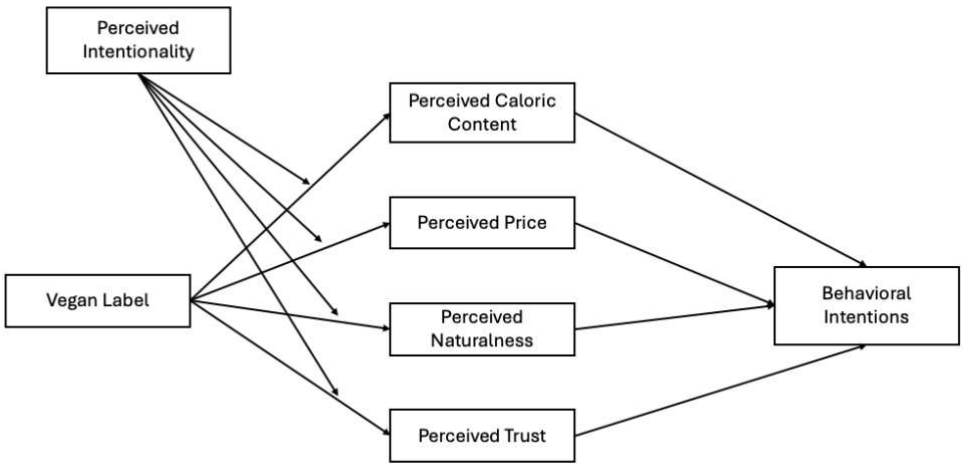
The reviewed literature highlights that labels act as heuristic cues that can trigger both positive and negative spillover effects, influencing consumer perceptions beyond the information explicitly provided. While prior research on vegan labeling has mainly examined perceptions of healthfulness, taste, and sustainability, little is known about its influence on further judgments, such as perceived caloric content, price, naturalness, and trust. Attribution theory further suggests that the perceived intentionality of a product's vegan status may shape how consumers interpret such labels, potentially amplifying or attenuating their effects.

Building on these insights, the present study addresses two research questions: (1) To what extent does the presence of a vegan label influence consumer perceptions of caloric content, price, naturalness, and trust? (2) Does the perceived intentionality of a product's vegan status moderate these effects? Accordingly, we hypothesize that vegan-labeled products will be perceived as lower in calories (H1), more expensive (H2), more natural (H3), and more trustworthy (H4) than non-labeled products. Moreover, we expect these effects to differ depending on whether the product is perceived as intentionally or unintentionally vegan (H5).

These hypotheses will be tested in an experimental survey study in which participants evaluate food products under systematically varied labeling conditions. The conceptual model summarizing the proposed relationships is presented in Figure 1.

**Figure 1**

*Conceptual model of the hypothesized relationships*




## 3. Methodology

This chapter presents the methodological approach of the thesis. Section 3.1 describes the pre-study that was conducted to select and validate the stimuli. Section 3.2 then outlines the main study in detail, including information on participants, materials, design, and procedure. Together, these sections provide the foundation for testing the hypotheses developed in the literature review.

### 3.1 Pre-Study

To establish a reliable foundation for the main experiment, a pre-study was conducted to verify that the chosen stimuli were comparable within categories while still reflecting systematic differences in intentionality. Building on previous labelling studies that examined products such as spreads (Berry et al., 2017; Stremmel et al., 2022), chocolate (Ruby et al., 2024; Nadricka et al., 2020), ice cream (Prada et al., 2019), snacks (Bialkova et al., 2016; Berry & Romero, 2021; Nadricka et al., 2020), and meat substitutes (Noguerol et al., 2021; Brankovic et al., 2025), the present study expanded this scope by including creamers and wraps, thus covering a wider range of everyday food categories.

The pre-study used a within-subjects design with 16 participants who completed an online survey via Qualtrics after providing informed consent. Nine product categories were included, each featuring an intentionally vegan, an unintentionally vegan, and a non-vegan option (see Table 1). By including a variety of food types ranging from meat substitutes to spreads, creamers, ice cream, and chocolate, the study aimed to capture a broad range of product contexts, thereby improving the robustness and generalizability of the results. Participants first received a short explanation of the terms "vegan" and "intentionally vegan" before beginning the task.

**Table 1**

*Product groups with intentionally vegan, unintentionally vegan, and non-vegan options*

| Product group | Intentionally vegan | Unintentionally vegan | Non-vegan |
|---|---|---|---|
| Meatballs | Chickpea balls | Falafel | Traditional meatballs |
| Savoury spreads | Chickpea-tahini spread | Hummus | Ricotta |
| Sweet spreads | Oat-milk chocolate spread | Peanut butter | Nutella |
| Creamer | Oat-milk creamer | Coconut cream | Dairy creamer |
| Ice cream | Soy-based vanilla ice cream | Fruit sorbet | Dairy vanilla ice cream |
| Bolognese | Soy mince bolognese | Lentil bolognese | Beef bolognese |
| Wraps | Pea-protein wrap | Tofu Wrap | Chicken Wrap |
| Chips | Smokey soy-flavoured chips | Olive oil chips | Duck-fat chips |
| Chocolate | Almond-milk chocolate | Dark chocolate | Milk chocolate |

Each product was rated on perceived intentionality using an 8-point scale (0 = not vegan, 1 = not at all intentionally vegan, 7 = fully intentionally vegan). Participants also evaluated each item on three additional dimensions: perceived caloric content *("How high in calories do you think this product is?"*, 1 = not high at all, 7 = very high), perceived price *("How expensive do you think this product is?"*, 1 = not at all, 7 = very expensive), and perceived processing (*"How would you rate the processing level of this product?"*, 1 = very low, 7 = very high). These measures ensured that the selected stimuli differed systematically in intentionality while remaining broadly comparable across other relevant attributes.

To analyse the data, a repeated-measures ANOVA was conducted. Results showed that meatballs, chocolate, and savory spreads were the most suitable categories for the main study, as they provided clear and statistically significant contrasts in intentionality while remaining broadly comparable across other attributes. For example, chickpea balls ($M$ = 6.38, $SD$ = 2.19) were rated as significantly more intentionally vegan than falafel balls ($M$ = 2.69, $SD$ = 1.01; $p$

< .001), with both clearly separated from non-vegan meatballs ($M$ = 1.00, $SD$ = 0.00). Similarly, almond-milk chocolate ($M$ = 5.87, $SD$ = 2.00) was perceived as more intentionally vegan than dark chocolate ($M$ = 2.19, $SD$ = 0.40; $p$ < .001), while milk chocolate was consistently rated as non-vegan ($M$ = 1.00, $SD$ = 0.00). For savoury spreads, the chickpea–tahini spread ($M$ = 7.00, $SD$ = 1.41) was judged significantly more intentionally vegan than hummus ($M$ = 2.50, $SD$ = 0.89; $p$ < .001), with ricotta ($M$ = 1.06, $SD$ = 0.26) again clearly classified as non-vegan. By contrast, categories such as chips, wraps, bolognese, ice cream, creamers, and sweet spreads were excluded, as they either did not produce consistent distinctions between intentionally and unintentionally vegan products or differed substantially in other attributes (e.g., calories, price, naturalness), which would have confounded the focus on intentionality.

Taken together, these results justified the use of meatballs, chocolate, and savoury spreads as the experimental stimuli in the main study (see Appendix 1, Table 1.1 for detailed pre-study results).

### 3.2 Main Study

A total of 140 participants were recruited via Prolific and received monetary compensation. The sample had a mean age of $M$ = 42.16 years ($SD$ = 14.51, range = 19–80). Regarding gender, 76 participants identified as female (54.3%) and 64 as male (45.7%).

#### 3.2.1 Independent Variables

The experiment employed a 2 (label: present vs. absent) × 2 (intentionality: intentional vs. unintentional) between-subjects design with four conditions in total. For the label manipulation, there were two conditions of label presence. In the first condition, the same products were shown with a vegan label on the front of the packaging, whereas in the second condition, they were shown without a label. For the intentionality manipulation, there were likewise two conditions: in the first, participants were presented with products identified as intentionally vegan, and in the second, with products identified as unintentionally vegan, as determined in the pre-study (see Figures 2–4 for the specific stimuli).

The product images were created using Canva mock-ups to ensure consistency across conditions. Fictional brand names were used to avoid pre-existing brand associations, and all packaging was standardized in style and layout. The V-Label was digitally added or removed to manipulate label presence, chosen for its broad market presence and high consumer familiarity (V-Label GmbH, n.d.)

**Figure 2**

*Stimuli used in the chocolate category*


*Note.* Almond-milk chocolate (intentionally vegan) and dark chocolate (unintentionally vegan), each presented with and without a vegan label.

**Figure 3**

*Stimuli used in the savory spreads category*


*Note.* Chickpea–tahini spread (intentionally vegan) and hummus (unintentionally vegan), each presented with and without a vegan label.

**Figure 4**

*Stimuli used in the meatball category*


*Note.* Chickpea balls (intentionally vegan) and falafel (unintentionally vegan), each presented with and without a vegan label.

### 3.2.2 Dependent Variables

To measure perceived caloric content, we asked participants to evaluate the caloric value of the product on two items adapted from previous research. First, they rated *"In your opinion, what is the caloric value of the product you just saw?"* (1 = not at all caloric, 7 = very caloric), adapted from Prada et al. (2017). Second, they compared the product's calories to similar products by answering *"Compared to other products in this category, do you think one serving of this product contains fewer or more calories?"* (1 = fewer calories, 7 = more calories), adapted from Schuldt and Schwarz (2010). Both were measured on a 7-point Likert scale [Cronbach's $\alpha$ = .728].

Price perceptions were measured using two self-developed items. First, participants answered *"How expensive do you think the previously shown product is?"* on a 7-point scale (1 = not at all, 7 = very much). Second, they evaluated the product in relative terms with the item *"Compared to other products in this category, do you think this product is expensive?"* (1 = not at all, 7 = very much) on the same scale [Cronbach's $\alpha$ = .824].

Perceived naturalness was assessed with two items adapted from Berry et al. (2017). First, participants rated *"Based on the photo that you just saw, how likely is it that the product is minimally processed?"* on a 7-point Likert scale (1 = not at all likely, 7 = very likely). Second, they answered *"How likely is it that the product contains ingredients that have been artificially manipulated?"* on the same scale. The second item was reverse-coded before analysis [Cronbach's $\alpha$ = .807].

Perceived trust was measured with four items from Gorton et al. (2021) and Kim et al. (2011). Two items captured credibility (*"I trust this product"*; *"This product seems reliable"*), while the other two items captured benevolence (*"The company behind this product is honest with consumers"*; *"I believe the company behind this product acts with good intentions"*). All items were rated on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree) [Cronbach's $\alpha$ = .943].

Willingness to try and purchase preference was measured using two items. Willingness to try was assessed with the item *"I am willing to try this product"* (Bäckström et al., 2004), while purchase preference was captured with the item *"I would prefer to buy this product over other similar products"* (Stremmel et al., 2022). Responses were given on 7-point Likert scales (1 = strongly disagree, 7 = strongly agree). Both items capture behavioral intentions and were therefore combined into a single construct [Cronbach's $\alpha$ = .836].

### 3.2.3 Manipulation Checks

To check the manipulation of intentionality, participants responded to the same item used in the pre-study: *"To what extent do you think the product you were shown is intentionally vegan (i.e., specifically made to be vegan)?"* (1 = not at all intentionally vegan, 7 = very intentionally vegan).

To verify the effectiveness of the label manipulation, participants were asked to identify which label had been shown to them in the previous section, adapted from Ruby et al. (2024). They could choose between *"Vegan Label"*, *"Vegetarian Label"*, *"Plant-based Label"*, or indicate *"There was no label shown"*. To facilitate recognition, the corresponding labels were displayed as images alongside the response options.

### 3.2.4 Control Variables

To account for individual differences in how participants respond to food labels, three control variables were included.

Label attitude was measured with three items adapted from Folwarczny et al. (2024) (*"When buying groceries, I seek labeled products"*, *"Food labels allow me to know what I am consuming"*, *"It is important that may food is labeled"*) rated on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) [Cronbach's $\alpha$ = .888].

Vegan-label familiarity was evaluated using two items adapted from Prada et al. (2019) and Berry et al. (2017): *"How do you rate your knowledge about vegan products?" and "How familiar are you with what it means for a product to be labeled as vegan?"* Both items were rated on a 5-point scale (1 = not at all familiar, 5 = extremely familiar) [Cronbach's $\alpha$ = .749].

Dietary identity was measured using a single item from Graça et al. (2015), where participants indicated to what extent they identified as meat eaters, omnivores, vegetarians, or vegans, on a 5-point scale (1 = not at all, 5 = very much). In addition, dietary orientation was operationalized as a continuous index (neu_vegorient), calculated as the mean of two omnivorous identification items (meat eater, omnivore) minus the mean of two non-meat items (vegetarian, vegan). Scores ranged from –8 to +8, with lower values reflecting stronger vegetarian/vegan orientations and higher values reflecting more omnivorous orientations.

### 3.2.5 Additional Measures (Replication Items)

To ensure comparability with prior research, several replication items were included. Following Stremmel et al. (2022), perceptions of healthiness (*"This product seems healthier than similar products"*) and taste (*"I expect this product to taste better than similar products"*)

were measured. In addition, to broaden the replication to sustainability-related perceptions, two items adapted from Küst (2019) assessed environmental friendliness (*"Do you think the product you saw has been prepared in an environmentally friendly way?";"Do you believe the product you were shown is environmentally friendly?").* All items were rated on 7-point Likert scales (1 = strongly disagree, 7 = strongly agree) [Cronbach's $\alpha = .886$]. These variables were included for replication purposes and tested in exploratory analyses, without forming part of the main hypotheses.

### 3.2.6 Procedure

Participants first provided informed consent and were informed that the study formed part of a Master's thesis on consumer perceptions of food products. They were assured that participation was voluntary and anonymous before being randomly assigned to one of the four experimental conditions (label presence × intentionality).

At the beginning of the survey, participants read a short introduction explaining that they would evaluate different food products. In conditions with label presence, the introduction explicitly stated that the product carried a vegan label (with a brief explanation of "vegan"). No such note was shown in the label-absent conditions.

Subsequently, participants were shown three product stimuli (chocolate, savory spread, meatballs). Each stimulus was followed by questions on perceived naturalness, caloric content, price, trust, willingness to try, and purchase preference, along with replication items on healthfulness, taste, and sustainability. After each block, a manipulation check assessed perceived intentionality; once all products had been evaluated, a second check asked participants to identify the label shown.

Finally, participants answered questions about the control measures on label attitude, vegan familiarity, and dietary identity. Demographic information (age, gender) was collected at the end, followed by a short debriefing.

## 4. Results

The collected data were exported and analysed using SPSS. This chapter presents the sample characteristics, manipulation checks, control variables, and the results of the statistical analyses, and evaluates whether the proposed hypotheses are supported or rejected.

### 4.1 Sample

In total, $N = 140$ valid responses were gathered via Prolific. Incomplete responses and those flagged as rapid or non-serious were automatically excluded by the platform, leaving a dataset without missing values and requiring no additional cleaning. Participants were evenly distributed across the four experimental conditions ($N = 35$ per condition). The sample had a mean age of 42.16 years ($SD = 14.51$), reflecting a broad age range. Regarding gender, 54.3% identified as female and 45.7% as male. For dietary orientation, the sample mean was $M = 3.14$ ($SD = 3.69$), indicating a predominantly omnivorous orientation (Appendix 3, Table 3.2).

### 4.2 Manipulation Checks

A chi-square test was conducted to verify the effectiveness of the vegan label manipulation (Appendix 3, Table 3.3). As expected, significant differences emerged between the experimental (with vegan label; 94.2% correctly identified the vegan label) and the control group (without label; 96.8% correctly indicated that no label was shown) in the measures of the label manipulation check ($\chi^2(3, N = 140) = 109.85$, $p < .001$) indicating that the manipulation of the independent variable label was effective. All participants were retained in the main analyses, even if they failed the manipulation check. Excluding such cases would have reduced statistical power and risked biasing the sample. Accordingly, the full sample provides the most reliable estimate of label effects, while additional analyses focus on the subset of participants who actively recognized the label, thereby capturing potential differences between implicit and explicit processing.

To test the effectiveness of the intentionality manipulation, an independent-samples *t*-test was conducted (Appendix 3, Table 3.3). As expected, we found significant differences between the intentional condition ($M = 5.29$, $SD = 1.08$) and the unintentional condition ($M = 4.71$, $SD = 1.39$) in the manipulation check, Welch's $t(129.69) = –2.76$, $p = .007$, Cohen's $d = –0.47$, indicating that the manipulation of intentionality was effective across product categories. As each stimulus had its own intentionality test, however, separate independent sample *t*-tests were afterwards conducted for each of the three categories. As expected, we found significant differences between the experimental ($M = 5.23$, $SD = 1.74$) and the control group ($M = 4.50$, $SD = 1.88$) in the intentionality manipulation check ($t(138) = –2.23$, $p = .019$, $d = –0.40$), indicating that the manipulation of intentionality was effective in the spreads condition. As expected, we also found significant differences between the experimental group ($M = 5.07$, $SD = 1.54$) and the control group ($M = 4.30$, $SD = 1.93$) in the intentionality manipulation check ($t(131.64) = -3.61$, $p < .001$, $d = -0.61$), indicating that the manipulation was effective in the

balls condition. Contrary to expectations, no significant differences were found between the intentional condition ($M$ = 4.67, $SD$ = 1.95) and the unintentional condition ($M$ = 4.73, $SD$ = 1.95) in the perceived intentionality of the product, $t(138) = 0.17$, $p = .863$, $d = 0.03$. This indicates that the manipulation of intentionality was not successful for the chocolate product.

Although no significant differences emerged for chocolate, this condition was retained in the main analyses. Stimuli had been selected in advance through the pre-study, which showed clear differences in perceived intentionality, and removing one category afterwards would have reduced comparability and consistency of the design. In addition, intentionality was considered a theoretically meaningful moderator expected to play a role across product types. The lack of differentiation in chocolate is therefore noted as a limitation but not a reason to exclude the stimulus.

### 4.3 Control Variables

Independent-samples $t$-tests were conducted on the control variables to check for baseline differences between conditions (Appendix 3, Table 3.4). Familiarity with veganism differed significantly between the label ($M$ = 3.34, $SD$ = 0.92) and no-label group ($M$ = 2.86, $SD$ = 1.07), $t(138) = –2.85$, $p = .005$, $d = –0.48$, but not between the intentional ($M$ = 3.09, $SD$ = 1.02) and unintentional condition ($M$ = 3.11, $SD$ = 1.02), $t(138) = 0.12$, $p = .902$, $d = 0.02$.

For label attitude, no significant differences were found between the label ($M$ = 3.60, $SD$ = 1.08) and no-label condition ($M$ = 3.52, $SD$ = 1.12), $t(138) = –0.41$, $p = .683$, $d = –0.07$, nor between the intentional ($M$ = 3.55, $SD$ = 1.02) and unintentional condition ($M$ = 3.57, $SD$ = 1.17), $t(138) = 0.10$, $p = .919$, $d = 0.02$.

Dietary orientation differed significantly between the label ($M$ = 3.29, $SD$ = 3.86) and no-label group ($M$ = 5.07, $SD$ = 2.73), $t(124.04) = 3.16$, $p = .002$, $d = 0.53$, but not between the intentional ($M$ = 4.01, $SD$ = 3.05) and unintentional condition ($M$ = 4.34, $SD$ = 3.82), $t(138) = 0.56$, $p = .575$, $d = 0.09$.

These results indicate that familiarity with veganism and dietary orientation differed systematically between groups and were therefore included as covariates in the subsequent ANCOVA analyses. In contrast, label attitude did not differ significantly and was consequently not considered further.

### 4.4 Dependent Variables

The central analyses investigated whether the presence of a vegan label and the perceived intentionality of a product influenced consumer perceptions. For this purpose, two-

way ANOVAs with label (present vs. absent) and intentionality (intentional vs. unintentional) as between-subjects factors were run for each dependent variable. Since familiarity with veganism and dietary orientation showed links to the dependent measures, the analyses were repeated as two-way ANCOVAs controlling for these variables (Appendix 3, Table 3.5-3.6).

### 4.4.1 Perceived Caloric Content

The two-way ANOVA revealed no significant main effect of label ($F(1,136) = 1.35$, $p = .248$, $\eta p^2 = .010$), indicating that perceptions on caloric content did not differ significantly between products with a vegan label ($M = 4.01$, $SD = 0.77$) and those without a vegan label ($M = 4.17$, $SD = 0.82$). There was also no significant main effect of intentionality ($F(1,136) = 0.01$, $p = .916$, $\eta p^2 = .000$), indicating that perceptions of caloric content did not differ significantly between intentionally vegan ($M = 4.08$, $SD = 0.80$) and unintentionally vegan products ($M = 4.10$, $SD = 0.78$). Additionally, the interaction between label and intentionality was also non-significant ($F(1,136) = 0.45$, $p = .505$, $\eta p^2 = .003$). Exploratory *t*-tests showed that neither the label effect nor the intentionality effect reached significance across conditions (all *p*s > .19).

When controlling for dietary orientation and familiarity with veganism, the ANCOVA yielded the same pattern. No significant main effects of label ($M\_adj = 4.00$, $SE = 0.10$; $M\_adj = 4.18$, $SE = 0.10$; $F(1,134) = 1.49$, $p = .225$, $\eta p^2 = .011$), or intentionality ($M\_adj = 4.08$, $SE = 0.14$; $M\_adj = 4.09$, $SE = 0.10$; $F(1,134) = 0.00$, $p = .949$, $\eta p^2 = .000$) were found. The interaction between label and intentionality was likewise non-significant, $F(1,134) = 0.46$, $p = .498$, $\eta p^2 = .003$. Simple-effects analyses also indicated no hidden interaction (all *p*s > .17). Neither covariate significantly predicted calorie perceptions (dietary orientation: $F(1,134) = 0.31$, $p = .580$, $\eta p^2 = .002$; familiarity with veganism: $F(1,134) = 1.22$, $p = .271$, $\eta p^2 = .009$). Although the adjusted means differed slightly from the ANOVA estimates, the overall pattern of non-significant effects remained unchanged.

These findings suggest that the vegan label did not influence perceptions of caloric content, nor did intentionality. In addition, no interaction effect emerged, indicating that the impact of the vegan label did not vary between intentionally and unintentionally vegan products. Therefore, H1, which proposed a main effect of the vegan label, is not supported. Similarly, H5, predicting a moderating role of intentionality, is not supported in the case of perceived caloric content.

### 4.4.2 Perceived Price

The two-way ANOVA showed no significant main effect of label, $F(1,136) = 0.014$, $p = .904$, $\eta p^2 = .000$, indicating that perceived price did not differ significantly between products with a vegan label ($M = 5.10$, $SD = 0.80$) and without ($M = 5.12$, $SD = 0.85$). The main effect of intentionality was likewise non-significant, $F(1,136) = 1.936$, $p = .166$, $\eta p^2 = .014$, with similar ratings for intentionally vegan products ($M = 5.20$, $SD = 0.72$) and unintentionally vegan products ($M = 5.01$, $SD = 0.91$). The interaction between label and intentionality was also non-significant, $F(1,136) = 1.572$, $p = .212$, $\eta p^2 = .011$. Exploratory *t*-tests confirmed the absence of label effects in both the intentional ($p = .270$) and unintentional condition ($p = .474$). Intentionality, however, revealed a marginal difference in the no-label condition ($p = .070$), but not in the label condition ($p = .922$).

When controlling for dietary orientation and familiarity with veganism, the ANCOVA yielded the same pattern. No significant main effects of label ($M\_adj = 5.13$, $SE = 0.10$; $M\_adj = 5.09$, $SE = 0.10$; $F(1,134) = 0.103$, $p = .748$, $\eta p^2 = .001$) or intentionality ($M\_adj = 5.21$, $SE = 0.10$; $M\_adj = 5.01$, $SE = 0.10$; $F(1,134) = 2.058$, $p = .154$, $\eta p^2 = .015$) were found. The interaction effect was also non-significant ($F(1,134) = 1.606$, $p = .207$, $\eta p^2 = .012$). Exploratory simple-effects analyses again showed no significant label effects ($p = .522$; $p = .271$). Notably, the marginal difference between intentional and unintentional products in the no-label condition also persisted after adjustment ($p = .058$), whereas no effect was observed in the label condition ($p = .905$), The consistency of this marginal pattern across both analyses suggests a possible conditional effect, though its exploratory nature warrants caution. Neither dietary orientation ($F(1, 134) = 1.049$, $p = .308$, $\eta p^2 = .008$), nor familiarity with veganism ($F(1, 134) = 0.458$, $p = .500$, $\eta p^2 = .003$) significantly predicted price perceptions. Although adjusted means differed slightly from the ANOVA estimates, the overall pattern of non-significant effects remained unchanged.

Taken together, these results suggest that neither the vegan label nor product intentionality significantly influenced perceived price. In addition, no interaction effect emerged, indicating that the impact of the vegan label did not vary between intentionally and unintentionally vegan products. Therefore, H2, which proposed a main effect of the vegan label, is not supported. Similarly, H5, predicting a moderating role of intentionality, is not supported in the case of perceived price.

### 4.4.3 Perceived Naturalness

The two-way ANOVA showed no significant main effect of label, $F(1,136) = 0.607$, $p = .437$, $\eta p^2 = .004$, indicating that perceived naturalness did not differ significantly between products with a vegan label ($M = 4.36$, $SD = 1.20$) and without a vegan label ($M = 4.20$, $SD = 1.10$). The main effect of intentionality was likewise non-significant, $F(1,136) = 1.255$, $p = 0.265$, $\eta p^2 = .009$, indicating that perceptions of naturalness did not differ significantly between intentionally vegan products ($M = 4.17$, $SD = 1.21$) and unintentionally vegan products ($M = 4.39$, $SD = 1.09$). The interaction between label and intentionality was also non-significant $F(1,136) = 0.009$, $p = .923$, $\eta p^2 = .000$. Exploratory *t*-tests confirmed that neither label nor intentionality effects reached significance across conditions (all *p*s > .41).

When controlling for dietary orientation and familiarity with veganism, the ANCOVA yielded the same pattern. No significant main effect of label ($M\_adj = 4.28$, $SE = 0.14$; $M\_adj = 4.29$, $SE = 0.14$), $F(1, 134) = 0.002$, $p = .965$, $\eta p^2 = .000$, nor intentionality ($M\_adj = 4.16$, $SE = 0.14$; $M\_adj = 4.40$, $SE = 0.14$) $F(1, 134) = 1.555$, $p = .215$, $\eta p^2 = .011$, was found. The interaction was likewise non-significant ($F(1, 134) = 0.004$, $p = .947$, $\eta p^2 = .000$). Exploratory simple-effects analyses revealed no hidden effects (all *p*s > .18) Among the covariates, familiarity with veganism was not significant ($F(1, 134) = 0.688$, $p = .408$, $\eta p^2 = .005$). In contrast, dietary orientation emerged as a significant predictor of perceived naturalness, $F(1, 134) = 5.642$, $p = .026$, $\eta p^2 = .037$, with stronger vegan/vegetarian orientation being associated with higher ratings of naturalness.

Although the adjusted means differed slightly from the ANOVA estimates, the overall pattern of non-significant main and interaction effects remained unchanged, while dietary orientation consistently predicted naturalness perceptions. Taken together, these results suggest that neither the vegan label nor product intentionality influenced perceived naturalness, and no interaction effect was observed. Therefore, H3, which proposed a main effect of the vegan label, is not supported. Similarly, H5, predicting a moderating role of intentionality, is not supported in the case of naturalness perceptions. However, dietary orientation emerged as a significant covariate, with stronger vegan/vegetarian orientation being associated with higher ratings of naturalness.

### 4.4.4 Perceived Trust

The two-way ANOVA showed no significant main effect of label, $F(1,136) = 1.417$, $p = .236$, $\eta p^2 = .010$, indicating that perceived trust did not differ significantly between products with a vegan label ($M = 4.89$, $SD = 0.95$) and those without ($M = 4.70$, $SD = 0.90$). There was

also no significant main effect of intentionality, $F(1,136) = 2.369$, $p = .126$, $\eta p^2 = .017$, indicating that perceptions of trust did not differ significantly between intentionally vegan ($M = 4.92$, $SD = 0.82$) and unintentionally vegan products ($M = 4.67$, $SD = 1.02$). The interaction effect between label and intentionality was also non-significant ($F(1,136) = 0.116$, $p = .733$, $\eta p^2 = .001$). Exploratory *t*-tests showed that neither the label effect nor the intentionality effect reached significance across conditions (all *p*s > .19).

When controlling for dietary orientation and familiarity with veganism, the ANCOVA yielded the same pattern. No significant main effects were found for label ($M\_adj = 4.81$, $SE = 0.11$; $M\_adj = 4.78$, $SE = 0.11$; $F(1,134) = 0.044$, $p = .835$, $\eta p^2 = .000$) or intentionality ($M\_adj = 4.91$, $SE = 0.11$; $M\_adj = 4.68$, $SE = 0.11$; $F(1,134) = 2.255$, $p = .136$, $\eta p^2 = .017$). The interaction effect was also non-significant ($F(1,134) = 0.140$, $p = .709$, $\eta p^2 = .001$). Exploratory simple-effects analyses showed no hidden effects of label ($p = .683$; $p = .915$) or intentionality (all *p*s > .35). Among the control variables, dietary orientation showed a marginally significant negative influence on trust, $F(1,134) = 3.734$, $p = .055$, $\eta p^2 = .027$. Vegan familiarity also exhibited a marginally significant effect, $F(1,134) = 3.371$, $p = .069$, $\eta p^2 = .025$.

Although the adjusted means differed only slightly from the ANOVA estimates, the overall pattern of non-significant main and interaction effects remained unchanged. Taken together, these results indicate that neither the vegan label nor product intentionality significantly influenced trust. Therefore, H4, which predicted a main effect of the vegan label, is not supported. Similarly, H5, predicting a moderating role of intentionality, is not supported in the case of trust perceptions. However, the marginal covariate effects suggest that individual differences may play a minor role in shaping trust evaluations.

### 4.5 Behavioral Intentions

Behavioral intentions were conceptualized initially as downstream outcomes expected to be influenced indirectly via the four main perceptual variables: caloric content, price, naturalness, and trust. Since the analyses did not reveal significant effects of label or intentionality on these perceptual variables, a mediation pathway could not be meaningfully tested. To nevertheless provide a comprehensive account of labeling effects, exploratory analyses were conducted to examine whether label presence and intentionality directly influenced behavioral intentions (Appendix 3, Table 3.7).

The two-way ANOVA showed no significant main effect of label, $F(1,136) = .147$, $p = .702$, $\eta p^2 = .001$, indicating that behavioral intentions did not differ significantly between products with a vegan label ($M = 4.64$, $SD = 1.25$) and those without ($M = 4.56$, $SD = 1.16$).

The main effect of intentionality was likewise non-significant, $F(1,136) = .000$, $p = .991$, $\eta p^2 = .000$, indicating that behavioral intentions did not differ significantly between intentionally vegan ($M = 4.60$, $SD = 1.18$) and unintentionally vegan products ($M = 4.60$, $SD = 1.23$). The interaction effect between label and intentionality was also non-significant ($F(1,136) = .000$, $p = .991$, $\eta p^2 = .000$). Exploratory *t*-tests confirmed that neither factor reached significance across conditions (all *p*s > .19).

When controlling for dietary orientation and familiarity with veganism, the ANCOVA confirmed this pattern. No significant effects of label ($M\_adj = 4.64$, $SE = 1.25$; $M\_adj = 4.56$, $SE = 1.16$; $F(1,134) = .597$, $p = .441$, $\eta p^2 = .004$), or intentionality ($M\_adj = 4.60$, $SE = 1.18$; $M\_adj = 4.60$, $SE = 1.23$; $F(1,134) = .011$, $p = .918$, $\eta p^2 = .000$), were found, and the interaction between label and intentionality was likewise non-significant ($F(1,134) = .000$, $p = .988$, $\eta p^2 = .000$). Exploratory simple-effects analyses showed no hidden label ($p = .583$; $p = .570$) effects or intentionality effects (all *p*s > .930). Among the covariates, dietary orientation showed a significant influence on behavioral intentions ($F(1,134) = 5.182$, $p = .024$, $\eta p^2 = .037$), with stronger vegan/vegetarian orientation being associated with higher intentions. Vegan familiarity also exhibited a significant effect, $F(1,134) = 5.161$, $p = .025$, $\eta p^2 = .037$, suggesting that greater familiarity with veganism increased behavioral intentions.

Taken together, these results indicate that neither the vegan label nor product intentionality directly influenced behavioral intentions, and no interaction effect was observed. However, individual differences in dietary orientation and familiarity with veganism significantly shaped participants' behavioral intentions.

### 4.6 Replication Measures

To examine whether previously reported effects of vegan labeling could be replicated, additional analyses were conducted for health, taste, and environmental friendliness. As these measures were included for replication purposes only, the results are reported in a condensed form below, with full SPSS output provided in Appendix 3, Tables 3.5-3.7.

#### *Perceived Health*

The two-way ANOVA revealed no significant effects of label, $F(1,136) = 1.54$, $p = .217$, $\eta p^2 = .011$, or intentionality, $F(1,136) = 0.57$, $p = .452$, $\eta p^2 = .004$, and no interaction, $F(1,136) = 0.05$, $p = .827$, $\eta p^2 < .001$. Means were similar across conditions (all *p*s > .29). The ANCOVA confirmed this pattern, with no significant main or interaction effects (all *p*s > .35). Neither dietary orientation, $F(1,134) = 2.11$, $p = .149$, $\eta p^2 = .015$, nor familiarity with veganism,

$F(1,134) = 1.58$, $p = .211$, $\eta p^2 = .012$, significantly predicted health ratings. Thus, previously reported label effects on health perceptions could not be replicated. Taken together, these findings suggest that the vegan label did not influence health perceptions, nor did intentionality. As health was included as a replication item, the previously reported labeling effects on perceived healthiness could not be replicated in the present study.

***Environmental Friendliness***

A two-way ANOVA revealed a significant main effect of label ($F(1,136) = 7.432$, $p = .007$, $\eta p^2 = .052$): Products with a vegan label ($M = 4.75$, $SD = 1.11$) were perceived as significantly more environmentally friendly than products without a vegan label ($M = 4.25$, $SD = 1.07$). By contrast, intentionality had no significant effect, $F(1,112) = 1.334$, $p = .294$, $\eta p^2 = .008$, and the interaction was also non-significant, $F(1,136) = 0.095$, $p = .758$, $\eta p^2 = .001$. Exploratory *t*-tests revealed that the label effect was significant in the intentional condition ($p = .032$), but not in the unintentional condition ($p = .098$), while intentionality itself was non-significant across label conditions ($p > .347$). The ANCOVA did not replicate the label effect ($F(1,134) = 2.740$, $p = .100$, $\eta p^2 = .020$), and intentionality and the interaction remained non-significant (all *p*s > .30). However, significant covariate effects emerged: familiarity with veganism positively predicted perceptions of environmental friendliness, $F(1,134) = 5.754$, $p = .018$, $\eta p^2 = .025$, while dietary orientation showed a marginal influence, $F(1,134) = 2.928$, $p = .089$, $\eta p^2 = .021$.

Overall, the results indicate that vegan labels increased perceived environmental friendliness in the ANOVA, but this effect disappeared once covariates were taken into account. Intentionality had no influence, whereas individual differences, especially familiarity with veganism, shaped evaluations. As a replication item, environmental friendliness therefore offers only partial support for earlier findings on labeling effects.

***Perceived Taste***

The two-way ANOVA revealed no significant effects of label, $F(1,136) = 0.64$, $p = .424$, $\eta p^2 = .005$, or intentionality, $F(1,136) = 0.32$, $p = .573$, $\eta p^2 = .002$, and interaction, $F(1,136) = 0.38$, $p = .541$, $\eta p^2 = .003$. Means were similar across conditions. The ANCOVA confirmed this pattern, with no significant main or interaction effects (all ps > .11). Neither dietary orientation, $F(1,134) = 2.59$, $p = .110$, $\eta p^2 = .019$, nor familiarity with veganism, $F(1,134) = 2.69$, $p = .103$, $\eta p^2 = .020$, significantly predicted taste perceptions. Thus, previously reported label effects on taste could not be replicated.

### 4.7 Analysis Based on Conscious Label Recognition

Of the total sample ($N$ = 140), 14 participants failed the manipulation check (i.e., they either did not correctly recall the vegan label or assumed that a label was present when it was not). They were excluded from the following analyses, leaving a reduced sample of N = 126. These additional analyses allow for a direct comparison with the full-sample results to examine whether effects of the vegan label become more pronounced when it is consciously noticed (Appendix 3, Table 3.8)

For calorie perceptions, the two-way ANOVA revealed a significant main effect of the vegan label, $F(1,122) = 6.50$, $p = .012$, $\eta p^2 = .051$. Products with a vegan label ($M$ = 3.96, $SD$ = 0.76) were perceived as less caloric than those without the label ($M$ = 4.30, $SD$ = 0.73). The main effect of intentionality, as well as the interaction between label and intentionality, was not significant. The ANCOVA confirmed the label effect, $F(1,120) = 7.64$, $p = .006$, $\eta p^2 = .060$, while intentionality and the interaction remained non-significant. Vegan familiarity had a significant influence on calorie perceptions, $F(1,120) = 4.32$, $p = .041$, $\eta p^2 = .035$, indicating that participants with higher familiarity with veganism tended to perceive products as less caloric. By contrast, dietary orientation did not exert a significant effect ($p$ = .516). This contrasts with the full sample, where the effect of the label on calorie perception was non-significant.

For price perceptions, no significant effects of label, intentionality, or their interaction were found (all $p$s > .37). This contrasts with the full sample, where intentionality showed a marginal effect.

For naturalness, no significant main effects of label, intentionality, or their interaction were found. In the ANCOVA, however, dietary orientation emerged as a significant predictor ($p$ = .028). This pattern was consistent with the full sample, where dietary orientation was likewise significant.

For trust, the ANOVA revealed a significant main effect of intentionality, $F(1,122) = 3.99$, $p = .048$, $\eta p^2 = .032$, with intentionally vegan products ($M$ = 4.95, $SD$ = 0.76) being perceived as more trustworthy than unintentionally vegan ones ($M$ = 4.63, $SD$ = 1.04). No significant main effect of the label or interaction between label and intentionality was observed. In the ANCOVA, the effect of intentionality disappeared, while vegan orientation emerged as a significant predictor ($p$ = .033). This pattern differed from the full sample, where neither label nor intentionality reached significance in the ANOVA, and where both vegan orientation and vegan familiarity only showed marginal effects in the ANCOVA.

For environmental friendliness, the ANOVA revealed a significant main effect of the vegan label, $F(1,122) = 10.14$, $p = .002$, $\eta p^2 = .077$. Products with a vegan label ($M = 4.75$, $SD = 1.14$) were perceived as more environmentally friendly than products without the label ($M = 4.13$, $SD = 1.07$). No significant main effects of intentionality or the interaction were observed. In the ANCOVA, however, this effect of the label dropped to marginal significance ($p = .056$), while vegan familiarity emerged as a significant predictor ($p = .033$). Compared to the full sample, this pattern was largely consistent: the label effect was significant in the ANOVA but not in the ANCOVA, where vegan familiarity remained significant and vegan orientation showed a marginal effect.

For health perceptions, no significant effects emerged, consistent with the full sample.

For taste perceptions, the ANOVA revealed no significant effects of label, intentionality, or their interaction. In the ANCOVA, dietary orientation showed a marginal effect ($p = .051$). Compared to the full sample, where neither the main effects nor the covariates reached significance, the results were consistent.

Finally, for behavioral intentions, no significant effects of label or intentionality were detected. However, dietary orientation ($p = .004$) and vegan familiarity ($p = .031$) were significant predictors, replicating the effects of the control variables from the full sample.

### 4.8 Exploratory Research

For exploratory purposes, a multiple linear regression analysis was conducted for the full sample ($N = 140$) to examine which perceptual variables best predicted behavioral intentions. Behavioral intentions correlated strongly with perceived taste ($r = .87$, $p < .001$), healthiness ($r = .74$, $p < .001$), trust ($r = .66$, $p < .001$), environmental friendliness ($r = .59$, $p < .001$), and naturalness ($r = .55$, $p < .001$). Smaller correlations were found for vegan familiarity (positive) and vegan orientation (negative), while perceived calories and perceived price were unrelated to behavioral intentions. When all predictors were entered simultaneously, the regression model was significant, $F(9,130) = 61.29$, $p < .001$, explaining 81% of the variance in behavioral intentions ($R^2 = .81$). Perceived taste emerged as the strongest predictor ($\beta = .63$, $p < .001$), followed by a smaller effect of naturalness ($\beta = .11$, $p = .03$). All other predictors were non-significant once these two variables were considered. Collinearity diagnostics (all VIF < 3, tolerance > .33) indicated no multicollinearity concerns. The full regression output is provided in Appendix 3, Table 3.7.

For the reduced sample ($N = 126$), the overall model was also significant, $F(9,116) = 57.78$, $p < .001$, explaining 81.8% of the variance ($R^2 = .818$). Taste again emerged as the

strongest predictor of behavioral intentions ($\beta$ = .60, p < .001), followed by smaller effects of health ($\beta$ = .16, $p$ = .023) and naturalness ($\beta$ = .11, $p$ = .041). All other predictors were non-significant. Compared to the full sample, where only taste and naturalness were significant predictors, the reduced sample additionally revealed a significant contribution of health perceptions. The full regression output is provided in Appendix 3, Table 3.9.

### 4.9 Summary of Analysis

The analyses investigated whether the presence of a vegan label and the perceived intentionality of a product influenced consumer perceptions of caloric content, price, naturalness, and trust. Across the full sample ($N$ = 140), none of the four hypothesized perceptual outcomes were significantly affected by the vegan label or by product intentionality. Likewise, no interaction effects between label and intentionality emerged. As a result, Hypotheses 1–4, which predicted main effects of the vegan label on the perceptual outcomes, were not supported in the full-sample analyses. Similarly, Hypothesis 5, which proposed that intentionality would moderate label effects, also received no support.

When examining behavioral intentions directly, neither label presence nor intentionality produced significant effects, and no interaction was observed. However, participants with a stronger vegetarian/vegan orientation and greater familiarity with veganism consistently reported higher behavioral intentions. This suggests that individual predispositions, rather than the experimental manipulations, shaped behavioral intentions.

The replication measures provided mixed results. Perceived health and perceived taste showed no effects of label or intentionality. By contrast, environmental friendliness yielded partial support: products with a vegan label were rated as more environmentally friendly in the ANOVA. However, this effect did not hold once covariates were included. Instead, familiarity with veganism emerged as a reliable positive predictor.

The reduced-sample analyses, based on conscious label recognition ($N$ = 126), revealed somewhat stronger effects. Vegan-labeled products were consistently perceived as less caloric, even after covariates were included, while they were also seen as more environmentally friendly and intentionally vegan products as more trustworthy than unintentionally vegan ones. The latter two effects, however, weakened or disappeared once covariates were considered, suggesting that they were less robust and more contingent on individual differences. Importantly, the reduced-sample results partly diverged from the full-sample findings, indicating that conscious recognition of the vegan label may strengthen certain perceptions, particularly calories and environmental friendliness.

Finally, exploratory regression analyses identified the key predictors of behavioral intentions. Across both the full and reduced samples, perceived taste consistently emerged as the strongest predictor, followed by smaller contributions of naturalness (in both samples) and health (in the reduced sample only). Other perceptual variables, including calories, price, trust, and environmental friendliness, did not explain additional variance once these factors were accounted for.

## 5. Discussion

This chapter interprets the results of the analysis and discusses theoretical implications, outlines managerial contributions, and addresses the study's limitations before suggesting future research.

### 5.1 Interpretation & Theoretical Implications

This study aimed to examine whether vegan labels influence consumer perceptions of caloric content, price, naturalness, trust, and behavioral intentions, and whether these effects are moderated by the perceived intentionality of a product's vegan status. Across the full sample, no significant effects of the vegan label emerged, and intentionality did not moderate outcomes. Thus, neither RQ1 (impact of vegan labels) nor RQ2 (moderating role of intentionality) received empirical support. However, when analyses were restricted to participants who consciously recognized the label, some selective effects emerged.

For perceived caloric content (H1), no evidence was found that the vegan label functioned as a heuristic shortcut in the full sample. Prior research has shown that labels such as "organic" or "low-fat" often trigger halo effects, leading consumers to underestimate caloric content (Wansink & Chandon, 2006; Prada et al., 2017; Schuldt & Schwarz, 2010). By contrast, the vegan label did not produce such a spillover. From a heuristic–systematic perspective, the vegan label did not provide a sufficiently diagnostic signal to shift calorie judgments. Interestingly, in the recognition sample, vegan-labeled products were perceived as less caloric, suggesting that such labels influence calorie perceptions only when consciously noticed and that heuristic processing in this context requires a minimum level of awareness.

For perceived price (H2), the results provided no evidence that the vegan label functioned as a heuristic cue, despite prior evidence of the "healthy = expensive" heuristic (Haws et al., 2017) and that plant-based diets are commonly perceived as more expensive (Noguerol et al., 2021). In the present study, price expectations remained relatively stable

regardless of labeling. This indicates that vegan labels do not operate as consistent price signals and that price expectations remain relatively stable, regardless of labeling.

For perceived naturalness (H3), the vegan label likewise had no effect. While some labels have been shown to increase perceived naturalness (Berry et al., 2017; Prada et al., 2019; Rozin et al., 2012), the vegan label did not trigger such inferences, suggesting that vegan labels are not automatically processed as indicators of naturalness.

Similarly, perceived trust (H4) remained unaffected. While labels can strengthen trust by signaling credibility and benevolence (Lassoued & Hobbs, 2015; Loureiro & McCluskey, 2000; Ayyub et al., 2018), the vegan label did not function in this way. Trust appeared to depend more on consumer orientation and familiarity than on minimal cues. Interestingly, in the recognition sample, intentionally vegan products were initially rated as more trustworthy than unintentionally vegan ones, but this effect vanished once covariates were included, pointing to the dominance of individual-level influences.

Regarding intentionality as a moderator (H5), no consistent effects emerged. Contrary to expectations derived from attribution theory (Kelley & Michela, 1980), the distinction between intentionally and unintentionally vegan products did not influence the effects of the vegan label on perceptions of calories, price, naturalness, or trust. The manipulation checks confirmed that participants were able to perceive and report differences in intentionality in two of the three categories, but these perceptions did not necessarily translate into evaluations. In the reduced sample, where participants consciously recognized the label, intentionality showed an independent effect on trust: intentionally vegan products were perceived as more trustworthy than unintentionally vegan ones. However, this effect vanished once covariates were included, indicating that it was less stable than individual-level influences such as dietary orientation. The findings suggest that attributional reasoning is not triggered automatically by a vegan label but may arise only under conditions of conscious processing, implying that stronger or more explicit signals, such as direct claims, may be needed to activate causal inferences about brand motives. In this sense, attribution appears highly context-dependent. Relatedly, the Persuasion Knowledge Model (Friestad & Wright, 1994) finds little support. Participants did not seem to interpret the vegan label on unintentionally vegan products as a persuasion attempt, suggesting that low-salience cues are insufficient to activate persuasion knowledge processes such as resistance or skepticism. Persuasion knowledge may therefore be activated only when cues are both salient and clearly perceived as strategically motivated. Alternatively, consumers may have noticed the label but found it non-diagnostic for the tested variables. From this perspective,

both attribution theory and the Persuasion Knowledge Model appear less suitable in contexts where cues are minimal.

Finally, no effects were found for health or taste, despite prior evidence that vegan labels can bias such perceptions (Stremmel et al., 2022). By contrast, environmental friendliness showed a significant label effect with products carrying a vegan logo rated as more sustainable. However, this effect disappeared once covariates were included, indicating that the association was driven less by the label itself than by individual differences, again underscoring that consumer heterogeneity rather than minimal label cues accounted for variation in judgments.

For behavioral intentions, no direct effects of the vegan label were found. Instead, exploratory regression revealed perceived taste as the strongest predictor, followed by a smaller contribution of naturalness, whereas calories, price, trust, and environmental perceptions exerted no independent influence once taste was accounted for. In the recognition sample, health perceptions also gained significance, suggesting that when consumers consciously attend to labels, health-related inferences may complement, but not outweigh, hedonic drivers. These results highlight the primacy of sensory expectations over abstract credence cues, reinforcing evidence that taste remains the central barrier and motivator of plant-based adoption (Hoek et al., 2011; Onwezen et al., 2021).

The finding that vegan familiarity and dietary orientation significantly predicted multiple attributes, while the label manipulation itself did not, supports theories of motivated reasoning. From this perspective, personal identity and prior knowledge shape whether labels are treated as diagnostic, contributing to a more nuanced understanding that labeling effects are not uniform across the population but moderated by individual predispositions (Hoek et al., 2011; Graça et al., 2015).

One possible further explanation for the results is that category-level associations, for example “chocolate is always caloric” or “spreads are always cheap”, may override label-based heuristics when expectations are already well established. This points to product typicality as a potential boundary condition for labeling effects, adding nuance to existing theories by suggesting that label cues may fail to generate perceptual spillovers in categories where consumer expectations are firmly anchored.

Overall, this study finds little evidence that vegan labels act as robust heuristic cues, and intentionality did not serve as a consistent moderator. Selective effects emerged only among participants who consciously recognized the label: vegan-labeled products were perceived as less caloric, and intentionally vegan items were initially rated as more trustworthy, though the latter effect disappeared once covariates were considered. Across outcomes, individual

predispositions outweighed label cues, and taste expectations remained the dominant driver of behavioral intentions, with naturalness, and, under label recognition, health perceptions, playing smaller roles. These results suggest that vegan labels alone are insufficient to shift consumer judgments. Their influence depends on conscious recognition, is shaped by individual differences, and remains secondary to hedonic expectations. Theoretically, the findings delineate boundary conditions for heuristic processing, limit the scope of attribution theory and persuasion knowledge in minimal-cue contexts, and reaffirm the centrality of taste in consumer decision-making

### 5.2 Managerial Contributions

From a managerial perspective, the findings of this thesis offer several important implications for brands and practitioners in the food and beverage industry. As vegan labels become increasingly visible on FMCG (Fortune Business Insights, 2025; (V-Label GmbH, n.d.), companies must decide strategically whether and how to adopt such labels.

First, the results clearly demonstrate that vegan labels are not universal heuristic cues. Managers should not assume that placing a vegan label on packaging will automatically enhance perceptions of calories, price, naturalness, trust, or behavioral intentions. In the tested product categories, a vegan badge alone did little to change consumer evaluations. At the same time, no negative effects emerged either, suggesting that while the label does not harm consumer perceptions, it also does not serve as a strong stand-alone differentiation strategy. Consequently, companies should avoid relying solely on vegan labeling in these contexts.

Second, the findings underline that responses to labeling are shaped more by consumer characteristics than by the label itself. Vegan familiarity and dietary orientation significantly predicted perceptions the tested perceptions. This means that managers should not expect a uniform response across audiences: consumers with higher familiarity or a stronger plant-based orientation evaluated products more positively overall, while more omnivorous participants remained unaffected. These results highlight the importance of segmenting communication strategies according to consumer predispositions rather than relying on the vegan label as a one-size-fits-all cue.

Third, the results highlight the central role of taste in shaping consumer behavior. Regression analyses showed that taste expectations were by far the strongest predictor of behavioral intentions, whereas the vegan label itself had no effect. This suggests that marketing communication should place primary emphasis on taste, with vegan labeling serving only an additional element of communication. In addition, naturalness, and health, emerged as a weaker

but still relevant predictor of behavioral intentions, indicating that managers may also benefit from making natural aspects of their products more salient.

Fourth, the findings show that while consumers are able to distinguish between intentionally and unintentionally vegan products, they did not seek further explanations. This means that adding a vegan label to products that happen to be vegan carries no apparent risk of negative reactions, as no adverse effects were observed. At the same time, it suggests that consumers did not actively question or interpret the origin of a product's vegan status. For managers, this implies that if intentional vegan product design is meant to be part of the positioning, it must be communicated more explicitly, since a simple label alone is insufficient to signal such intentions.

In sum, the findings caution against treating vegan labels as stand-alone marketing tools. Instead, managers should emphasize taste as the primary driver of behavioral intentions, consider consumer predispositions such as dietary orientation and familiarity, and communicate intentionality more explicitly if it is part of the positioning. Vegan labels may still be useful when combined with other cues, such as environmental messaging, but they should not be expected to shift consumer evaluations on their own.

### 5.3 Limitations

While this study provides valuable insights into the role of vegan labels on consumer perceptions, several limitations must be acknowledged that constrain the interpretation, internal validity, and generalizability of the findings. The proposed hypotheses were not supported, suggesting that either the theoretical framework or the methodological execution may have prevented the detection of effects.

First, the study employed a between-subjects design conducted via an online survey, with random assignment to conditions but without full environmental control. Participants completed the survey in diverse, uncontrolled settings, which may have introduced external influences such as device type, screen size, or multitasking distractions. These factors could have reduced cognitive engagement with the stimuli and weakened the salience of the manipulations, thereby potentially limiting internal validity. In addition, the between-subjects design may have limited sensitivity to small perceptual shifts, and the modest sample size (N = 140) further reduced the power to detect subtle effects.

Second, certain constructs were measured with single-item indicators, restricting the ability to assess reliability and potentially limiting the robustness of the results (Bergkvist & Rossiter, 2007).

Third, the manipulations themselves also posed challenges. The manipulation check for intentionality failed in the chocolate condition, which weakened the test of H5 and reduced confidence in conclusions regarding attributional reasoning. Relatedly, the stimuli used to manipulate intentionality introduced further limitations. The pre-study that guided stimulus selection was based on a small sample (N = 16), which may have been biased toward participants with higher familiarity with vegan products. As a result, the distinction between intentionally and unintentionally vegan items may not have generalized well to the larger main study sample. In addition, the product names may have caused confusion. For instance, "almond milk chocolate" might not have been interpreted uniformly, with some participants potentially assuming that it contained dairy milk. Such misunderstandings could have diluted the manipulation of intentionality and contributed to the null of effects in the main study.

Fourth, there was a clear mismatch between predictions and results. None of the hypotheses were supported, challenging the assumption that simple vegan labels consistently trigger heuristic spillover effects such as halos or horns. Several factors may account for this outcome. The vegan label may have been too subtle to activate heuristic processing and category expectations may also have reduced diagnosticity, since products such as hummus, falafel, or dark chocolate are often already widely perceived as plant-based. In addition, strong category-based associations may have overridden potential labeling effects. For example, chocolate may be consistently associated with high caloric content regardless of labeling. Finally, the intentionality manipulation may have been too weak to elicit attributional reasoning.

Finally, alternative explanations cannot be ruled out. One possibility is that consumers increasingly recognize that "vegan" does not automatically mean "healthy," which may weaken potential heuristic effects and lead them to interpret the label simply as an indicator of the absence of animal-based ingredients or an ethical marker rather than as information about product composition. Another explanation is that individual differences overshadowed label effects, with dietary orientation and vegan familiarity exerting stronger influence than external cues. This may also reflect broader market changes, as vegan options have become more common, competition has increased, and prices have decreased, leading to greater familiarity with such labels. Finally, attribution processes may be triggered only when intentionality is communicated more explicitly, rather than through subtle design features such as labels.

### 5.4 Future Research

Several important avenues for future research remain. A central question is the boundary conditions under which vegan labels meaningfully shape consumer perceptions.

First, the present study highlights the need to examine category context more closely. Future research should test whether vegan labeling is more effective in counter-stereotypical categories, such as cheese, burgers, or dairy substitutes, where plant-based status is less expected, rather than in domains where vegan options are already commonplace.

Second, intentionality remains an interesting avenue for future research. To capture its potential influence more effectively, studies should move beyond subtle visual differences and instead employ stronger manipulations, such as explicit on-pack claims, to clarify whether a product was intentionally designed to be vegan. Such approaches would allow a more rigorous test of attribution theory and its relevance in labeling contexts.

Third, future studies would benefit from methodological refinements to increase sensitivity to subtle perceptual differences. Within-subjects designs could allow participants to directly compare products across conditions, thereby enhancing detection of small label effects. Eye-tracking would make it possible to verify whether labels are visually attended to, while behavioral outcomes, such as willingness-to-pay, would provide more ecologically valid measures than self-reports. Larger samples would strengthen statistical power and enable the detection of conditional effects.

Finally, future studies should broaden the scope of moderators and labeling formats. Potential moderators, such as food neophobia, may help explain heterogeneity in consumer responses. Research could also investigate whether repeated exposure to vegan labels alters perceptions over time, or whether taste-focused framing interacts with vegan labels to influence behavioral intentions.

## 6. Conclusion

This thesis examined whether vegan labels shape perceptions of calories, price, naturalness, and trust, and whether perceived intentionality moderates these effects. Overall, the findings show that vegan labels exert limited influence. In the full sample, they did not significantly affect consumer perceptions or intentions, and intentionality did not act as a consistent moderator. Only when participants consciously recognized the label did selective effects emerge: vegan-labeled products were consistently perceived as less caloric, while initial effects on trust and environmental friendliness weakened once individual differences were considered.

Across outcomes, dietary orientation and vegan familiarity frequently outweighed label effects, indicating that labels are filtered through personal identities and prior knowledge. Taste expectations dominated behavioral intentions, with naturalness and, under label recognition, health perceptions playing smaller roles. This underscores the primacy of hedonic over credence cues in shaping consumer behavior.

The findings refine theory by specifying conditions under which labeling effects fail to emerge, clarifying the limits of attributional reasoning and persuasion knowledge in low-salience contexts, and reaffirming the centrality of sensory expectations in food choice.

For managers, this implies that vegan labels alone are insufficient to drive consumer response. Communication should instead emphasize taste, convey intentionality explicitly, and adapt messaging to consumer predispositions rather than relying on a one-size-fits-all badge.

Future research should examine when and for whom vegan labels meaningfully shape perceptions, focusing on counter-stereotypical product categories, stronger signals of intentionality, and refined methods such as within-subjects designs, eye-tracking, and behavioral choice tasks. Additional moderators and alternative label framings could further clarify consumer heterogeneity and the effects of repeated exposure or taste-focused messaging.

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# Appendix 1 – Pre-Study Results

**Table 1.1**

*Results of the Pre-Study: Means (M), Standard Deviations (SD), ANOVA Results, and Post-hoc Comparisons Across Product Categories*

Calories

| Product group | IV (M, SD) | UV (M, SD) | NV (M, SD) | F(df) | p | $\eta^2$ | Post-hoc summary |
|---|---|---|---|---|---|---|---|
| Meatballs | 3.31 (1.30) | 3.50 (1.60) | 4.19 (1.20) | 6.42 (2, 30) | .005 | .300 | NV > IV (p = .008); NV > UV (p = .022); IV ≈ UV (p = .383) |
| Spreads (Savory) | 3.56 (1.03) | 3.75 (1.34) | 3.31 (1.70) | .623 (2, 30) | .543 | .040 | NV ≈ IV (p = .580); NV ≈ UV (p = .371); IV ≈ UV (p = .383) |
| Spreads (Sweet) | 5.06 (1.12) | 5.75 (0.93) | 6.75 (0.58) | 17.033 (2, 30) | .001 | .532 | NV > UV (p = .002); NV > IV (p < .001); UV > IV (p = .022) |
| Creamer | 3.88 (1.36) | 4.38 (1.23) | 4.94 (1.44) | 4.910 (2, 30) | 0.14 | .247 | NV ≈ UV (p = .155); NV > IV (p = .014); UV ≈ IV (p = .056) |
| Ice Cream | 4.00 (1.03) | 3.69 (1.08) | 5.38 (1.26) | 17.420 (2,30) | <.001 | .537 | NV > UV (p < .001); NV > IV (p < .001); UV ≈ IV (p = .264) |
| Chocolate | 4.25 (1.24) | 3.63 (1.09) | 5.63 (1.03) | 19.452 )2, 30) | <.001 | .565 | NV > UV (p < .001); NV > IV (p = .002); UV ≈ IV (p = .086) |

Price

| Product group | IV (M, SD) | UV (M, SD) | NV (M, SD) | F(df) | p | $\eta^2$ | Post-hoc summary |
|---|---|---|---|---|---|---|---|
| Meatballs | 4.00 (1.10) | 3.62 (1.09) | 4.00 (0.97) | 1216 (2, 30) | .311 | .075 | NV ≈ IV (p = 1.00); NV ≈ UV (p = .138); IV ≈ UV (p = .188) |
| Spreads (Savory) | 3.44 (1.41) | 2.19 (1.11) | 3.31 (1.54) | 9161 (2, 30) | <.001 | .379 | NV < IV (p = .005); NV ≈ UV (p = .684); IV > UV (p = .002) |
| Spreads (Sweet) | 4.13 (0.96) | 2.94 (1.34) | 3.44 (1.26) | 9.501 (2, 30) | <.001 | .388 | NV < IV (p = .022); NV ≈ UV (p = .088); IV > UV (p < .001) |
| Creamer | 3.63 (1.09) | 2.94 (1.29) | 2.12 (1.26) | 12.324 (2, 30) | <.001 | .451 | NV < IV (p = .001); NV < UV (p = .032); IV > UV (p = .011) |
| Ice Cream | 3.94 (1.12) | 3.25 (1.24) | 2.56 (0.89) | 17.621 (2, 30) | <.001 | .540 | NV < IV (p < .001); NV < UV (p = .016); IV > UV (p = .007) |
| Chocolate | 3.25 (0.93) | 2.94 (1.00) | 2.44 (1.03) | 9.348 (2, 30) | <.001 | .384 | NV < IV (p < .001); NV < UV (p = .015); IV ≈ UV (p = .096) |

Naturalness

| Product group | IV (M, SD) | UV (M, SD) | NV (M, SD) | F(df) | p | $\eta^2$ | Post-hoc summary |
|---|---|---|---|---|---|---|---|
| Meatballs | 4.44 (1.71) | 3.38 (1.59) | 4.13 (1.20) | 8044 (2, 30) | .002 | .349 | NV ≈ IV (p = .173); NV > UV (p = .018); IV > UV (p = .004) |
| Spreads (Savory) | 3.81 (1.28) | 2.56 (1.32) | 2.37 (1.26) | 13.451 (2, 30) | <.001 | .473 | NV < IV (p < .001); NV ≈ UV (p = .580); IV < UV (p < .001) |
| Spreads (Sweet) | 5.00 (1.37) | 4.62 (1.36) | 6.37 (0.81) | 12.668 (2, 30) | <.001 | .458 | NV > IV (p = .002); NV > UV (p < .001); IV ≈ UV (p = .319) |
| Creamer | 3.75 (1.34) | 2.88 (1.36) | 3.19 (1.56) | 6.274 (2, 30) | .005 | .295 | NV ≈ IV (p = .095); NV ≈ UV (p = .055); IV > UV (p = .004) |
| Ice Cream | 4.44 (1.32) | 3.38 (1.20) | 4.31 (1.45) | 9.056 (2, 30) | <.001 | .376 | NV ≈ IV (p = .544); NV > UV (p = .008); IV > UV (p = .003) |
| Chocolate | 4.40 (1.06) | 3.67 (1.05) | 5.13 (1.51) | 7.735 (2, 28) | .002 | .356 | NV ≈ IV (p = .119); NV > UV (p = .005); IV < UV (p < .001) |

Intentionality

| Product group | IV (M, SD) | UV (M, SD) | NV (M, SD) | F(df) | p | $\eta^2$ | Post-hoc summary |
|---|---|---|---|---|---|---|---|
| Meatballs | 6.38 (2.19) | 2.69 (1.01) | 1.00 (0.00) | 55906 (2, 30) | <.001 | .788 | NV < IV (p < .001); NV < UV (p < .001); IV > UV (p < .001) |
| Spreads (Savory) | 7.00 (1.41) | 2.50 (0.89) | 1.06 (0.25) | 159.043 (2, 30) | <.001 | .914 | NV < IV (p < .001); NV < UV (p < .001); IV > UV (p < .001) |
| Spreads (Sweet) | 5.00 (1.37) | 4.62 (1.36) | 6.37 (0.81) | 12.668 (2, 30) | <.001 | .458 | NV < IV (p = .002); NV < UV (p < .001); IV > UV (p < .319) |
| Creamer | 6.31 (1.96) | 2.56 (1.26) | 1.00 (0.00) | 66.933 (2, 30) | <.001 | .817 | NV < IV (p < .001); NV < UV (p < .001); IV > UV (p < .001) |
| Ice Cream | 7.25 (1.18) | 2.25 (0.58) | 1.19 (0.40) | 252.056 (2, 30) | <.001 | .944 | NV < IV (p < .001); NV < UV (p < .001); IV > UV (p < .001) |
| Chocolate | 5.87 (1.99) | 2.19 (.40) | 1.00 (0.00) | 76.511 (2, 30) | <.001 | .836 | NV < IV (p < .001); NV < UV (p < .001); IV > UV (p < .001) |

*Note.* The detailed SPSS output is available upon request. For reasons of scope, results are summarized in the present table. The categories Wraps, Chips, and Bolognese were excluded because products intended as unintentionally vegan were frequently perceived as intentional, and vice versa, preventing a clear differentiation on the central dimension of intentionality.

# Appendix 2 - Questionnaire Main Study (Example Vegan Stimuli)

Q1 Welcome, and thank you for participating in this survey as part of my Master's thesis at Católica Lisbon School of Business & Economics. In this study, we are interested in understanding how people perceive and respond to food products- We will measure different perceptions related to these products. Your participation is completely anonymous and voluntary, and the survey should take approximately 7 minutes to complete. All brands are fictional. By proceeding, you consent to participate in this study. Thank you again for your time and contribution!

Q1.1 Please enter your Prolific ID in the box below. You can find your Prolific ID in your Prolific account under "Participant ID". This ID is only used to confirm your participation and to match your survey response with your Prolific account. Your responses will remain anonymous.

Q2 You will now be shown three different products with a vegan label and asked to evaluate them based on several attributes. Please rate each product as honestly as possible. Your responses are essential to our research.

Q3 Please take a moment to review the product below before answering the next questions. You will be able to continue after a few seconds.


Q5 Please answer the following questions based on the photo you just saw.
A processed product is one that has been changed from its natural form (e.g., by adding artificial ingredients).

- Based on the photo you just saw, how likely is it that the product is minimally processed?
- How likely is it that the product presented contains ingredients that have been artificially manipulated?

(Scale: 1 = Not at all likely, 7 = Very likely)

Q6 In your opinion, what is the caloric value of the product you just saw?
(Scale: 1 = Not at all caloric, 7 = Very caloric)

Q7 Compared to other chocolates, do you think that one serving of this chocolate contains fewer or more calories?
(Scale: 1 = Fewer calories, 7 = More calories)

Q8 Please answer the following questions based on the photo you just saw.

- How expensive do you think the previously shown product is?
- Compared to other chocolates, do you think this product is expensive?

(Scale: 1 = at all; 7 = Very much)

Q9 Do you believe the product you were shown is environmentally friendly (e.g., production, transport)? (Scale: 1 = Strongly disagree; 7 = Strongly agree)

Q10 Please indicate how much you agree with the following statements about the previously shown product.

- I am willing to try this product.
- This product seems healthier than similar products.
- I expect this product to taste better than similar products.
- I would prefer to buy this product over other similar products.

(Scale for all: 1 = Strongly disagree; 7 = Strongly agree)

Q11 Do you think the product you saw has been prepared in an environmentally friendly way?
Scale: 1 = Strongly disagree, 7 = Strongly agree

Q13 Please indicate how much you agree with the following statements about the previously shown product.

- I trust this product.
- This product seems reliable.

(Scale: 1 = Strongly disagree; 7 = Strongly agree)

Q14 Please indicate how much you agree with the following statements about the fictional company behind the product you just saw.

- The company behind this product is honest with consumers.
- I believe the company behind this product acts with good intentions.

(Scale: 1 = Strongly disagree; 7 = Strongly agree)

Q15 To what extent do you think the product you were shown is intentionally vegan (i.e., specifically made to be vegan)? A vegan product is one that does not contain any ingredients of animal origin (e.g., no meat, fish, dairy, eggs, or honey).
(Scale: 1 = Not at all intentionally vegan; 7 = Very intentionally vegan)

Q42 Please select the label that was shown to you in the previous sections.
Options: Vegan label / Vegetarian Label / Plant-based Label / There was no label shown

Q43 Please indicate to what extent you agree with the following statements.

- When buying groceries, I seek labeled products.
- Food labels allow me to know what I am consuming.
- It is important that my food is labeled.

(Scale: 1 = Strongly disagree; 5 = Strongly agree)

Q44 How do you rate your knowledge about vegan products?
(Scale: 1 = Very low; 5 = Very high)

Q45 How familiar are you with what it means for a product to be labeled as vegan?
(Scale: 1 = Not familiar at all; 5 = Extremely familiar)

Q46 Please indicate your gender.
Options: Male / Female / Non-binary / Third gender/ Other / Prefer not to say

Q47 Please indicate your age in numbers.

Q48 Please indicate to what extent you identify yourself with the following descriptions.
Options: Meat eater / Omnivore / Vegetarian / Vegan

## Appendix 3 – Main Study Results

**Table 3.1**
*Scales Reliabilities (Cronbach's α)*

*Naturalness*

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|---|---|---|---|
| Cases | Valid | 140 | 100,0 |
| | Excluded[a] | 0 | ,0 |
| | Total | 140 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---|---|
| ,807 | 6 |

*Calories*

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|---|---|---|---|
| Cases | Valid | 140 | 100,0 |
| | Excluded[a] | 0 | ,0 |
| | Total | 140 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---|---|
| ,728 | 6 |

*Trust*

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|---|---|---|---|
| Cases | Valid | 140 | 100,0 |
| | Excluded[a] | 0 | ,0 |
| | Total | 140 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---|---|
| ,943 | 12 |

*Price*

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|---|---|---|---|
| Cases | Valid | 140 | 100,0 |
| | Excluded[a] | 0 | ,0 |
| | Total | 140 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---|---|
| ,824 | 6 |

*Environmental*

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|---|---|---|---|
| Cases | Valid | 140 | 100,0 |
| | Excluded[a] | 0 | ,0 |
| | Total | 140 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---|---|
| ,886 | 6 |

**Table 3.2**
*Sample Demographics*

*Gender*

**Frequency Table**

**Please indicate your gender.**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Male | 64 | 45,7 | 45,7 | 45,7 |
| | Female | 76 | 54,3 | 54,3 | 100,0 |
| | Total | 140 | 100,0 | 100,0 | |

*Dietary Orientation*

**Descriptive Statistics**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| neu_vegorient | 140 | -8,00 | 8,00 | 4,1786 | 3,45009 |
| Valid N (listwise) | 140 | | | | |

*Age*

**Descriptive Statistics**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| age_num | 140 | 19,00 | 80,00 | 42,1643 | 14,51450 |
| Valid N (listwise) | 140 | | | | |

**Table 3.3**
*Manipulation Checks*

*Label Manipulation (Crosstabs for label manipulation (Chi-Square-Test))*

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Please select the label that was shown to you in the previous sections. * label | 140 | 100,0% | 0 | 0,0% | 140 | 100,0% |

**Please select the label that was shown to you in the previous sections. * label Crosstabulation**

| | | | label | | |
|---|---|---|---|---|---|
| | | | ,00 | 1,00 | Total |
| Please select the label that was shown to you in the previous sections. | Vegan Label | Count | 4 | 65 | 69 |
| | | % within Please select the label that was shown to you in the previous sections. | 5,8% | 94,2% | 100,0% |
| | Vegetarian Label | Count | 1 | 1 | 2 |
| | | % within Please select the label that was shown to you in the previous sections. | 50,0% | 50,0% | 100,0% |
| | Plant-based Label | Count | 4 | 2 | 6 |
| | | % within Please select the label that was shown to you in the previous sections. | 66,7% | 33,3% | 100,0% |
| | There was no label shown. | Count | 61 | 2 | 63 |
| | | % within Please select the label that was shown to you in the previous sections. | 96,8% | 3,2% | 100,0% |
| Total | | Count | 70 | 70 | 140 |
| | | % within Please select the label that was shown to you in the previous sections. | 50,0% | 50,0% | 100,0% |

**Chi-Square Tests**

| | Value | df | Asymptotic Significance (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 109,848[a] | 3 | <,001 |
| Likelihood Ratio | 135,389 | 3 | <,001 |
| Linear-by-Linear Association | 108,913 | 1 | <,001 |
| N of Valid Cases | 140 | | |

a. 4 cells (50,0%) have expected count less than 5. The minimum expected count is 1,00.

*Intentionality Overall*

**Group Statistics**

| | intent | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| intent_overall | ,00 | 70 | 4,7095 | 1,39463 | ,16669 |
| | 1,00 | 70 | 5,2905 | 1,07665 | ,12868 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Significance | | | | 95% Confidence Interval of the Difference | |
| | | F | Sig. | t | df | One-Sided p | Two-Sided p | Mean Difference | Std. Error Difference | Lower | Upper |
| intent_overall | Equal variances assumed | 5,558 | ,020 | -2,759 | 138 | ,003 | ,007 | -,58095 | ,21058 | -,99734 | -,16457 |
| | Equal variances not assumed | | | -2,759 | 129,689 | ,003 | ,007 | -,58095 | ,21058 | -,99758 | -,16433 |

**Independent Samples Effect Sizes**

| | | Standardizer[a] | Point Estimate | 95% Confidence Interval | |
|---|---|---|---|---|---|
| | | | | Lower | Upper |
| intent_overall | Cohen's d | 1,24583 | -,466 | -,801 | -,130 |
| | Hedges' correction | 1,25265 | -,464 | -,797 | -,129 |
| | Glass's delta | 1,07665 | -,540 | -,881 | -,195 |

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

*Intentionality Spreads*

**Group Statistics**

| | intent | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| To what extent do you think the product you were shown is intentionally vegan (i.e., specifically made to be vegan)? | ,00 | 70 | 4,50 | 1,879 | ,225 |
| A vegan product is one that does not contain any ingredients of animal origin (e.g., no meat, fish, dairy, eggs, or honey). | 1,00 | 70 | 5,23 | 1,738 | ,208 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Significance | | | | 95% Confidence Interval of the Difference | |
| | | F | Sig. | t | df | One-Sided p | Two-Sided p | Mean Difference | Std. Error Difference | Lower | Upper |
| To what extent do you think the product you were shown is intentionally vegan (i.e., specifically made to be vegan)? | Equal variances assumed | 1,653 | ,201 | -2,382 | 138 | ,009 | ,019 | -,729 | ,306 | -1,333 | -,124 |
| A vegan product is one that does not contain any ingredients of animal origin (e.g., no meat, fish, dairy, eggs, or honey). | Equal variances not assumed | | | -2,382 | 137,170 | ,009 | ,019 | -,729 | ,306 | -1,333 | -,124 |

**Independent Samples Effect Sizes**

| | | Standardizer[a] | Point Estimate | 95% Confidence Interval | |
|---|---|---|---|---|---|
| | | | | Lower | Upper |
| To what extent do you think the product you were shown is intentionally vegan (i.e., specifically made to be vegan)? | Cohen's d | 1,809 | -,403 | -,737 | -,067 |
| | Hedges' correction | 1,819 | -,400 | -,733 | -,067 |
| A vegan product is one that does not contain any ingredients of animal origin (e.g., no meat, fish, dairy, eggs, or honey). | Glass's delta | 1,738 | -,419 | -,756 | -,079 |

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

*Intentionality Balls*

**Group Statistics**

| | intent | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| To what extent do you think the product you were shown is intentionally vegan (i.e., specifically made to be vegan)? | ,00 | 70 | 4,90 | 1,927 | ,230 |
| A vegan product is one that does not contain any ingredients of animal origin (e.g., no meat, fish, dairy, eggs, or honey). | 1,00 | 70 | 5,97 | 1,541 | ,184 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Significance | | | | 95% Confidence Interval of the Difference | |
| | | F | Sig. | t | df | One-Sided p | Two-Sided p | Mean Difference | Std. Error Difference | Lower | Upper |
| To what extent do you think the product you were shown is intentionally vegan (i.e., specifically made to be vegan)? | Equal variances assumed | 7,643 | ,006 | -3,632 | 138 | <,001 | <,001 | -1,071 | ,295 | -1,655 | -,488 |
| A vegan product is one that does not contain any ingredients of animal origin (e.g., no meat, fish, dairy, eggs, or honey). | Equal variances not assumed | | | -3,632 | 131,642 | <,001 | <,001 | -1,071 | ,295 | -1,655 | -,488 |

**Independent Samples Effect Sizes**

| | | Standardizer[a] | Point Estimate | 95% Confidence Interval Lower | Upper |
|---|---|---|---|---|---|
| To what extent do you think the product you were shown is intentionally vegan (i.e., specifically made to be vegan)? A vegan product is one that does not contain any ingredients of animal origin (e.g., no meat, fish, dairy, eggs, or honey). | Cohen's d | 1,745 | -,614 | -,952 | -,274 |
| | Hedges' correction | 1,755 | -,611 | -,947 | -,272 |
| | Glass's delta | 1,541 | -,695 | -1,044 | -,342 |

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

*Intentionality Chocolate*

T-Test

**Group Statistics**

| | intent | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| To what extent do you think the product you were shown is intentionally vegan (i.e., specifically made to be vegan)? | ,00 | 70 | 4,73 | 1,948 | ,233 |
| A vegan product is one that does not contain any ingredients of animal origin (e.g., no meat, fish, dairy, eggs, or honey). | 1,00 | 70 | 4,67 | 1,954 | ,234 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances F | Sig. | t-test for Equality of Means t | df | Significance One-Sided p | Two-Sided p | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference Lower | Upper |
|---|---|---|---|---|---|---|---|---|---|---|---|
| To what extent do you think the product you were shown is intentionally vegan (i.e., specifically made to be vegan)? | Equal variances assumed | ,077 | ,782 | ,173 | 138 | ,431 | ,863 | ,057 | ,330 | -,595 | ,709 |
| A vegan product is one that does not contain any ingredients of animal origin (e.g., no meat, fish, dairy, eggs, or honey). | Equal variances not assumed | | | ,173 | 137,999 | ,431 | ,863 | ,057 | ,330 | -,595 | ,709 |

**Independent Samples Effect Sizes**

| | | Standardizer[a] | Point Estimate | 95% Confidence Interval Lower | Upper |
|---|---|---|---|---|---|
| To what extent do you think the product you were shown is intentionally vegan (i.e., specifically made to be vegan)? A vegan product is one that does not contain any ingredients of animal origin (e.g., no meat, fish, dairy, eggs, or honey). | Cohen's d | 1,951 | ,029 | -,302 | ,361 |
| | Hedges' correction | 1,962 | ,029 | -,300 | ,359 |
| | Glass's delta | 1,954 | ,029 | -,302 | ,360 |

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

**Table 3.4**
*Control Variables*

*Familiarity with veganism*

**Group Statistics**

| | label | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| vegan_fam | ,00 | 70 | 2,8571 | 1,06711 | ,12754 |
| | 1,00 | 70 | 3,3357 | ,91573 | ,10945 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances F | Sig. | t-test for Equality of Means t | df | Significance One-Sided p | Two-Sided p | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference Lower | Upper |
|---|---|---|---|---|---|---|---|---|---|---|---|
| vegan_fam | Equal variances assumed | 3,735 | ,055 | -2,847 | 138 | ,003 | ,005 | -,47857 | ,16807 | -,81089 | -,14625 |
| | Equal variances not assumed | | | -2,847 | 134,892 | ,003 | ,005 | -,47857 | ,16807 | -,81096 | -,14618 |

**Independent Samples Effect Sizes**

| | | Standardizer[a] | Point Estimate | 95% Confidence Interval Lower | Upper |
|---|---|---|---|---|---|
| vegan_fam | Cohen's d | ,99430 | -,481 | -,817 | -,144 |
| | Hedges' correction | ,99975 | -,479 | -,812 | -,144 |
| | Glass's delta | ,91573 | -,523 | -,863 | -,178 |

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

**Group Statistics**

| | intent | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| vegan_fam | ,00 | 70 | 3,1071 | 1,02113 | ,12205 |
| | 1,00 | 70 | 3,0857 | 1,02495 | ,12250 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Significance | | | | 95% Confidence Interval of the Difference |
| | | F | Sig. | t | df | One-Sided p | Two-Sided p | Mean Difference | Std. Error Difference | Lower | Upper |
| vegan_fam | Equal variances assumed | ,099 | ,754 | ,124 | 138 | ,451 | ,902 | ,02143 | ,17293 | -,32050 | ,36335 |
| | Equal variances not assumed | | | ,124 | 137,998 | ,451 | ,902 | ,02143 | ,17293 | -,32050 | ,36335 |

**Independent Samples Effect Sizes**

| | | Standardizer[a] | Point Estimate | 95% Confidence Interval Lower | Upper |
|---|---|---|---|---|---|
| vegan_fam | Cohen's d | 1,02304 | ,021 | -,310 | ,352 |
| | Hedges' correction | 1,02864 | ,021 | -,309 | ,350 |
| | Glass's delta | 1,02495 | ,021 | -,310 | ,352 |

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

*Label Attitude*

**Group Statistics**

| | intent | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| label_att | ,00 | 70 | 3,5714 | 1,17151 | ,14002 |
| | 1,00 | 70 | 3,5524 | 1,02448 | ,12245 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Significance | | | | 95% Confidence Interval of the Difference |
| | | F | Sig. | t | df | One-Sided p | Two-Sided p | Mean Difference | Std. Error Difference | Lower | Upper |
| label_att | Equal variances assumed | 1,934 | ,167 | ,102 | 138 | ,459 | ,919 | ,01905 | ,18601 | -,34875 | ,38685 |
| | Equal variances not assumed | | | ,102 | 135,590 | ,459 | ,919 | ,01905 | ,18601 | -,34881 | ,38690 |

**Independent Samples Effect Sizes**

| | | Standardizer[a] | Point Estimate | 95% Confidence Interval Lower | Upper |
|---|---|---|---|---|---|
| label_att | Cohen's d | 1,10045 | ,017 | -,314 | ,349 |
| | Hedges' correction | 1,10648 | ,017 | -,312 | ,347 |
| | Glass's delta | 1,02448 | ,019 | -,313 | ,350 |

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

**Group Statistics**

| | label | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| label_att | ,00 | 70 | 3,5238 | 1,11579 | ,13336 |
| | 1,00 | 70 | 3,6000 | 1,08362 | ,12952 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Significance | | | | 95% Confidence Interval of the Difference |
| | | F | Sig. | t | df | One-Sided p | Two-Sided p | Mean Difference | Std. Error Difference | Lower | Upper |
| label_att | Equal variances assumed | ,300 | ,585 | -,410 | 138 | ,341 | ,683 | -,07619 | ,18590 | -,44378 | ,29140 |
| | Equal variances not assumed | | | -,410 | 137,882 | ,341 | ,683 | -,07619 | ,18590 | -,44378 | ,29140 |

**Independent Samples Effect Sizes**

| | | Standardizer[a] | Point Estimate | 95% Confidence Interval Lower | Upper |
|---|---|---|---|---|---|
| label_att | Cohen's d | 1,09983 | -,069 | -,401 | ,262 |
| | Hedges' correction | 1,10585 | -,069 | -,398 | ,261 |
| | Glass's delta | 1,08362 | -,070 | -,402 | ,261 |

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

*Dietary Orientation*

**Group Statistics**

| | label | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| neu_vegorient | ,00 | 70 | 5,0714 | 2,72573 | ,32579 |
| | 1,00 | 70 | 3,2857 | 3,86415 | ,46185 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Significance | | | | 95% Confidence Interval of the Difference |
| | | F | Sig. | t | df | One-Sided p | Two-Sided p | Mean Difference | Std. Error Difference | Lower | Upper |
| neu_vegorient | Equal variances assumed | 8,107 | ,005 | 3,159 | 138 | <,001 | ,002 | 1,78571 | ,56520 | ,66815 | 2,90328 |
| | Equal variances not assumed | | | 3,159 | 124,039 | <,001 | ,002 | 1,78571 | ,56520 | ,66704 | 2,90439 |

**Independent Samples Effect Sizes**

| | | Standardizer[a] | Point Estimate | 95% Confidence Interval Lower | Upper |
|---|---|---|---|---|---|
| neu_vegorient | Cohen's d | 3,34375 | ,534 | ,196 | ,870 |
| | Hedges' correction | 3,36206 | ,531 | ,195 | ,866 |
| | Glass's delta | 3,86415 | ,462 | ,120 | ,801 |

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

**Group Statistics**

| | intent | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| neu_vegorient | ,00 | 70 | 4,3429 | 3,82170 | ,45678 |
| | 1,00 | 70 | 4,0143 | 3,05264 | ,36486 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Significance | | Mean | Std. Error | 95% Confidence Interval of the Difference | |
| | | F | Sig. | t | df | One-Sided p | Two-Sided p | Difference | Difference | Lower | Upper |
| neu_vegorient | Equal variances assumed | 3,360 | ,069 | ,562 | 138 | ,288 | ,575 | ,32857 | ,58461 | -,82738 | 1,48453 |
| | Equal variances not assumed | | | ,562 | 131,575 | ,288 | ,575 | ,32857 | ,58461 | -,82788 | 1,48503 |

**Independent Samples Effect Sizes**

| | | Standardizer[a] | Point Estimate | 95% Confidence Interval Lower | Upper |
|---|---|---|---|---|---|
| neu_vegorient | Cohen's d | 3,45861 | ,095 | -,237 | ,426 |
| | Hedges' correction | 3,47755 | ,094 | -,235 | ,424 |
| | Glass's delta | 3,05264 | ,108 | -,225 | ,439 |

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

**Table 3.5**
*Hypothesis Testing (overall)*

*Calories (ANOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: cal_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,1286 | ,77448 | 35 |
| | 1,00 | 4,2048 | ,86987 | 35 |
| | Total | 4,1667 | ,81847 | 70 |
| 1,00 | ,00 | 4,0619 | ,83342 | 35 |
| | 1,00 | 3,9571 | ,71782 | 35 |
| | Total | 4,0095 | ,77391 | 70 |
| Total | ,00 | 4,0952 | ,79934 | 70 |
| | 1,00 | 4,0810 | ,80144 | 70 |
| | Total | 4,0881 | ,79754 | 140 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| cal_overall | Based on Mean | ,848 | 3 | 136 | ,470 |
| | Based on Median | ,833 | 3 | 136 | ,478 |
| | Based on Median and with adjusted df | ,833 | 3 | 131,877 | ,478 |
| | Based on trimmed mean | ,843 | 3 | 136 | ,473 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: cal_overall
b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: cal_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 1,158[a] | 3 | ,386 | ,602 | ,615 | ,013 |
| Intercept | 2339,753 | 1 | 2339,753 | 3646,833 | <,001 | ,964 |
| label | ,864 | 1 | ,864 | 1,347 | ,248 | ,010 |
| intent | ,007 | 1 | ,007 | ,011 | ,916 | ,000 |
| label * intent | ,287 | 1 | ,287 | ,447 | ,505 | ,003 |
| Error | 87,256 | 136 | ,642 | | | |
| Total | 2428,167 | 140 | | | | |
| Corrected Total | 88,413 | 139 | | | | |

a. R Squared = ,013 (Adjusted R Squared = -,009)

*Calories (ANCOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: cal_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,1286 | ,77448 | 35 |
| | 1,00 | 4,2048 | ,86987 | 35 |
| | Total | 4,1667 | ,81847 | 70 |
| 1,00 | ,00 | 4,0619 | ,83342 | 35 |
| | 1,00 | 3,9571 | ,71782 | 35 |
| | Total | 4,0095 | ,77391 | 70 |
| Total | ,00 | 4,0952 | ,79934 | 70 |
| | 1,00 | 4,0810 | ,80144 | 70 |
| | Total | 4,0881 | ,79754 | 140 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: cal_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| ,701 | 3 | 136 | ,553 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**Parameter Estimates**

Dependent Variable: cal_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 3,656 | ,298 | 12,276 | <,001 | 3,067 | 4,245 | ,529 |
| neu_vegorient | ,012 | ,021 | ,555 | ,580 | -,030 | ,054 | ,002 |
| vegan_fam | ,079 | ,072 | 1,105 | ,271 | -,062 | ,221 | ,009 |
| [label=.00] | ,266 | ,197 | 1,353 | ,178 | -,123 | ,655 | ,013 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | ,101 | ,192 | ,526 | ,600 | -,279 | ,481 | ,002 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | -,184 | ,272 | -,679 | ,498 | -,721 | ,353 | ,003 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**Tests of Between-Subjects Effects**

Dependent Variable: cal_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 1,989[a] | 5 | ,398 | ,617 | ,687 | ,022 |
| Intercept | 127,814 | 1 | 127,814 | 198,173 | <,001 | ,597 |
| neu_vegorient | ,199 | 1 | ,199 | ,308 | ,580 | ,002 |
| vegan_fam | ,788 | 1 | ,788 | 1,222 | ,271 | ,009 |
| label | ,960 | 1 | ,960 | 1,488 | ,225 | ,011 |
| intent | ,003 | 1 | ,003 | ,004 | ,949 | ,000 |
| label * intent | ,298 | 1 | ,298 | ,461 | ,498 | ,003 |
| Error | 86,425 | 134 | ,645 | | | |
| Total | 2428,167 | 140 | | | | |
| Corrected Total | 88,413 | 139 | | | | |

a. R Squared = ,022 (Adjusted R Squared = -,014)

**3. label * intent**

Dependent Variable: cal_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,133[a] | ,138 | 3,860 | 4,406 |
| | 1,00 | 4,217[a] | ,137 | 3,945 | 4,488 |
| 1,00 | ,00 | 4,052[a] | ,137 | 3,780 | 4,323 |
| | 1,00 | 3,951[a] | ,138 | 3,678 | 4,223 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,1786, vegan_fam = 3,0964.

**Pairwise Comparisons**

Dependent Variable: cal_overall

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | ,082 | ,197 | ,679 | -,308 | ,472 |
| | 1,00 | ,00 | -,082 | ,197 | ,679 | -,472 | ,308 |
| 1,00 | ,00 | 1,00 | ,266 | ,197 | ,178 | -,123 | ,655 |
| | 1,00 | ,00 | -,266 | ,197 | ,178 | -,655 | ,123 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

**4. intent**

**Estimates**

Dependent Variable: cal_overall

| intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|
| ,00 | 4,092[a] | ,096 | 3,902 | 4,282 |
| 1,00 | 4,084[a] | ,096 | 3,894 | 4,274 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,1786, vegan_fam = 3,0964.

**Pairwise Comparisons**

Dependent Variable: cal_overall

| (I) intent | (J) intent | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|
| ,00 | 1,00 | ,009 | ,136 | ,949 | -,260 | ,278 |
| 1,00 | ,00 | -,009 | ,136 | ,949 | -,278 | ,260 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

*Price (ANOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: pri_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,9333 | ,94730 | 35 |
| | 1,00 | 5,3000 | ,69874 | 35 |
| | Total | 5,1167 | ,84668 | 70 |
| 1,00 | ,00 | 5,0905 | ,87573 | 35 |
| | 1,00 | 5,1095 | ,73314 | 35 |
| | Total | 5,1000 | ,80177 | 70 |
| Total | ,00 | 5,0119 | ,90904 | 70 |
| | 1,00 | 5,2048 | ,71738 | 70 |
| | Total | 5,1083 | ,82160 | 140 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| pri_overall | Based on Mean | 1,364 | 3 | 136 | ,257 |
| | Based on Median | 1,211 | 3 | 136 | ,308 |
| | Based on Median and with adjusted df | 1,211 | 3 | 129,148 | ,308 |
| | Based on trimmed mean | 1,399 | 3 | 136 | ,246 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: pri_overall

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: pri_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 2,369[a] | 3 | ,790 | 1,174 | ,322 | ,025 |
| Intercept | 3653,310 | 1 | 3653,310 | 5432,412 | <,001 | ,976 |
| label | ,010 | 1 | ,010 | ,014 | ,904 | ,000 |
| intent | 1,302 | 1 | 1,302 | 1,936 | ,166 | ,014 |
| label * intent | 1,057 | 1 | 1,057 | 1,572 | ,212 | ,011 |
| Error | 91,460 | 136 | ,673 | | | |
| Total | 3747,139 | 140 | | | | |
| Corrected Total | 93,829 | 139 | | | | |

a. R Squared = ,025 (Adjusted R Squared = ,004)

*Price (ANOCOVA)*

**Univariate Analysis of Variance**

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: pri_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,9333 | ,94730 | 35 |
| | 1,00 | 5,3000 | ,69874 | 35 |
| | Total | 5,1167 | ,84668 | 70 |
| 1,00 | ,00 | 5,0905 | ,87573 | 35 |
| | 1,00 | 5,1095 | ,73314 | 35 |
| | Total | 5,1000 | ,80177 | 70 |
| Total | ,00 | 5,0119 | ,90904 | 70 |
| | 1,00 | 5,2048 | ,71738 | 70 |
| | Total | 5,1083 | ,82160 | 140 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: pri_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| 1,231 | 3 | 136 | ,301 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: pri_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 3,746[a] | 5 | ,749 | 1,115 | ,356 | ,040 |
| Intercept | 237,218 | 1 | 237,218 | 352,867 | <,001 | ,725 |
| neu_vegorient | ,705 | 1 | ,705 | 1,049 | ,308 | ,008 |
| vegan_fam | ,308 | 1 | ,308 | ,458 | ,500 | ,003 |
| label | ,069 | 1 | ,069 | ,103 | ,748 | ,001 |
| intent | 1,383 | 1 | 1,383 | 2,058 | ,154 | ,015 |
| label * intent | 1,080 | 1 | 1,080 | 1,606 | ,207 | ,012 |
| Error | 90,083 | 134 | ,672 | | | |
| Total | 3747,139 | 140 | | | | |
| Corrected Total | 93,829 | 139 | | | | |

a. R Squared = ,040 (Adjusted R Squared = ,004)

**Parameter Estimates**

Dependent Variable: pri_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 5,203 | ,304 | 17,112 | <,001 | 4,602 | 5,805 | ,686 |
| neu_vegorient | ,022 | ,022 | 1,024 | ,308 | -,021 | ,065 | ,008 |
| vegan_fam | -,049 | ,073 | -,676 | ,500 | -,194 | ,095 | ,003 |
| [label=.00] | ,129 | ,201 | ,642 | ,522 | -,268 | ,526 | ,003 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | -,023 | ,196 | -,120 | ,905 | -,411 | ,364 | ,000 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | -,351 | ,277 | -1,267 | ,207 | -,900 | ,197 | ,012 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**4. label * intent**

**Estimates**

Dependent Variable: pri_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,898[a] | ,141 | 4,619 | 5,176 |
| | 1,00 | 5,272[a] | ,140 | 4,995 | 5,549 |
| 1,00 | ,00 | 5,120[a] | ,140 | 4,843 | 5,397 |
| | 1,00 | 5,143[a] | ,141 | 4,865 | 5,422 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,1786, vegan_fam = 3,0964.

**Pairwise Comparisons**

Dependent Variable: pri_overall

| intent | (I) label | (J) label | Mean Difference (I–J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | -,222 | ,201 | ,271 | -,620 | ,176 |
| | 1,00 | ,00 | ,222 | ,201 | ,271 | -,176 | ,620 |
| 1,00 | ,00 | 1,00 | ,129 | ,201 | ,522 | -,268 | ,526 |
| | 1,00 | ,00 | -,129 | ,201 | ,522 | -,526 | ,268 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

*Naturalness (ANOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: nat_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,3048 | ,95185 | 35 |
| | 1,00 | 4,1048 | 1,24071 | 35 |
| | Total | 4,2048 | 1,10232 | 70 |
| 1,00 | ,00 | 4,4762 | 1,22484 | 35 |
| | 1,00 | 4,2381 | 1,18700 | 35 |
| | Total | 4,3571 | 1,20329 | 70 |
| Total | ,00 | 4,3905 | 1,09231 | 70 |
| | 1,00 | 4,1714 | 1,20719 | 70 |
| | Total | 4,2810 | 1,15229 | 140 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| nat_overall | Based on Mean | 1,537 | 3 | 136 | ,208 |
| | Based on Median | 1,223 | 3 | 136 | ,304 |
| | Based on Median and with adjusted df | 1,223 | 3 | 131,626 | ,304 |
| | Based on trimmed mean | 1,552 | 3 | 136 | ,204 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: nat_overall

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: nat_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 2,505[a] | 3 | ,835 | ,624 | ,601 | ,014 |
| Intercept | 2565,717 | 1 | 2565,717 | 1916,654 | <,001 | ,934 |
| label | ,813 | 1 | ,813 | ,607 | ,437 | ,004 |
| intent | 1,679 | 1 | 1,679 | 1,255 | ,265 | ,009 |
| label * intent | ,013 | 1 | ,013 | ,009 | ,923 | ,000 |
| Error | 182,056 | 136 | 1,339 | | | |
| Total | 2750,278 | 140 | | | | |
| Corrected Total | 184,560 | 139 | | | | |

a. R Squared = ,014 (Adjusted R Squared = -,008)

*Naturalness (ANCOVA)*

**Univariate Analysis of Variance**

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: nat_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,3048 | ,95185 | 35 |
| | 1,00 | 4,1048 | 1,24071 | 35 |
| | Total | 4,2048 | 1,10232 | 70 |
| 1,00 | ,00 | 4,4762 | 1,22484 | 35 |
| | 1,00 | 4,2381 | 1,18700 | 35 |
| | Total | 4,3571 | 1,20329 | 70 |
| Total | ,00 | 4,3905 | 1,09231 | 70 |
| | 1,00 | 4,1714 | 1,20719 | 70 |
| | Total | 4,2810 | 1,15229 | 140 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: nat_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| 1,549 | 3 | 136 | ,205 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: nat_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 12,002[a] | 5 | 2,400 | 1,864 | ,105 | ,065 |
| Intercept | 164,581 | 1 | 164,581 | 127,806 | <,001 | ,488 |
| neu_vegorient | 6,542 | 1 | 6,542 | 5,080 | ,026 | ,037 |
| vegan_fam | ,885 | 1 | ,885 | ,688 | ,408 | ,005 |
| label | ,003 | 1 | ,003 | ,002 | ,965 | ,000 |
| intent | 2,002 | 1 | 2,002 | 1,555 | ,215 | ,011 |
| label * intent | ,006 | 1 | ,006 | ,004 | ,947 | ,000 |
| Error | 172,558 | 134 | 1,288 | | | |
| Total | 2750,278 | 140 | | | | |
| Corrected Total | 184,560 | 139 | | | | |

a. R Squared = ,065 (Adjusted R Squared = ,030)

**Parameter Estimates**

Dependent Variable: nat_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 4,174 | ,421 | 9,919 | <,001 | 3,342 | 5,007 | ,423 |
| neu_vegorient | -,068 | ,030 | -2,254 | ,026 | -,127 | -,008 | ,037 |
| vegan_fam | ,084 | ,101 | ,829 | ,408 | -,116 | ,284 | ,005 |
| [label=.00] | ,022 | ,278 | ,079 | ,938 | -,528 | ,571 | ,000 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | ,252 | ,271 | ,930 | ,354 | -,284 | ,789 | ,006 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | -,026 | ,384 | -,067 | ,947 | -,785 | ,733 | ,000 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**Pairwise Comparisons**

Dependent Variable: nat_overall

| (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|
| ,00 | 1,00 | ,009 | ,201 | ,965 | -,389 | ,407 |
| 1,00 | ,00 | -,009 | ,201 | ,965 | -,407 | ,389 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

**4. label * intent**

**Estimates**

Dependent Variable: nat_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,399[a] | ,195 | 4,013 | 4,784 |
| | 1,00 | 4,172[a] | ,194 | 3,789 | 4,555 |
| 1,00 | ,00 | 4,403[a] | ,194 | 4,019 | 4,786 |
| | 1,00 | 4,150[a] | ,195 | 3,765 | 4,535 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,1786, vegan_fam = 3,0964.

**Pairwise Comparisons**

Dependent Variable: nat_overall

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | -,004 | ,279 | ,989 | -,555 | ,547 |
| | 1,00 | ,00 | ,004 | ,279 | ,989 | -,547 | ,555 |
| 1,00 | ,00 | 1,00 | ,022 | ,278 | ,938 | -,528 | ,571 |
| | 1,00 | ,00 | -,022 | ,278 | ,938 | -,571 | ,528 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

*Trust (ANOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: trust_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,6071 | ,96138 | 35 |
| | 1,00 | 4,7952 | ,85304 | 35 |
| | Total | 4,7012 | ,90717 | 70 |
| 1,00 | ,00 | 4,7405 | 1,09006 | 35 |
| | 1,00 | 5,0357 | ,78207 | 35 |
| | Total | 4,8881 | ,95341 | 70 |
| Total | ,00 | 4,6738 | 1,02247 | 70 |
| | 1,00 | 4,9155 | ,82135 | 70 |
| | Total | 4,7946 | ,93196 | 140 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| trust_overall | Based on Mean | 1,615 | 3 | 136 | ,189 |
| | Based on Median | 1,436 | 3 | 136 | ,235 |
| | Based on Median and with adjusted df | 1,436 | 3 | 126,631 | ,235 |
| | Based on trimmed mean | 1,601 | 3 | 136 | ,192 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: trust_overall

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: trust_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 3,367[a] | 3 | 1,122 | 1,301 | ,277 | ,028 |
| Intercept | 3218,404 | 1 | 3218,404 | 3729,553 | <,001 | ,965 |
| label | 1,223 | 1 | 1,223 | 1,417 | ,236 | ,010 |
| intent | 2,044 | 1 | 2,044 | 2,369 | ,126 | ,017 |
| label * intent | ,100 | 1 | ,100 | ,116 | ,733 | ,001 |
| Error | 117,361 | 136 | ,863 | | | |
| Total | 3339,132 | 140 | | | | |
| Corrected Total | 120,728 | 139 | | | | |

a. R Squared = ,028 (Adjusted R Squared = ,006)

*Trust (ANCOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: trust_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,6071 | ,96138 | 35 |
| | 1,00 | 4,7952 | ,85304 | 35 |
| | Total | 4,7012 | ,90717 | 70 |
| 1,00 | ,00 | 4,7405 | 1,09006 | 35 |
| | 1,00 | 5,0357 | ,78207 | 35 |
| | Total | 4,8881 | ,95341 | 70 |
| Total | ,00 | 4,6738 | 1,02247 | 70 |
| | 1,00 | 4,9155 | ,82135 | 70 |
| | Total | 4,7946 | ,93196 | 140 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: trust_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| 1,513 | 3 | 136 | ,214 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: trust_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 11,392[a] | 5 | 2,278 | 2,792 | ,020 | ,094 |
| Intercept | 182,284 | 1 | 182,284 | 223,404 | <,001 | ,625 |
| neu_vegorient | 3,047 | 1 | 3,047 | 3,734 | ,055 | ,027 |
| vegan_fam | 2,751 | 1 | 2,751 | 3,371 | ,069 | ,025 |
| label | ,035 | 1 | ,035 | ,044 | ,835 | ,000 |
| intent | 1,840 | 1 | 1,840 | 2,255 | ,136 | ,017 |
| label * intent | ,114 | 1 | ,114 | ,140 | ,709 | ,001 |
| Error | 109,335 | 134 | ,816 | | | |
| Total | 3339,132 | 140 | | | | |
| Corrected Total | 120,728 | 139 | | | | |

a. R Squared = ,094 (Adjusted R Squared = ,061)

**Parameter Estimates**

Dependent Variable: trust_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 4,691 | ,335 | 14,002 | <,001 | 4,028 | 5,353 | ,594 |
| neu_vegorient | -,046 | ,024 | -1,932 | ,055 | -,094 | ,001 | ,027 |
| vegan_fam | ,148 | ,081 | 1,836 | ,069 | -,011 | ,307 | ,025 |
| [label=.00] | -,091 | ,221 | -,410 | ,683 | -,528 | ,347 | ,001 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | -,287 | ,216 | -1,328 | ,187 | -,714 | ,140 | ,013 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | ,114 | ,305 | ,374 | ,709 | -,490 | ,718 | ,001 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**4. label * intent**

**Estimates**

Dependent Variable: trust_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,692[a] | ,155 | 4,385 | 4,999 |
| | 1,00 | 4,864[a] | ,154 | 4,559 | 5,169 |
| 1,00 | ,00 | 4,668[a] | ,154 | 4,363 | 4,973 |
| | 1,00 | 4,955[a] | ,155 | 4,648 | 5,261 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,1786, vegan_fam = 3,0964.

**Pairwise Comparisons**

Dependent Variable: trust_overall

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | ,024 | ,222 | ,915 | -,415 | ,462 |
| | 1,00 | ,00 | -,024 | ,222 | ,915 | -,462 | ,415 |
| 1,00 | ,00 | 1,00 | -,091 | ,221 | ,683 | -,528 | ,347 |
| | 1,00 | ,00 | ,091 | ,221 | ,683 | -,347 | ,528 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

**Univariate Tests**

Dependent Variable: trust_overall

| intent | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| ,00 | Contrast | ,009 | 1 | ,009 | ,011 | ,915 |
| | Error | 109,335 | 134 | ,816 | | |
| 1,00 | Contrast | ,137 | 1 | ,137 | ,168 | ,683 |
| | Error | 109,335 | 134 | ,816 | | |

Each F tests the simple effects of label within each level combination of the other effects shown. These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.

*Behavioral Intentions (ANOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: wtp_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,5571 | 1,27311 | 35 |
| | 1,00 | 4,5571 | 1,05946 | 35 |
| | Total | 4,5571 | 1,16265 | 70 |
| 1,00 | ,00 | 4,6381 | 1,19537 | 35 |
| | 1,00 | 4,6333 | 1,31283 | 35 |
| | Total | 4,6357 | 1,24635 | 70 |
| Total | ,00 | 4,5976 | 1,22655 | 70 |
| | 1,00 | 4,5952 | 1,18484 | 70 |
| | Total | 4,5964 | 1,20153 | 140 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| wtp_overall | Based on Mean | ,728 | 3 | 136 | ,537 |
| | Based on Median | ,700 | 3 | 136 | ,554 |
| | Based on Median and with adjusted df | ,700 | 3 | 134,732 | ,554 |
| | Based on trimmed mean | ,716 | 3 | 136 | ,544 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: wtp_overall

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: wtp_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | ,216[a] | 3 | ,072 | ,049 | ,986 | ,001 |
| Intercept | 2957,802 | 1 | 2957,802 | 2006,750 | <,001 | ,937 |
| label | ,216 | 1 | ,216 | ,147 | ,702 | ,001 |
| intent | ,000 | 1 | ,000 | ,000 | ,991 | ,000 |
| label * intent | ,000 | 1 | ,000 | ,000 | ,991 | ,000 |
| Error | 200,454 | 136 | 1,474 | | | |
| Total | 3158,472 | 140 | | | | |
| Corrected Total | 200,670 | 139 | | | | |

a. R Squared = ,001 (Adjusted R Squared = -,021)

*Behavioral Intentions (ANCOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: wtp_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,5571 | 1,27311 | 35 |
| | 1,00 | 4,5571 | 1,05946 | 35 |
| | Total | 4,5571 | 1,16265 | 70 |
| 1,00 | ,00 | 4,6381 | 1,19537 | 35 |
| | 1,00 | 4,6333 | 1,31283 | 35 |
| | Total | 4,6357 | 1,24635 | 70 |
| Total | ,00 | 4,5976 | 1,22655 | 70 |
| | 1,00 | 4,5952 | 1,18484 | 70 |
| | Total | 4,5964 | 1,20153 | 140 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: wtp_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| 1,290 | 3 | 136 | ,281 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**4. label * intent**

**Estimates**

Dependent Variable: wtp_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,688[a] | ,200 | 4,293 | 5,083 |
| | 1,00 | 4,664[a] | ,199 | 4,272 | 5,057 |
| 1,00 | ,00 | 4,525[a] | ,199 | 4,132 | 4,919 |
| | 1,00 | 4,508[a] | ,199 | 4,114 | 4,902 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,1786, vegan_fam = 3,0964.

**Pairwise Comparisons**

Dependent Variable: wtp_overall

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | ,162 | ,285 | ,570 | -,402 | ,727 |
| | 1,00 | ,00 | -,162 | ,285 | ,570 | -,727 | ,402 |
| 1,00 | ,00 | 1,00 | ,157 | ,285 | ,583 | -,406 | ,719 |
| | 1,00 | ,00 | -,157 | ,285 | ,583 | -,719 | ,406 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

**Tests of Between-Subjects Effects**

Dependent Variable: wtp_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 19,571[a] | 5 | 3,914 | 2,896 | ,016 | ,098 |
| Intercept | 153,763 | 1 | 153,763 | 113,773 | <,001 | ,459 |
| neu_vegorient | 7,003 | 1 | 7,003 | 5,182 | ,024 | ,037 |
| vegan_fam | 6,975 | 1 | 6,975 | 5,161 | ,025 | ,037 |
| label | ,807 | 1 | ,807 | ,597 | ,441 | ,004 |
| intent | ,015 | 1 | ,015 | ,011 | ,918 | ,000 |
| label * intent | ,000 | 1 | ,000 | ,000 | ,988 | ,000 |
| Error | 181,100 | 134 | 1,351 | | | |
| Total | 3158,472 | 140 | | | | |
| Corrected Total | 200,670 | 139 | | | | |

a. R Squared = ,098 (Adjusted R Squared = ,064)

**Parameter Estimates**

Dependent Variable: wtp_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 4,073 | ,431 | 9,446 | <,001 | 3,220 | 4,925 | ,400 |
| neu_vegorient | -,070 | ,031 | -2,276 | ,024 | -,131 | -,009 | ,037 |
| vegan_fam | ,235 | ,104 | 2,272 | ,025 | ,030 | ,440 | ,037 |
| [label=.00] | ,157 | ,285 | ,550 | ,583 | -,406 | ,719 | ,002 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | ,017 | ,278 | ,063 | ,950 | -,532 | ,567 | ,000 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | ,006 | ,393 | ,015 | ,988 | -,771 | ,783 | ,000 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

*Health (ANOVA)*

➔ **Univariate Analysis of Variance**

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: health_overall_neu

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,4762 | 1,00419 | 35 |
| | 1,00 | 4,5810 | 1,19186 | 35 |
| | Total | 4,5286 | 1,09529 | 70 |
| 1,00 | ,00 | 4,6762 | 1,32469 | 35 |
| | 1,00 | 4,8667 | 1,08525 | 35 |
| | Total | 4,7714 | 1,20592 | 70 |
| Total | ,00 | 4,5762 | 1,17121 | 70 |
| | 1,00 | 4,7238 | 1,14063 | 70 |
| | Total | 4,6500 | 1,15423 | 140 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| health_overall_neu | Based on Mean | ,520 | 3 | 136 | ,669 |
| | Based on Median | ,525 | 3 | 136 | ,666 |
| | Based on Median and with adjusted df | ,525 | 3 | 128,955 | ,666 |
| | Based on trimmed mean | ,553 | 3 | 136 | ,647 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: health_overall_neu

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: health_overall_neu

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 2,891[a] | 3 | ,964 | ,719 | ,542 | ,016 |
| Intercept | 3027,150 | 1 | 3027,150 | 2258,422 | <,001 | ,943 |
| label | 2,064 | 1 | 2,064 | 1,540 | ,217 | ,011 |
| intent | ,763 | 1 | ,763 | ,569 | ,452 | ,004 |
| label * intent | ,064 | 1 | ,064 | ,048 | ,827 | ,000 |
| Error | 182,292 | 136 | 1,340 | | | |
| Total | 3212,333 | 140 | | | | |
| Corrected Total | 185,183 | 139 | | | | |

a. R Squared = ,016 (Adjusted R Squared = -,006)

*Health (ANCOVA)*

➔ **Univariate Analysis of Variance**

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: health_overall_neu

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,4762 | 1,00419 | 35 |
| | 1,00 | 4,5810 | 1,19186 | 35 |
| | Total | 4,5286 | 1,09529 | 70 |
| 1,00 | ,00 | 4,6762 | 1,32469 | 35 |
| | 1,00 | 4,8667 | 1,08525 | 35 |
| | Total | 4,7714 | 1,20592 | 70 |
| Total | ,00 | 4,5762 | 1,17121 | 70 |
| | 1,00 | 4,7238 | 1,14063 | 70 |
| | Total | 4,6500 | 1,15423 | 140 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: health_overall_neu

| F | df1 | df2 | Sig. |
|---|---|---|---|
| ,296 | 3 | 136 | ,828 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**4. label * intent**

**Estimates**

Dependent Variable: health_overall_neu

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,554[a] | ,197 | 4,165 | 4,943 |
| | 1,00 | 4,643[a] | ,196 | 4,257 | 5,030 |
| 1,00 | ,00 | 4,610[a] | ,196 | 4,223 | 4,997 |
| | 1,00 | 4,792[a] | ,196 | 4,404 | 5,181 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,1786, vegan_fam = 3,0964.

**Pairwise Comparisons**

Dependent Variable: health_overall_neu

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | -,056 | ,281 | ,841 | -,612 | ,499 |
| | 1,00 | ,00 | ,056 | ,281 | ,841 | -,499 | ,612 |
| 1,00 | ,00 | 1,00 | -,149 | ,280 | ,596 | -,703 | ,405 |
| | 1,00 | ,00 | ,149 | ,280 | ,596 | -,405 | ,703 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

**Tests of Between-Subjects Effects**

Dependent Variable: health_overall_neu

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 9,564[a] | 5 | 1,913 | 1,459 | ,207 | ,052 |
| Intercept | 174,890 | 1 | 174,890 | 133,443 | <,001 | ,499 |
| neu_vegorient | 2,764 | 1 | 2,764 | 2,109 | ,149 | ,015 |
| vegan_fam | 2,066 | 1 | 2,066 | 1,576 | ,211 | ,012 |
| label | ,335 | 1 | ,335 | ,256 | ,614 | ,002 |
| intent | ,644 | 1 | ,644 | ,491 | ,484 | ,004 |
| label * intent | ,075 | 1 | ,075 | ,057 | ,811 | ,000 |
| Error | 175,620 | 134 | 1,311 | | | |
| Total | 3212,333 | 140 | | | | |
| Corrected Total | 185,183 | 139 | | | | |

a. R Squared = ,052 (Adjusted R Squared = ,016)

**Parameter Estimates**

Dependent Variable: health_overall_neu

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 4,580 | ,425 | 10,788 | <,001 | 3,740 | 5,420 | ,465 |
| neu_vegorient | -,044 | ,030 | -1,452 | ,149 | -,104 | ,016 | ,015 |
| vegan_fam | ,128 | ,102 | 1,256 | ,211 | -,074 | ,330 | ,012 |
| [label=.00] | -,149 | ,280 | -,532 | ,596 | -,703 | ,405 | ,002 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | -,182 | ,274 | -,666 | ,507 | -,724 | ,359 | ,003 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | ,093 | ,387 | ,240 | ,811 | -,673 | ,858 | ,000 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

*Environmental (ANOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: env_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,1762 | 1,04471 | 35 |
| | 1,00 | 4,3143 | 1,10611 | 35 |
| | Total | 4,2452 | 1,07028 | 70 |
| 1,00 | ,00 | 4,6238 | 1,18428 | 35 |
| | 1,00 | 4,8762 | 1,04032 | 35 |
| | Total | 4,7500 | 1,11380 | 70 |
| Total | ,00 | 4,4000 | 1,13124 | 70 |
| | 1,00 | 4,5952 | 1,10283 | 70 |
| | Total | 4,4976 | 1,11741 | 140 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| env_overall | Based on Mean | ,571 | 3 | 136 | ,635 |
| | Based on Median | ,492 | 3 | 136 | ,689 |
| | Based on Median and with adjusted df | ,492 | 3 | 131,945 | ,689 |
| | Based on trimmed mean | ,515 | 3 | 136 | ,672 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: env_overall

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: env_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 10,366[a] | 3 | 3,455 | 2,880 | ,038 | ,060 |
| Intercept | 2832,001 | 1 | 2832,001 | 2360,161 | <,001 | ,946 |
| label | 8,917 | 1 | 8,917 | 7,432 | ,007 | ,052 |
| intent | 1,334 | 1 | 1,334 | 1,112 | ,294 | ,008 |
| label * intent | ,114 | 1 | ,114 | ,095 | ,758 | ,001 |
| Error | 163,189 | 136 | 1,200 | | | |
| Total | 3005,556 | 140 | | | | |
| Corrected Total | 173,555 | 139 | | | | |

a. R Squared = ,060 (Adjusted R Squared = ,039)

## *Environmental (ANCOVA)*

➔ **Univariate Analysis of Variance**

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: env_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,1762 | 1,04471 | 35 |
| | 1,00 | 4,3143 | 1,10611 | 35 |
| | Total | 4,2452 | 1,07028 | 70 |
| 1,00 | ,00 | 4,6238 | 1,18428 | 35 |
| | 1,00 | 4,8762 | 1,04032 | 35 |
| | Total | 4,7500 | 1,11380 | 70 |
| Total | ,00 | 4,4000 | 1,13124 | 70 |
| | 1,00 | 4,5952 | 1,10283 | 70 |
| | Total | 4,4976 | 1,11741 | 140 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: env_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| ,637 | 3 | 136 | ,592 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: env_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 23,655[a] | 5 | 4,731 | 4,229 | ,001 | ,136 |
| Intercept | 141,959 | 1 | 141,959 | 126,901 | <,001 | ,486 |
| neu_vegorient | 3,275 | 1 | 3,275 | 2,928 | ,089 | ,021 |
| vegan_fam | 6,437 | 1 | 6,437 | 5,754 | ,018 | ,041 |
| label | 3,065 | 1 | 3,065 | 2,740 | ,100 | ,020 |
| intent | 1,185 | 1 | 1,185 | 1,059 | ,305 | ,008 |
| label * intent | ,127 | 1 | ,127 | ,114 | ,736 | ,001 |
| Error | 149,900 | 134 | 1,119 | | | |
| Total | 3005,556 | 140 | | | | |
| Corrected Total | 173,555 | 139 | | | | |

a. R Squared = ,136 (Adjusted R Squared = ,104)

**Parameter Estimates**

Dependent Variable: env_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 4,276 | ,392 | 10,901 | <,001 | 3,500 | 5,052 | ,470 |
| neu_vegorient | -,048 | ,028 | -1,711 | ,089 | -,104 | ,007 | ,021 |
| vegan_fam | ,226 | ,094 | 2,399 | ,018 | ,040 | ,413 | ,041 |
| [label=.00] | -,371 | ,259 | -1,433 | ,154 | -,883 | ,141 | ,015 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | -,245 | ,253 | -,967 | ,335 | -,745 | ,256 | ,007 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | ,121 | ,358 | ,337 | ,736 | -,587 | ,828 | ,001 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**4. label * intent**

**Estimates**

Dependent Variable: env_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,280[a] | ,182 | 3,921 | 4,640 |
| | 1,00 | 4,404[a] | ,181 | 4,047 | 4,762 |
| 1,00 | ,00 | 4,531[a] | ,181 | 4,173 | 4,888 |
| | 1,00 | 4,775[a] | ,181 | 4,417 | 5,134 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,1786, vegan_fam = 3,0964.

**Pairwise Comparisons**

Dependent Variable: env_overall

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | -,250 | ,260 | ,336 | -,764 | ,263 |
| | 1,00 | ,00 | ,250 | ,260 | ,336 | -,263 | ,764 |
| 1,00 | ,00 | 1,00 | -,371 | ,259 | ,154 | -,883 | ,141 |
| | 1,00 | ,00 | ,371 | ,259 | ,154 | -,141 | ,883 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

## *Taste (ANOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: taste_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,5333 | 1,14103 | 35 |
| | 1,00 | 4,2952 | 1,09596 | 35 |
| | Total | 4,4143 | 1,11704 | 70 |
| 1,00 | ,00 | 4,2476 | 1,24812 | 35 |
| | 1,00 | 4,2571 | 1,28614 | 35 |
| | Total | 4,2524 | 1,25806 | 70 |
| Total | ,00 | 4,3905 | 1,19577 | 70 |
| | 1,00 | 4,2762 | 1,18630 | 70 |
| | Total | 4,3333 | 1,18814 | 140 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| taste_overall | Based on Mean | ,276 | 3 | 136 | ,842 |
| | Based on Median | ,237 | 3 | 136 | ,870 |
| | Based on Median and with adjusted df | ,237 | 3 | 130,956 | ,870 |
| | Based on trimmed mean | ,273 | 3 | 136 | ,845 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: taste_overall

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: taste_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 1,911[a] | 3 | ,637 | ,446 | ,721 | ,010 |
| Intercept | 2628,889 | 1 | 2628,889 | 1839,982 | <,001 | ,931 |
| label | ,917 | 1 | ,917 | ,642 | ,424 | ,005 |
| intent | ,457 | 1 | ,457 | ,320 | ,573 | ,002 |
| label * intent | ,537 | 1 | ,537 | ,376 | ,541 | ,003 |
| Error | 194,311 | 136 | 1,429 | | | |
| Total | 2825,111 | 140 | | | | |
| Corrected Total | 196,222 | 139 | | | | |

a. R Squared = ,010 (Adjusted R Squared = -,012)

*Taste (ANCOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 70 |
| | 1,00 | 70 |
| intent | ,00 | 70 |
| | 1,00 | 70 |

**Descriptive Statistics**

Dependent Variable: taste_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,5333 | 1,14103 | 35 |
| | 1,00 | 4,2952 | 1,09596 | 35 |
| | Total | 4,4143 | 1,11704 | 70 |
| 1,00 | ,00 | 4,2476 | 1,24812 | 35 |
| | 1,00 | 4,2571 | 1,28614 | 35 |
| | Total | 4,2524 | 1,25806 | 70 |
| Total | ,00 | 4,3905 | 1,19577 | 70 |
| | 1,00 | 4,2762 | 1,18630 | 70 |
| | Total | 4,3333 | 1,18814 | 140 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: taste_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| ,434 | 3 | 136 | ,729 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: taste_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 11,964[a] | 5 | 2,393 | 1,740 | ,130 | ,061 |
| Intercept | 142,921 | 1 | 142,921 | 103,938 | <,001 | ,437 |
| neu_vegorient | 3,560 | 1 | 3,560 | 2,589 | ,110 | ,019 |
| vegan_fam | 3,701 | 1 | 3,701 | 2,691 | ,103 | ,020 |
| label | 3,527 | 1 | 3,527 | 2,565 | ,112 | ,019 |
| intent | ,563 | 1 | ,563 | ,410 | ,523 | ,003 |
| label * intent | ,570 | 1 | ,570 | ,414 | ,521 | ,003 |
| Error | 184,258 | 134 | 1,375 | | | |
| Total | 2825,111 | 140 | | | | |
| Corrected Total | 196,222 | 139 | | | | |

a. R Squared = ,061 (Adjusted R Squared = ,026)

**Parameter Estimates**

Dependent Variable: taste_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 3,845 | ,435 | 8,842 | <,001 | 2,985 | 4,705 | ,368 |
| neu_vegorient | -,050 | ,031 | -1,609 | ,110 | -,112 | ,011 | ,019 |
| vegan_fam | ,171 | ,105 | 1,641 | ,103 | -,035 | ,378 | ,020 |
| [label=.00] | ,206 | ,287 | ,717 | ,475 | -,362 | ,774 | ,004 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | -,001 | ,280 | -,002 | ,998 | -,555 | ,554 | ,000 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | ,255 | ,396 | ,644 | ,521 | -,529 | 1,039 | ,003 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**4. label * intent**

**Estimates**

Dependent Variable: taste_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,627[a] | ,201 | 4,229 | 5,026 |
| | 1,00 | 4,373[a] | ,200 | 3,977 | 4,769 |
| 1,00 | ,00 | 4,166[a] | ,200 | 3,770 | 4,563 |
| | 1,00 | 4,167[a] | ,201 | 3,769 | 4,565 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,1786, vegan_fam = 3,0964.

**Pairwise Comparisons**

Dependent Variable: taste_overall

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | ,461 | ,288 | ,112 | -,108 | 1,030 |
| | 1,00 | ,00 | -,461 | ,288 | ,112 | -1,030 | ,108 |
| 1,00 | ,00 | 1,00 | ,206 | ,287 | ,475 | -,362 | ,774 |
| | 1,00 | ,00 | -,206 | ,287 | ,475 | -,774 | ,362 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

**Table 3.6**

*Exploratory t-tests*

**Independent Samples Effect Sizes**

| label | | | Standardizer[a] | Point Estimate | 95% Confidence Interval Lower | Upper |
|---|---|---|---|---|---|---|
| ,00 | cal_overall | Cohen's d | ,82356 | -,093 | -,561 | ,377 |
| | | Hedges' correction | ,83278 | -,091 | -,555 | ,372 |
| | | Glass's delta | ,86987 | -,088 | -,556 | ,382 |
| | pri_overall | Cohen's d | ,83235 | -,441 | -,913 | ,035 |
| | | Hedges' correction | ,84168 | -,436 | -,903 | ,035 |
| | | Glass's delta | ,69874 | -,525 | -1,006 | -,036 |
| | nat_overall | Cohen's d | 1,10575 | ,181 | -,289 | ,650 |
| | | Hedges' correction | 1,11814 | ,179 | -,286 | ,643 |
| | | Glass's delta | 1,24071 | ,161 | -,310 | ,630 |
| | env_overall | Cohen's d | 1,07585 | -,128 | -,597 | ,341 |
| | | Hedges' correction | 1,08790 | -,127 | -,590 | ,337 |
| | | Glass's delta | 1,10611 | -,125 | -,593 | ,346 |
| | trust_overall | Cohen's d | ,90883 | -,207 | -,676 | ,264 |
| | | Hedges' correction | ,91900 | -,205 | -,669 | ,261 |
| | | Glass's delta | ,85304 | -,221 | -,690 | ,253 |
| | attr_overall | Cohen's d | 1,21602 | -,164 | -,633 | ,305 |
| | | Hedges' correction | 1,22964 | -,163 | -,626 | ,302 |
| | | Glass's delta | 1,09169 | -,183 | -,652 | ,289 |
| | health_overall_neu | Cohen's d | 1,10203 | -,095 | -,564 | ,374 |
| | | Hedges' correction | 1,11437 | -,094 | -,557 | ,370 |
| | | Glass's delta | 1,19186 | -,088 | -,556 | ,382 |
| 1,00 | cal_overall | Cohen's d | ,77777 | ,135 | -,335 | ,603 |
| | | Hedges' correction | ,78648 | ,133 | -,331 | ,597 |
| | | Glass's delta | ,71782 | ,146 | -,325 | ,615 |
| | pri_overall | Cohen's d | ,80759 | -,024 | -,492 | ,445 |
| | | Hedges' correction | ,81663 | -,023 | -,487 | ,440 |
| | | Glass's delta | ,73314 | -,026 | -,494 | ,443 |
| | nat_overall | Cohen's d | 1,20607 | ,197 | -,273 | ,666 |
| | | Hedges' correction | 1,21958 | ,195 | -,270 | ,659 |
| | | Glass's delta | 1,18700 | ,201 | -,272 | ,670 |
| | env_overall | Cohen's d | 1,11463 | -,226 | -,696 | ,244 |
| | | Hedges' correction | 1,12711 | -,224 | -,688 | ,242 |
| | | Glass's delta | 1,04032 | -,243 | -,713 | ,231 |
| | trust_overall | Cohen's d | ,94865 | -,311 | -,782 | ,161 |
| | | Hedges' correction | ,95927 | -,308 | -,773 | ,160 |
| | | Glass's delta | ,78207 | -,378 | -,852 | ,102 |
| | attr_overall | Cohen's d | 1,13911 | ,092 | -,377 | ,560 |
| | | Hedges' correction | 1,15187 | ,091 | -,373 | ,554 |
| | | Glass's delta | ,93784 | ,112 | -,358 | ,580 |
| | health_overall_neu | Cohen's d | 1,21091 | -,157 | -,626 | ,313 |
| | | Hedges' correction | 1,22447 | -,156 | -,619 | ,309 |
| | | Glass's delta | 1,08525 | -,176 | -,645 | ,296 |

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

**Group Statistics**

| label | | intent | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|---|
| ,00 | cal_overall | ,00 | 35 | 4,1286 | ,77448 | ,13091 |
| | | 1,00 | 35 | 4,2048 | ,86987 | ,14704 |
| | pri_overall | ,00 | 35 | 4,9333 | ,94730 | ,16012 |
| | | 1,00 | 35 | 5,3000 | ,69874 | ,11811 |
| | nat_overall | ,00 | 35 | 4,3048 | ,95185 | ,16089 |
| | | 1,00 | 35 | 4,1048 | 1,24071 | ,20972 |
| | env_overall | ,00 | 35 | 4,1762 | 1,04471 | ,17659 |
| | | 1,00 | 35 | 4,3143 | 1,10611 | ,18697 |
| | trust_overall | ,00 | 35 | 4,6071 | ,96138 | ,16250 |
| | | 1,00 | 35 | 4,7952 | ,85304 | ,14419 |
| | attr_overall | ,00 | 35 | 4,7143 | 1,32877 | ,22460 |
| | | 1,00 | 35 | 4,9143 | 1,09169 | ,18453 |
| | health_overall_neu | ,00 | 35 | 4,4762 | 1,00419 | ,16974 |
| | | 1,00 | 35 | 4,5810 | 1,19186 | ,20146 |
| 1,00 | cal_overall | ,00 | 35 | 4,0619 | ,83342 | ,14087 |
| | | 1,00 | 35 | 3,9571 | ,71782 | ,12133 |
| | pri_overall | ,00 | 35 | 5,0905 | ,87573 | ,14803 |
| | | 1,00 | 35 | 5,1095 | ,73314 | ,12392 |
| | nat_overall | ,00 | 35 | 4,4762 | 1,22484 | ,20704 |
| | | 1,00 | 35 | 4,2381 | 1,18700 | ,20064 |
| | env_overall | ,00 | 35 | 4,6238 | 1,18428 | ,20018 |
| | | 1,00 | 35 | 4,8762 | 1,04032 | ,17585 |
| | trust_overall | ,00 | 35 | 4,7405 | 1,09006 | ,18425 |
| | | 1,00 | 35 | 5,0357 | ,78207 | ,13219 |
| | attr_overall | ,00 | 35 | 5,0095 | 1,30981 | ,22140 |
| | | 1,00 | 35 | 4,9048 | ,93784 | ,15852 |
| | health_overall_neu | ,00 | 35 | 4,6762 | 1,32469 | ,22391 |
| | | 1,00 | 35 | 4,8667 | 1,08525 | ,18344 |

**Independent Samples Test**

| | | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | Significance | | Mean | Std. Error | 95% Confidence Interval of the Difference |
| label | | | F | Sig. | t | df | One-Sided p | Two-Sided p | Difference | Difference | Lower | Upper |
| ,00 | cal_overall | Equal variances assumed | 2,006 | ,161 | -,387 | 68 | ,350 | ,700 | -,07619 | ,19687 | -,46903 | ,31665 |
| | | Equal variances not assumed | | | -,387 | 67,103 | ,350 | ,700 | -,07619 | ,19687 | -,46913 | ,31675 |
| | pri_overall | Equal variances assumed | 1,676 | ,200 | -1,843 | 68 | ,035 | ,070 | -,36667 | ,19897 | -,76371 | ,03037 |
| | | Equal variances not assumed | | | -1,843 | 62,546 | ,035 | ,070 | -,36667 | ,19897 | -,76433 | ,03100 |
| | nat_overall | Equal variances assumed | 4,574 | ,036 | ,757 | 68 | ,226 | ,452 | ,20000 | ,26433 | -,32745 | ,72745 |
| | | Equal variances not assumed | | | ,757 | 63,725 | ,226 | ,452 | ,20000 | ,26433 | -,32809 | ,72809 |
| | env_overall | Equal variances assumed | ,725 | ,397 | -,537 | 68 | ,297 | ,593 | -,13810 | ,25718 | -,65128 | ,37509 |
| | | Equal variances not assumed | | | -,537 | 67,779 | ,297 | ,593 | -,13810 | ,25718 | -,65131 | ,37512 |
| | trust_overall | Equal variances assumed | ,173 | ,678 | -,866 | 68 | ,195 | ,390 | -,18810 | ,21725 | -,62161 | ,24542 |
| | | Equal variances not assumed | | | -,866 | 67,050 | ,195 | ,390 | -,18810 | ,21725 | -,62172 | ,24553 |
| | attr_overall | Equal variances assumed | ,739 | ,393 | -,688 | 68 | ,247 | ,494 | -,20000 | ,29069 | -,78005 | ,38005 |
| | | Equal variances not assumed | | | -,688 | 65,533 | ,247 | ,494 | -,20000 | ,29069 | -,78045 | ,38045 |
| | health_overall_neu | Equal variances assumed | ,637 | ,428 | -,398 | 68 | ,346 | ,692 | -,10476 | ,26344 | -,63044 | ,42092 |
| | | Equal variances not assumed | | | -,398 | 66,097 | ,346 | ,692 | -,10476 | ,26344 | -,63071 | ,42119 |
| 1,00 | cal_overall | Equal variances assumed | ,343 | ,560 | ,563 | 68 | ,287 | ,575 | ,10476 | ,18592 | -,26624 | ,47576 |
| | | Equal variances not assumed | | | ,563 | 66,538 | ,288 | ,575 | ,10476 | ,18592 | -,26639 | ,47591 |
| | pri_overall | Equal variances assumed | 1,604 | ,210 | -,099 | 68 | ,461 | ,922 | -,01905 | ,19305 | -,40427 | ,36618 |
| | | Equal variances not assumed | | | -,099 | 65,960 | ,461 | ,922 | -,01905 | ,19305 | -,40449 | ,36639 |
| | nat_overall | Equal variances assumed | ,420 | ,519 | ,826 | 68 | ,206 | ,412 | ,23810 | ,28831 | -,33721 | ,81340 |
| | | Equal variances not assumed | | | ,826 | 67,933 | ,206 | ,412 | ,23810 | ,28831 | -,33722 | ,81341 |
| | env_overall | Equal variances assumed | ,430 | ,514 | -,947 | 68 | ,173 | ,347 | -,25238 | ,26645 | -,78407 | ,27930 |
| | | Equal variances not assumed | | | -,947 | 66,889 | ,173 | ,347 | -,25238 | ,26645 | -,78423 | ,27946 |
| | trust_overall | Equal variances assumed | 4,530 | ,037 | -1,302 | 68 | ,099 | ,197 | -,29524 | ,22677 | -,74775 | ,15727 |
| | | Equal variances not assumed | | | -1,302 | 61,671 | ,099 | ,198 | -,29524 | ,22677 | -,74859 | ,15812 |
| | attr_overall | Equal variances assumed | 1,689 | ,198 | ,385 | 68 | ,351 | ,702 | ,10476 | ,27230 | -,43860 | ,64813 |
| | | Equal variances not assumed | | | ,385 | 61,606 | ,351 | ,702 | ,10476 | ,27230 | -,43963 | ,64915 |
| | health_overall_neu | Equal variances assumed | ,691 | ,409 | -,658 | 68 | ,256 | ,513 | -,19048 | ,28946 | -,76809 | ,38714 |
| | | Equal variances not assumed | | | -,658 | 65,465 | ,256 | ,513 | -,19048 | ,28946 | -,76849 | ,38754 |

**Group Statistics**

| intent | | label | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|---|
| ,00 | cal_overall | ,00 | 35 | 4,1286 | ,77448 | ,13091 |
| | | 1,00 | 35 | 4,0619 | ,83342 | ,14087 |
| | pri_overall | ,00 | 35 | 4,9333 | ,94730 | ,16012 |
| | | 1,00 | 35 | 5,0905 | ,87573 | ,14803 |
| | nat_overall | ,00 | 35 | 4,3048 | ,95185 | ,16089 |
| | | 1,00 | 35 | 4,4762 | 1,22484 | ,20704 |
| | env_overall | ,00 | 35 | 4,1762 | 1,04471 | ,17659 |
| | | 1,00 | 35 | 4,6238 | 1,18428 | ,20018 |
| | trust_overall | ,00 | 35 | 4,6071 | ,96138 | ,16250 |
| | | 1,00 | 35 | 4,7405 | 1,09006 | ,18425 |
| | attr_overall | ,00 | 35 | 4,7143 | 1,32877 | ,22460 |
| | | 1,00 | 35 | 5,0095 | 1,30981 | ,22140 |
| | health_overall_neu | ,00 | 35 | 4,4762 | 1,00419 | ,16974 |
| | | 1,00 | 35 | 4,6762 | 1,32469 | ,22391 |
| 1,00 | cal_overall | ,00 | 35 | 4,2048 | ,86987 | ,14704 |
| | | 1,00 | 35 | 3,9571 | ,71782 | ,12133 |
| | pri_overall | ,00 | 35 | 5,3000 | ,69874 | ,11811 |
| | | 1,00 | 35 | 5,1095 | ,73314 | ,12392 |
| | nat_overall | ,00 | 35 | 4,1048 | 1,24071 | ,20972 |
| | | 1,00 | 35 | 4,2381 | 1,18700 | ,20064 |
| | env_overall | ,00 | 35 | 4,3143 | 1,10611 | ,18697 |
| | | 1,00 | 35 | 4,8762 | 1,04032 | ,17585 |
| | trust_overall | ,00 | 35 | 4,7952 | ,85304 | ,14419 |
| | | 1,00 | 35 | 5,0357 | ,78207 | ,13219 |
| | attr_overall | ,00 | 35 | 4,9143 | 1,09169 | ,18453 |
| | | 1,00 | 35 | 4,9048 | ,93784 | ,15852 |
| | health_overall_neu | ,00 | 35 | 4,5810 | 1,19186 | ,20146 |
| | | 1,00 | 35 | 4,8667 | 1,08525 | ,18344 |

**Independent Samples Effect Sizes**

| intent | | | Standardizer[a] | Point Estimate | 95% Confidence Interval Lower | Upper |
|---|---|---|---|---|---|---|
| ,00 | cal_overall | Cohen's d | ,80449 | ,083 | -,386 | ,551 |
| | | Hedges' correction | ,81350 | ,082 | -,382 | ,545 |
| | | Glass's delta | ,83342 | ,080 | -,389 | ,548 |
| | pri_overall | Cohen's d | ,91222 | -,172 | -,641 | ,298 |
| | | Hedges' correction | ,92244 | -,170 | -,634 | ,294 |
| | | Glass's delta | ,87573 | -,179 | -,649 | ,292 |
| | nat_overall | Cohen's d | 1,09687 | -,156 | -,625 | ,314 |
| | | Hedges' correction | 1,10916 | -,155 | -,618 | ,310 |
| | | Glass's delta | 1,22484 | -,140 | -,609 | ,331 |
| | env_overall | Cohen's d | 1,11668 | -,401 | -,873 | ,074 |
| | | Hedges' correction | 1,12918 | -,396 | -,863 | ,073 |
| | | Glass's delta | 1,18428 | -,378 | -,852 | ,102 |
| | trust_overall | Cohen's d | 1,02773 | -,130 | -,598 | ,340 |
| | | Hedges' correction | 1,03925 | -,128 | -,592 | ,336 |
| | | Glass's delta | 1,09006 | -,122 | -,591 | ,348 |
| | attr_overall | Cohen's d | 1,31932 | -,224 | -,693 | ,247 |
| | | Hedges' correction | 1,33410 | -,221 | -,685 | ,244 |
| | | Glass's delta | 1,30981 | -,225 | -,695 | ,248 |
| | health_overall_neu | Cohen's d | 1,17542 | -,170 | -,639 | ,300 |
| | | Hedges' correction | 1,18858 | -,168 | -,632 | ,297 |
| | | Glass's delta | 1,32469 | -,151 | -,620 | ,320 |
| 1,00 | cal_overall | Cohen's d | ,79748 | ,311 | -,162 | ,781 |
| | | Hedges' correction | ,80641 | ,307 | -,160 | ,772 |
| | | Glass's delta | ,71782 | ,345 | -,133 | ,818 |
| | pri_overall | Cohen's d | ,71614 | ,266 | -,206 | ,736 |
| | | Hedges' correction | ,72417 | ,263 | -,203 | ,727 |
| | | Glass's delta | ,73314 | ,260 | -,215 | ,730 |
| | nat_overall | Cohen's d | 1,21415 | -,110 | -,578 | ,359 |
| | | Hedges' correction | 1,22775 | -,109 | -,572 | ,355 |
| | | Glass's delta | 1,18700 | -,112 | -,581 | ,358 |
| | env_overall | Cohen's d | 1,07372 | -,523 | -,998 | -,045 |
| | | Hedges' correction | 1,08575 | -,518 | -,987 | -,044 |
| | | Glass's delta | 1,04032 | -,540 | -1,022 | -,051 |
| | trust_overall | Cohen's d | ,81832 | -,294 | -,764 | ,178 |
| | | Hedges' correction | ,82749 | -,291 | -,755 | ,176 |
| | | Glass's delta | ,78207 | -,307 | -,779 | ,169 |
| | attr_overall | Cohen's d | 1,01768 | ,009 | -,459 | ,478 |
| | | Hedges' correction | 1,02908 | ,009 | -,454 | ,473 |
| | | Glass's delta | ,93784 | ,010 | -,458 | ,479 |
| | health_overall_neu | Cohen's d | 1,13981 | -,251 | -,720 | ,221 |
| | | Hedges' correction | 1,15257 | -,248 | -,712 | ,218 |
| | | Glass's delta | 1,08525 | -,263 | -,734 | ,211 |

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

**Independent Samples Test**

| intent | | | Levene's Test for Equality of Variances: F | Levene's Test for Equality of Variances: Sig. | t-test for Equality of Means: t | df | Significance: One-Sided p | Significance: Two-Sided p | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference: Lower | 95% Confidence Interval of the Difference: Upper |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ,00 | cal_overall | Equal variances assumed | ,777 | ,381 | ,347 | 68 | ,365 | ,730 | ,06667 | ,19231 | -,31708 | ,45041 |
| | | Equal variances not assumed | | | ,347 | 67,637 | ,365 | ,730 | ,06667 | ,19231 | -,31712 | ,45045 |
| | pri_overall | Equal variances assumed | ,282 | ,597 | -,721 | 68 | ,237 | ,474 | -,15714 | ,21806 | -,59228 | ,27799 |
| | | Equal variances not assumed | | | -,721 | 67,585 | ,237 | ,474 | -,15714 | ,21806 | -,59233 | ,27804 |
| | nat_overall | Equal variances assumed | 3,093 | ,083 | -,654 | 68 | ,258 | ,515 | -,17143 | ,26220 | -,69465 | ,35179 |
| | | Equal variances not assumed | | | -,654 | 64,092 | ,258 | ,516 | -,17143 | ,26220 | -,69522 | ,35237 |
| | env_overall | Equal variances assumed | 1,464 | ,231 | -1,677 | 68 | ,049 | ,098 | -,44762 | ,26694 | -,98028 | ,08504 |
| | | Equal variances not assumed | | | -1,677 | 66,958 | ,049 | ,098 | -,44762 | ,26694 | -,98043 | ,08519 |
| | trust_overall | Equal variances assumed | 1,177 | ,282 | -,543 | 68 | ,295 | ,589 | -,13333 | ,24568 | -,62357 | ,35690 |
| | | Equal variances not assumed | | | -,543 | 66,955 | ,295 | ,589 | -,13333 | ,24568 | -,62371 | ,35704 |
| | attr_overall | Equal variances assumed | ,035 | ,853 | -,936 | 68 | ,176 | ,353 | -,29524 | ,31538 | -,92457 | ,33409 |
| | | Equal variances not assumed | | | -,936 | 67,986 | ,176 | ,353 | -,29524 | ,31538 | -,92457 | ,33409 |
| | health_overall_neu | Equal variances assumed | 1,255 | ,266 | -,712 | 68 | ,240 | ,479 | -,20000 | ,28098 | -,76068 | ,36068 |
| | | Equal variances not assumed | | | -,712 | 63,376 | ,240 | ,479 | -,20000 | ,28098 | -,76143 | ,36143 |
| 1,00 | cal_overall | Equal variances assumed | 1,432 | ,236 | 1,299 | 68 | ,099 | ,198 | ,24762 | ,19063 | -,13278 | ,62802 |
| | | Equal variances not assumed | | | 1,299 | 65,636 | ,099 | ,199 | ,24762 | ,19063 | -,13303 | ,62827 |
| | pri_overall | Equal variances assumed | ,610 | ,437 | 1,113 | 68 | ,135 | ,270 | ,19048 | ,17119 | -,15113 | ,53208 |
| | | Equal variances not assumed | | | 1,113 | 67,844 | ,135 | ,270 | ,19048 | ,17119 | -,15114 | ,53210 |
| | nat_overall | Equal variances assumed | ,895 | ,347 | -,459 | 68 | ,324 | ,647 | -,13333 | ,29024 | -,71249 | ,44583 |
| | | Equal variances not assumed | | | -,459 | 67,867 | ,324 | ,647 | -,13333 | ,29024 | -,71251 | ,44585 |
| | env_overall | Equal variances assumed | ,063 | ,802 | -2,189 | 68 | ,016 | ,032 | -,56190 | ,25667 | -1,07408 | -,04973 |
| | | Equal variances not assumed | | | -2,189 | 67,746 | ,016 | ,032 | -,56190 | ,25667 | -1,07411 | -,04970 |
| | trust_overall | Equal variances assumed | ,298 | ,587 | -1,229 | 68 | ,112 | ,223 | -,24048 | ,19562 | -,63082 | ,14987 |
| | | Equal variances not assumed | | | -1,229 | 67,493 | ,112 | ,223 | -,24048 | ,19562 | -,63088 | ,14992 |
| | attr_overall | Equal variances assumed | ,562 | ,456 | ,039 | 68 | ,484 | ,969 | ,00952 | ,24327 | -,47592 | ,49496 |
| | | Equal variances not assumed | | | ,039 | 66,489 | ,484 | ,969 | ,00952 | ,24327 | -,47612 | ,49516 |
| | health_overall_neu | Equal variances assumed | ,242 | ,624 | -1,049 | 68 | ,149 | ,298 | -,28571 | ,27247 | -,82941 | ,25798 |
| | | Equal variances not assumed | | | -1,049 | 67,412 | ,149 | ,298 | -,28571 | ,27247 | -,82950 | ,25807 |

## Table 3.7

*Exploratory Research (Behavioral Intentions)*

**Descriptive Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| wtp_overall | 4,5964 | 1,20153 | 140 |
| cal_overall | 4,0881 | ,79754 | 140 |
| health_overall_neu | 4,6500 | 1,15423 | 140 |
| taste_overall | 4,3333 | 1,18814 | 140 |
| pri_overall | 5,1083 | ,82160 | 140 |
| nat_overall | 4,2810 | 1,15229 | 140 |
| env_overall | 4,4976 | 1,11741 | 140 |
| trust_overall | 4,7946 | ,93196 | 140 |
| vegan_fam | 3,0964 | 1,01941 | 140 |
| neu_vegorient | 4,1786 | 3,45009 | 140 |

**Correlations**

| | | wtp_overall | cal_overall | health_overall_neu | taste_overall | pri_overall | nat_overall | env_overall | trust_overall | vegan_fam | neu_vegorient |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Pearson Correlation | wtp_overall | 1,000 | -,134 | ,736 | ,869 | ,010 | ,550 | ,592 | ,657 | ,249 | -,248 |
| | cal_overall | -,134 | 1,000 | -,341 | -,119 | ,256 | -,303 | -,411 | -,291 | ,059 | ,047 |
| | health_overall_neu | ,736 | -,341 | 1,000 | ,733 | -,021 | ,524 | ,641 | ,667 | ,165 | -,182 |
| | taste_overall | ,869 | -,119 | ,733 | 1,000 | ,021 | ,485 | ,534 | ,618 | ,161 | -,153 |
| | pri_overall | ,010 | ,256 | -,021 | ,021 | 1,000 | -,151 | -,218 | -,048 | -,086 | ,098 |
| | nat_overall | ,550 | -,303 | ,524 | ,485 | -,151 | 1,000 | ,545 | ,494 | ,140 | -,221 |
| | env_overall | ,592 | -,411 | ,641 | ,534 | -,218 | ,545 | 1,000 | ,704 | ,286 | -,254 |
| | trust_overall | ,657 | -,291 | ,667 | ,618 | -,048 | ,494 | ,704 | 1,000 | ,220 | -,234 |
| | vegan_fam | ,249 | ,059 | ,165 | ,161 | -,086 | ,140 | ,286 | ,220 | 1,000 | -,321 |
| | neu_vegorient | -,248 | ,047 | -,182 | -,153 | ,098 | -,221 | -,254 | -,234 | -,321 | 1,000 |
| Sig. (1-tailed) | wtp_overall | . | ,057 | <,001 | <,001 | ,451 | <,001 | <,001 | <,001 | ,002 | ,002 |
| | cal_overall | ,057 | . | ,000 | ,081 | ,001 | ,000 | ,000 | ,000 | ,245 | ,293 |
| | health_overall_neu | ,000 | ,000 | . | ,000 | ,403 | ,000 | ,000 | ,000 | ,025 | ,016 |
| | taste_overall | ,000 | ,081 | ,000 | . | ,401 | ,000 | ,000 | ,000 | ,028 | ,036 |
| | pri_overall | ,451 | ,001 | ,403 | ,401 | . | ,037 | ,005 | ,286 | ,155 | ,124 |
| | nat_overall | ,000 | ,000 | ,000 | ,000 | ,037 | . | ,000 | ,000 | ,050 | ,004 |
| | env_overall | ,000 | ,000 | ,000 | ,000 | ,005 | ,000 | . | ,000 | ,000 | ,001 |
| | trust_overall | ,000 | ,000 | ,000 | ,000 | ,286 | ,000 | ,000 | . | ,005 | ,003 |
| | vegan_fam | ,002 | ,245 | ,025 | ,028 | ,155 | ,050 | ,000 | ,005 | . | ,000 |
| | neu_vegorient | ,002 | ,293 | ,016 | ,036 | ,124 | ,004 | ,001 | ,003 | ,000 | . |
| N | wtp_overall | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 |
| | cal_overall | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 |
| | health_overall_neu | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 |
| | taste_overall | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 |
| | pri_overall | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 |
| | nat_overall | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 |
| | env_overall | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 |
| | trust_overall | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 |
| | vegan_fam | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 |
| | neu_vegorient | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 | 140 |

**Variables Entered/Removed[a]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | neu_vegorient, cal_overall, taste_overall, pri_overall, vegan_fam, nat_overall, trust_overall, env_overall, health_overall_neu[b] | . | Enter |

a. Dependent Variable: wtp_overall
b. All requested variables entered.

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,900[a] | ,809 | ,796 | ,54258 |

a. Predictors: (Constant), neu_vegorient, cal_overall, taste_overall, pri_overall, vegan_fam, nat_overall, trust_overall, env_overall, health_overall_neu

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 162,399 | 9 | 18,044 | 61,293 | <,001[b] |
| | Residual | 38,272 | 130 | ,294 | | |
| | Total | 200,670 | 139 | | | |

a. Dependent Variable: wtp_overall
b. Predictors: (Constant), neu_vegorient, cal_overall, taste_overall, pri_overall, vegan_fam, nat_overall, trust_overall, env_overall, health_overall_neu

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics Tolerance | Collinearity Statistics VIF |
|---|---|---|---|---|---|---|---|---|
| 1 | (Constant) | -,702 | ,536 | | -1,309 | ,193 | | |
| | cal_overall | ,082 | ,069 | ,054 | 1,185 | ,238 | ,702 | 1,425 |
| | health_overall_neu | ,131 | ,069 | ,126 | 1,891 | ,061 | ,333 | 3,003 |
| | taste_overall | ,641 | ,062 | ,633 | 10,412 | <,001 | ,396 | 2,522 |
| | pri_overall | ,042 | ,060 | ,028 | ,692 | ,490 | ,868 | 1,152 |
| | nat_overall | ,111 | ,051 | ,107 | 2,188 | ,030 | ,616 | 1,624 |
| | env_overall | ,059 | ,068 | ,055 | ,870 | ,386 | ,366 | 2,736 |
| | trust_overall | ,104 | ,078 | ,081 | 1,329 | ,186 | ,397 | 2,520 |
| | vegan_fam | ,068 | ,050 | ,058 | 1,366 | ,174 | ,818 | 1,223 |
| | neu_vegorient | -,020 | ,014 | -,059 | -1,413 | ,160 | ,851 | 1,175 |

a. Dependent Variable: wtp_overall

**Collinearity Diagnostics[a]**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions (Constant) | cal_overall | health_overall_neu | taste_overall | pri_overall | nat_overall | env_overall | trust_overall | vegan_fam | neu_vegorient |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 1 | 9,257 | 1,000 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 |
| | 2 | ,440 | 4,585 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,01 | ,69 |
| | 3 | ,114 | 9,008 | ,00 | ,06 | ,02 | ,02 | ,02 | ,03 | ,01 | ,00 | ,15 | ,04 |
| | 4 | ,069 | 11,549 | ,00 | ,05 | ,00 | ,00 | ,05 | ,00 | ,01 | ,00 | ,68 | ,20 |
| | 5 | ,039 | 15,468 | ,00 | ,00 | ,05 | ,21 | ,00 | ,62 | ,00 | ,00 | ,01 | ,00 |
| | 6 | ,029 | 17,800 | ,01 | ,03 | ,00 | ,25 | ,04 | ,26 | ,22 | ,05 | ,06 | ,01 |
| | 7 | ,021 | 21,048 | ,00 | ,34 | ,09 | ,02 | ,42 | ,02 | ,15 | ,01 | ,08 | ,00 |
| | 8 | ,014 | 26,118 | ,00 | ,14 | ,82 | ,35 | ,17 | ,00 | ,02 | ,06 | ,00 | ,00 |
| | 9 | ,011 | 28,527 | ,00 | ,00 | ,00 | ,06 | ,08 | ,00 | ,50 | ,84 | ,00 | ,00 |
| | 10 | ,006 | 39,882 | ,98 | ,37 | ,03 | ,10 | ,23 | ,06 | ,08 | ,04 | ,01 | ,06 |

a. Dependent Variable: wtp_overall

**Table 3.8**
*Reduced Sample Size*
*Calories (ANOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: cal_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,2742 | ,63908 | 31 |
| | 1,00 | 4,3278 | ,81823 | 30 |
| | Total | 4,3005 | ,72701 | 61 |
| 1,00 | ,00 | 4,0758 | ,85604 | 33 |
| | 1,00 | 3,8490 | ,63692 | 32 |
| | Total | 3,9641 | ,75891 | 65 |
| Total | ,00 | 4,1719 | ,75940 | 64 |
| | 1,00 | 4,0806 | ,76331 | 62 |
| | Total | 4,1270 | ,75966 | 126 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| cal_overall | Based on Mean | 1,725 | 3 | 122 | ,165 |
| | Based on Median | 1,620 | 3 | 122 | ,188 |
| | Based on Median and with adjusted df | 1,620 | 3 | 114,857 | ,189 |
| | Based on trimmed mean | 1,715 | 3 | 122 | ,168 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.
a. Dependent variable: cal_overall
b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: cal_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 4,441[a] | 3 | 1,480 | 2,668 | ,051 | ,062 |
| Intercept | 2148,198 | 1 | 2148,198 | 3871,573 | <,001 | ,969 |
| label | 3,608 | 1 | 3,608 | 6,502 | ,012 | ,051 |
| intent | ,236 | 1 | ,236 | ,425 | ,516 | ,003 |
| label * intent | ,618 | 1 | ,618 | 1,114 | ,293 | ,009 |
| Error | 67,693 | 122 | ,555 | | | |
| Total | 2218,167 | 126 | | | | |
| Corrected Total | 72,135 | 125 | | | | |

a. R Squared = ,062 (Adjusted R Squared = ,038)

*Calories (ANCOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: cal_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,2742 | ,63908 | 31 |
| | 1,00 | 4,3278 | ,81823 | 30 |
| | Total | 4,3005 | ,72701 | 61 |
| 1,00 | ,00 | 4,0758 | ,85604 | 33 |
| | 1,00 | 3,8490 | ,63692 | 32 |
| | Total | 3,9641 | ,75891 | 65 |
| Total | ,00 | 4,1719 | ,75940 | 64 |
| | 1,00 | 4,0806 | ,76331 | 62 |
| | Total | 4,1270 | ,75966 | 126 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: cal_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| 1,246 | 3 | 122 | ,296 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: cal_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 6,784[a] | 5 | 1,357 | 2,491 | ,035 | ,094 |
| Intercept | 102,852 | 1 | 102,852 | 188,862 | <,001 | ,611 |
| neu_vegorient | ,099 | 1 | ,099 | ,181 | ,671 | ,002 |
| vegan_fam | 2,333 | 1 | 2,333 | 4,284 | ,041 | ,034 |
| label | 4,492 | 1 | 4,492 | 8,249 | ,005 | ,064 |
| intent | ,251 | 1 | ,251 | ,460 | ,499 | ,004 |
| label * intent | ,718 | 1 | ,718 | 1,319 | ,253 | ,011 |
| Error | 65,351 | 120 | ,545 | | | |
| Total | 2218,167 | 126 | | | | |
| Corrected Total | 72,135 | 125 | | | | |

a. R Squared = ,094 (Adjusted R Squared = ,056)

**Parameter Estimates**

Dependent Variable: cal_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 3,322 | ,299 | 11,130 | <,001 | 2,731 | 3,913 | ,508 |
| neu_vegorient | ,009 | ,022 | ,426 | ,671 | -,033 | ,052 | ,002 |
| vegan_fam | ,145 | ,070 | 2,070 | ,041 | ,006 | ,285 | ,034 |
| [label=.00] | ,556 | ,193 | 2,878 | ,005 | ,173 | ,939 | ,065 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | ,241 | ,183 | 1,316 | ,191 | -,122 | ,604 | ,014 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | -,303 | ,264 | -1,148 | ,253 | -,827 | ,220 | ,011 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**4. label * intent**

**Estimates**

Dependent Variable: cal_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,304[a] | ,136 | 4,034 | 4,574 |
| | 1,00 | 4,366[a] | ,136 | 4,096 | 4,636 |
| 1,00 | ,00 | 4,051[a] | ,131 | 3,792 | 4,310 |
| | 1,00 | 3,810[a] | ,133 | 3,547 | 4,073 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: cal_overall

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[b] | 95% Confidence Interval for Difference[b] Lower Bound | 95% Confidence Interval for Difference[b] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | ,253 | ,193 | ,193 | -,129 | ,635 |
| | 1,00 | ,00 | -,253 | ,193 | ,193 | -,635 | ,129 |
| 1,00 | ,00 | 1,00 | ,556* | ,193 | ,005 | ,173 | ,939 |
| | 1,00 | ,00 | -,556* | ,193 | ,005 | -,939 | -,173 |

Based on estimated marginal means

*. The mean difference is significant at the ,05 level.

b. Adjustment for multiple comparisons: Bonferroni.

**5. label * intent**

**Estimates**

Dependent Variable: cal_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,304[a] | ,136 | 4,034 | 4,574 |
| | 1,00 | 4,366[a] | ,136 | 4,096 | 4,636 |
| 1,00 | ,00 | 4,051[a] | ,131 | 3,792 | 4,310 |
| | 1,00 | 3,810[a] | ,133 | 3,547 | 4,073 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: cal_overall

| label | (I) intent | (J) intent | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | -,062 | ,190 | ,743 | -,438 | ,314 |
| | 1,00 | ,00 | ,062 | ,190 | ,743 | -,314 | ,438 |
| 1,00 | ,00 | 1,00 | ,241 | ,183 | ,191 | -,122 | ,604 |
| | 1,00 | ,00 | -,241 | ,183 | ,191 | -,604 | ,122 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

*Price (ANOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: pri_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 5,1452 | ,74875 | 31 |
| | 1,00 | 5,2556 | ,70403 | 30 |
| | Total | 5,1995 | ,72317 | 61 |
| 1,00 | ,00 | 5,1111 | ,86869 | 33 |
| | 1,00 | 5,0469 | ,70487 | 32 |
| | Total | 5,0795 | ,78678 | 65 |
| Total | ,00 | 5,1276 | ,80658 | 64 |
| | 1,00 | 5,1478 | ,70653 | 62 |
| | Total | 5,1376 | ,75604 | 126 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| pri_overall | Based on Mean | ,702 | 3 | 122 | ,553 |
| | Based on Median | ,627 | 3 | 122 | ,599 |
| | Based on Median and with adjusted df | ,627 | 3 | 116,369 | ,599 |
| | Based on trimmed mean | ,792 | 3 | 122 | ,501 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: pri_overall

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: pri_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | ,706[a] | 3 | ,235 | ,406 | ,749 | ,010 |
| Intercept | 3324,253 | 1 | 3324,253 | 5732,838 | <,001 | ,979 |
| label | ,463 | 1 | ,463 | ,799 | ,373 | ,007 |
| intent | ,017 | 1 | ,017 | ,029 | ,865 | ,000 |
| label * intent | ,240 | 1 | ,240 | ,414 | ,521 | ,003 |
| Error | 70,743 | 122 | ,580 | | | |
| Total | 3397,167 | 126 | | | | |
| Corrected Total | 71,449 | 125 | | | | |

a. R Squared = ,010 (Adjusted R Squared = -,014)

*Price (ANCOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: pri_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 5,1452 | ,74875 | 31 |
| | 1,00 | 5,2556 | ,70403 | 30 |
| | Total | 5,1995 | ,72317 | 61 |
| 1,00 | ,00 | 5,1111 | ,86869 | 33 |
| | 1,00 | 5,0469 | ,70487 | 32 |
| | Total | 5,0795 | ,78678 | 65 |
| Total | ,00 | 5,1276 | ,80658 | 64 |
| | 1,00 | 5,1478 | ,70653 | 62 |
| | Total | 5,1376 | ,75604 | 126 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: pri_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| ,649 | 3 | 122 | ,585 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: pri_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | ,973[a] | 5 | ,195 | ,331 | ,893 | ,014 |
| Intercept | 206,533 | 1 | 206,533 | 351,667 | <,001 | ,746 |
| neu_vegorient | ,138 | 1 | ,138 | ,235 | ,629 | ,002 |
| vegan_fam | ,061 | 1 | ,061 | ,104 | ,748 | ,001 |
| label | ,206 | 1 | ,206 | ,351 | ,555 | ,003 |
| intent | ,024 | 1 | ,024 | ,041 | ,840 | ,000 |
| label * intent | ,262 | 1 | ,262 | ,446 | ,505 | ,004 |
| Error | 70,476 | 120 | ,587 | | | |
| Total | 3397,167 | 126 | | | | |
| Corrected Total | 71,449 | 125 | | | | |

a. R Squared = ,014 (Adjusted R Squared = -,027)

**Parameter Estimates**

Dependent Variable: pri_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 5,090 | ,310 | 16,420 | <,001 | 4,476 | 5,704 | ,692 |
| neu_vegorient | ,011 | ,022 | ,485 | ,629 | -,033 | ,055 | ,002 |
| vegan_fam | -,024 | ,073 | -,322 | ,748 | -,168 | ,121 | ,001 |
| [label=.00] | ,178 | ,201 | ,888 | ,376 | -,219 | ,576 | ,007 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | ,064 | ,190 | ,336 | ,737 | -,313 | ,441 | ,001 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | -,183 | ,274 | -,668 | ,505 | -,727 | ,360 | ,004 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**4. label * intent**

**Estimates**

Dependent Variable: pri_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 5,123[a] | ,142 | 4,842 | 5,403 |
| | 1,00 | 5,242[a] | ,142 | 4,962 | 5,523 |
| 1,00 | ,00 | 5,128[a] | ,136 | 4,859 | 5,397 |
| | 1,00 | 5,064[a] | ,138 | 4,791 | 5,337 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: pri_overall

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | -,005 | ,200 | ,980 | -,402 | ,392 |
| | 1,00 | ,00 | ,005 | ,200 | ,980 | -,392 | ,402 |
| 1,00 | ,00 | 1,00 | ,178 | ,201 | ,376 | -,219 | ,576 |
| | 1,00 | ,00 | -,178 | ,201 | ,376 | -,576 | ,219 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

**5. label * intent**

**Estimates**

Dependent Variable: pri_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 5,123[a] | ,142 | 4,842 | 5,403 |
| | 1,00 | 5,242[a] | ,142 | 4,962 | 5,523 |
| 1,00 | ,00 | 5,128[a] | ,136 | 4,859 | 5,397 |
| | 1,00 | 5,064[a] | ,138 | 4,791 | 5,337 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: pri_overall

| label | (I) intent | (J) intent | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | -,119 | ,197 | ,546 | -,510 | ,271 |
| | 1,00 | ,00 | ,119 | ,197 | ,546 | -,271 | ,510 |
| 1,00 | ,00 | 1,00 | ,064 | ,190 | ,737 | -,313 | ,441 |
| | 1,00 | ,00 | -,064 | ,190 | ,737 | -,441 | ,313 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

*Naturalness (ANOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: nat_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,1613 | ,91032 | 31 |
| | 1,00 | 4,0944 | 1,27207 | 30 |
| | Total | 4,1284 | 1,09434 | 61 |
| 1,00 | ,00 | 4,4343 | 1,22470 | 33 |
| | 1,00 | 4,2396 | 1,23925 | 32 |
| | Total | 4,3385 | 1,22615 | 65 |
| Total | ,00 | 4,3021 | 1,08415 | 64 |
| | 1,00 | 4,1694 | 1,24703 | 62 |
| | Total | 4,2368 | 1,16435 | 126 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| nat_overall | Based on Mean | 1,762 | 3 | 122 | ,158 |
| | Based on Median | 1,386 | 3 | 122 | ,250 |
| | Based on Median and with adjusted df | 1,386 | 3 | 118,309 | ,250 |
| | Based on trimmed mean | 1,745 | 3 | 122 | ,161 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: nat_overall

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: nat_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 2,073[a] | 3 | ,691 | ,504 | ,681 | ,012 |
| Intercept | 2254,235 | 1 | 2254,235 | 1642,957 | <,001 | ,931 |
| label | 1,375 | 1 | 1,375 | 1,002 | ,319 | ,008 |
| intent | ,538 | 1 | ,538 | ,392 | ,532 | ,003 |
| label * intent | ,129 | 1 | ,129 | ,094 | ,760 | ,001 |
| Error | 167,391 | 122 | 1,372 | | | |
| Total | 2431,194 | 126 | | | | |
| Corrected Total | 169,464 | 125 | | | | |

a. R Squared = ,012 (Adjusted R Squared = -,012)

*Naturalness (ANCOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: nat_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,1613 | ,91032 | 31 |
| | 1,00 | 4,0944 | 1,27207 | 30 |
| | Total | 4,1284 | 1,09434 | 61 |
| 1,00 | ,00 | 4,4343 | 1,22470 | 33 |
| | 1,00 | 4,2396 | 1,23925 | 32 |
| | Total | 4,3385 | 1,22615 | 65 |
| Total | ,00 | 4,3021 | 1,08415 | 64 |
| | 1,00 | 4,1694 | 1,24703 | 62 |
| | Total | 4,2368 | 1,16435 | 126 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: nat_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| 1,937 | 3 | 122 | ,127 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + vegan_fam + neu_vegorient + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: nat_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 10,412[a] | 5 | 2,082 | 1,571 | ,173 | ,061 |
| Intercept | 148,192 | 1 | 148,192 | 111,807 | <,001 | ,482 |
| vegan_fam | ,371 | 1 | ,371 | ,280 | ,598 | ,002 |
| neu_vegorient | 6,533 | 1 | 6,533 | 4,929 | ,028 | ,039 |
| label | ,024 | 1 | ,024 | ,018 | ,894 | ,000 |
| intent | ,788 | 1 | ,788 | ,594 | ,442 | ,005 |
| label * intent | ,027 | 1 | ,027 | ,020 | ,888 | ,000 |
| Error | 159,052 | 120 | 1,325 | | | |
| Total | 2431,194 | 126 | | | | |
| Corrected Total | 169,464 | 125 | | | | |

a. R Squared = ,061 (Adjusted R Squared = ,022)

**Parameter Estimates**

Dependent Variable: nat_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 4,296 | ,466 | 9,225 | <,001 | 3,374 | 5,218 | ,415 |
| vegan_fam | ,058 | ,110 | ,529 | ,598 | -,159 | ,275 | ,002 |
| neu_vegorient | -,075 | ,034 | -2,220 | ,028 | -,141 | -,008 | ,039 |
| [label=.00] | ,000 | ,301 | ,000 | 1,000 | -,597 | ,597 | ,000 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | ,188 | ,286 | ,656 | ,513 | -,378 | ,754 | ,004 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | -,058 | ,412 | -,141 | ,888 | -,875 | ,758 | ,000 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**4. label * intent**

**Estimates**

Dependent Variable: nat_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,285[a] | ,213 | 3,864 | 4,706 |
| | 1,00 | 4,156[a] | ,213 | 3,734 | 4,577 |
| 1,00 | ,00 | 4,344[a] | ,204 | 3,940 | 4,747 |
| | 1,00 | 4,156[a] | ,207 | 3,745 | 4,566 |

a. Covariates appearing in the model are evaluated at the following values: vegan_fam = 3,0833, neu_vegorient = 4,2778.

**Pairwise Comparisons**

Dependent Variable: nat_overall

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | -,058 | ,301 | ,846 | -,654 | ,537 |
| | 1,00 | ,00 | ,058 | ,301 | ,846 | -,537 | ,654 |
| 1,00 | ,00 | 1,00 | ,000 | ,301 | 1,000 | -,597 | ,597 |
| | 1,00 | ,00 | ,000 | ,301 | 1,000 | -,597 | ,597 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

**5. label * intent**

**Estimates**

Dependent Variable: nat_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,285[a] | ,213 | 3,864 | 4,706 |
| | 1,00 | 4,156[a] | ,213 | 3,734 | 4,577 |
| 1,00 | ,00 | 4,344[a] | ,204 | 3,940 | 4,747 |
| | 1,00 | 4,156[a] | ,207 | 3,745 | 4,566 |

a. Covariates appearing in the model are evaluated at the following values: vegan_fam = 3,0833, neu_vegorient = 4,2778.

**Pairwise Comparisons**

Dependent Variable: nat_overall

| label | (I) intent | (J) intent | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | ,129 | ,296 | ,663 | -,457 | ,716 |
| | 1,00 | ,00 | -,129 | ,296 | ,663 | -,716 | ,457 |
| 1,00 | ,00 | 1,00 | ,188 | ,286 | ,513 | -,378 | ,754 |
| | 1,00 | ,00 | -,188 | ,286 | ,513 | -,754 | ,378 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

## *Trust (ANOVA)*

**Univariate Analysis of Variance**

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: trust_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,5081 | ,96857 | 31 |
| | 1,00 | 4,8167 | ,70893 | 30 |
| | Total | 4,6598 | ,85801 | 61 |
| 1,00 | ,00 | 4,7348 | 1,10386 | 33 |
| | 1,00 | 5,0755 | ,79885 | 32 |
| | Total | 4,9026 | ,97356 | 65 |
| Total | ,00 | 4,6250 | 1,03861 | 64 |
| | 1,00 | 4,9503 | ,76174 | 62 |
| | Total | 4,7851 | ,92384 | 126 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| trust_overall | Based on Mean | 1,973 | 3 | 122 | ,122 |
| | Based on Median | 1,740 | 3 | 122 | ,162 |
| | Based on Median and with adjusted df | 1,740 | 3 | 103,316 | ,164 |
| | Based on trimmed mean | 1,943 | 3 | 122 | ,126 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: trust_overall

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: trust_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 5,191[a] | 3 | 1,730 | 2,080 | ,106 | ,049 |
| Intercept | 2879,812 | 1 | 2879,812 | 3461,653 | <,001 | ,966 |
| label | 1,855 | 1 | 1,855 | 2,230 | ,138 | ,018 |
| intent | 3,316 | 1 | 3,316 | 3,985 | ,048 | ,032 |
| label * intent | ,008 | 1 | ,008 | ,010 | ,922 | ,000 |
| Error | 101,494 | 122 | ,832 | | | |
| Total | 2991,674 | 126 | | | | |
| Corrected Total | 106,685 | 125 | | | | |

a. R Squared = ,049 (Adjusted R Squared = ,025)

## *Trust (ANCOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: trust_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,5081 | ,96857 | 31 |
| | 1,00 | 4,8167 | ,70893 | 30 |
| | Total | 4,6598 | ,85801 | 61 |
| 1,00 | ,00 | 4,7348 | 1,10386 | 33 |
| | 1,00 | 5,0755 | ,79885 | 32 |
| | Total | 4,9026 | ,97356 | 65 |
| Total | ,00 | 4,6250 | 1,03861 | 64 |
| | 1,00 | 4,9503 | ,76174 | 62 |
| | Total | 4,7851 | ,92384 | 126 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: trust_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| 1,741 | 3 | 122 | ,162 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: trust_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 11,624[a] | 5 | 2,325 | 2,935 | ,016 | ,109 |
| Intercept | 171,456 | 1 | 171,456 | 216,436 | <,001 | ,643 |
| neu_vegorient | 3,670 | 1 | 3,670 | 4,633 | ,033 | ,037 |
| vegan_fam | 1,182 | 1 | 1,182 | 1,492 | ,224 | ,012 |
| label | ,148 | 1 | ,148 | ,187 | ,666 | ,002 |
| intent | 2,851 | 1 | 2,851 | 3,599 | ,060 | ,029 |
| label * intent | ,048 | 1 | ,048 | ,061 | ,806 | ,001 |
| Error | 95,061 | 120 | ,792 | | | |
| Total | 2991,674 | 126 | | | | |
| Corrected Total | 106,685 | 125 | | | | |

a. R Squared = ,109 (Adjusted R Squared = ,072)

**Parameter Estimates**

Dependent Variable: trust_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 4,913 | ,360 | 13,647 | <,001 | 4,201 | 5,626 | ,608 |
| neu_vegorient | -,056 | ,026 | -2,152 | ,033 | -,107 | -,004 | ,037 |
| vegan_fam | ,104 | ,085 | 1,221 | ,224 | -,064 | ,271 | ,012 |
| [label=.00] | -,113 | ,233 | -,484 | ,629 | -,574 | ,349 | ,002 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | -,341 | ,221 | -1,542 | ,126 | -,778 | ,097 | ,019 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | ,079 | ,319 | ,246 | ,806 | -,553 | ,710 | ,001 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**4. label * intent**

**Estimates**

Dependent Variable: trust_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,618[a] | ,164 | 4,293 | 4,944 |
| | 1,00 | 4,881[a] | ,165 | 4,555 | 5,206 |
| 1,00 | ,00 | 4,653[a] | ,158 | 4,341 | 4,965 |
| | 1,00 | 4,993[a] | ,160 | 4,676 | 5,311 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: trust_overall

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | -,034 | ,233 | ,883 | -,495 | ,426 |
| | 1,00 | ,00 | ,034 | ,233 | ,883 | -,426 | ,495 |
| 1,00 | ,00 | 1,00 | -,113 | ,233 | ,629 | -,574 | ,349 |
| | 1,00 | ,00 | ,113 | ,233 | ,629 | -,349 | ,574 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

**5. label * intent**

**Estimates**

Dependent Variable: trust_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,618[a] | ,164 | 4,293 | 4,944 |
| | 1,00 | 4,881[a] | ,165 | 4,555 | 5,206 |
| 1,00 | ,00 | 4,653[a] | ,158 | 4,341 | 4,965 |
| | 1,00 | 4,993[a] | ,160 | 4,676 | 5,311 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: trust_overall

| label | (I) intent | (J) intent | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | -,262 | ,229 | ,255 | -,716 | ,191 |
| | 1,00 | ,00 | ,262 | ,229 | ,255 | -,191 | ,716 |
| 1,00 | ,00 | 1,00 | -,341 | ,221 | ,126 | -,778 | ,097 |
| | 1,00 | ,00 | ,341 | ,221 | ,126 | -,097 | ,778 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

## *Environmental (ANOVA)*

➔ **Univariate Analysis of Variance**

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: env_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,0269 | 1,00655 | 31 |
| | 1,00 | 4,2278 | 1,13924 | 30 |
| | Total | 4,1257 | 1,06964 | 61 |
| 1,00 | ,00 | 4,6061 | 1,19665 | 33 |
| | 1,00 | 4,9063 | 1,07592 | 32 |
| | Total | 4,7538 | 1,13999 | 65 |
| Total | ,00 | 4,3255 | 1,13794 | 64 |
| | 1,00 | 4,5780 | 1,14985 | 62 |
| | Total | 4,4497 | 1,14625 | 126 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| env_overall | Based on Mean | 1,164 | 3 | 122 | ,326 |
| | Based on Median | ,961 | 3 | 122 | ,414 |
| | Based on Median and with adjusted df | ,961 | 3 | 119,012 | ,414 |
| | Based on trimmed mean | 1,124 | 3 | 122 | ,342 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: env_overall

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: env_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 14,496[a] | 3 | 4,832 | 3,937 | ,010 | ,088 |
| Intercept | 2482,730 | 1 | 2482,730 | 2022,781 | <,001 | ,943 |
| label | 12,440 | 1 | 12,440 | 10,135 | ,002 | ,077 |
| intent | 1,975 | 1 | 1,975 | 1,609 | ,207 | ,013 |
| label * intent | ,078 | 1 | ,078 | ,063 | ,802 | ,001 |
| Error | 149,741 | 122 | 1,227 | | | |
| Total | 2659,056 | 126 | | | | |
| Corrected Total | 164,237 | 125 | | | | |

a. R Squared = ,088 (Adjusted R Squared = ,066)

## *Environmental (ANCOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: env_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,0269 | 1,00655 | 31 |
| | 1,00 | 4,2278 | 1,13924 | 30 |
| | Total | 4,1257 | 1,06964 | 61 |
| 1,00 | ,00 | 4,6061 | 1,19665 | 33 |
| | 1,00 | 4,9063 | 1,07592 | 32 |
| | Total | 4,7538 | 1,13999 | 65 |
| Total | ,00 | 4,3255 | 1,13794 | 64 |
| | 1,00 | 4,5780 | 1,14985 | 62 |
| | Total | 4,4497 | 1,14625 | 126 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: env_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| ,912 | 3 | 122 | ,437 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: env_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 26,598[a] | 5 | 5,320 | 4,638 | <,001 | ,162 |
| Intercept | 124,101 | 1 | 124,101 | 108,197 | <,001 | ,474 |
| neu_vegorient | 3,571 | 1 | 3,571 | 3,113 | ,080 | ,025 |
| vegan_fam | 5,321 | 1 | 5,321 | 4,639 | ,033 | ,037 |
| label | 4,270 | 1 | 4,270 | 3,723 | ,056 | ,030 |
| intent | 1,559 | 1 | 1,559 | 1,359 | ,246 | ,011 |
| label * intent | ,140 | 1 | ,140 | ,122 | ,728 | ,001 |
| Error | 137,639 | 120 | 1,147 | | | |
| Total | 2659,056 | 126 | | | | |
| Corrected Total | 164,237 | 125 | | | | |

a. R Squared = ,162 (Adjusted R Squared = ,127)

**Parameter Estimates**

Dependent Variable: env_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 4,346 | ,433 | 10,032 | <,001 | 3,488 | 5,204 | ,456 |
| neu_vegorient | -,055 | ,031 | -1,764 | ,080 | -,117 | ,007 | ,025 |
| vegan_fam | ,220 | ,102 | 2,154 | ,033 | ,018 | ,422 | ,037 |
| [label=.00] | -,461 | ,280 | -1,644 | ,103 | -1,016 | ,094 | ,022 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | -,290 | ,266 | -1,090 | ,278 | -,816 | ,237 | ,010 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | ,134 | ,384 | ,349 | ,728 | -,625 | ,893 | ,001 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**4. label * intent**

**Estimates**

Dependent Variable: env_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,170[a] | ,198 | 3,778 | 4,562 |
| | 1,00 | 4,326[a] | ,198 | 3,934 | 4,718 |
| 1,00 | ,00 | 4,497[a] | ,190 | 4,122 | 4,873 |
| | 1,00 | 4,787[a] | ,193 | 4,405 | 5,169 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: env_overall

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | -,327 | ,280 | ,245 | -,881 | ,227 |
| | 1,00 | ,00 | ,327 | ,280 | ,245 | -,227 | ,881 |
| 1,00 | ,00 | 1,00 | -,461 | ,280 | ,103 | -1,016 | ,094 |
| | 1,00 | ,00 | ,461 | ,280 | ,103 | -,094 | 1,016 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

**5. label * intent**

**Estimates**

Dependent Variable: env_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,170[a] | ,198 | 3,778 | 4,562 |
| | 1,00 | 4,326[a] | ,198 | 3,934 | 4,718 |
| 1,00 | ,00 | 4,497[a] | ,190 | 4,122 | 4,873 |
| | 1,00 | 4,787[a] | ,193 | 4,405 | 5,169 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: env_overall

| label | (I) intent | (J) intent | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | -,156 | ,276 | ,573 | -,702 | ,390 |
| | 1,00 | ,00 | ,156 | ,276 | ,573 | -,390 | ,702 |
| 1,00 | ,00 | 1,00 | -,290 | ,266 | ,278 | -,816 | ,237 |
| | 1,00 | ,00 | ,290 | ,266 | ,278 | -,237 | ,816 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

## *Health (ANOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: health_overall_neu

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,5161 | 1,00310 | 31 |
| | 1,00 | 4,5333 | 1,15337 | 30 |
| | Total | 4,5246 | 1,07058 | 61 |
| 1,00 | ,00 | 4,6566 | 1,33979 | 33 |
| | 1,00 | 4,9167 | 1,11039 | 32 |
| | Total | 4,7846 | 1,22960 | 65 |
| Total | ,00 | 4,5885 | 1,18149 | 64 |
| | 1,00 | 4,7312 | 1,13856 | 62 |
| | Total | 4,6587 | 1,15813 | 126 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| health_overall_neu | Based on Mean | ,466 | 3 | 122 | ,707 |
| | Based on Median | ,503 | 3 | 122 | ,681 |
| | Based on Median and with adjusted df | ,503 | 3 | 115,466 | ,681 |
| | Based on trimmed mean | ,496 | 3 | 122 | ,686 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: health_overall_neu

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: health_overall_neu

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 3,231[a] | 3 | 1,077 | ,799 | ,497 | ,019 |
| Intercept | 2727,644 | 1 | 2727,644 | 2023,826 | <,001 | ,943 |
| label | 2,158 | 1 | 2,158 | 1,601 | ,208 | ,013 |
| intent | ,605 | 1 | ,605 | ,449 | ,504 | ,004 |
| label * intent | ,464 | 1 | ,464 | ,344 | ,558 | ,003 |
| Error | 164,427 | 122 | 1,348 | | | |
| Total | 2902,333 | 126 | | | | |
| Corrected Total | 167,659 | 125 | | | | |

a. R Squared = ,019 (Adjusted R Squared = -,005)

## *Health (ANCOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: health_overall_neu

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,5161 | 1,00310 | 31 |
| | 1,00 | 4,5333 | 1,15337 | 30 |
| | Total | 4,5246 | 1,07058 | 61 |
| 1,00 | ,00 | 4,6566 | 1,33979 | 33 |
| | 1,00 | 4,9167 | 1,11039 | 32 |
| | Total | 4,7846 | 1,22960 | 65 |
| Total | ,00 | 4,5885 | 1,18149 | 64 |
| | 1,00 | 4,7312 | 1,13856 | 62 |
| | Total | 4,6587 | 1,15813 | 126 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: health_overall_neu

| F | df1 | df2 | Sig. |
|---|---|---|---|
| ,298 | 3 | 122 | ,827 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: health_overall_neu

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 9,916[a] | 5 | 1,983 | 1,509 | ,192 | ,059 |
| Intercept | 168,794 | 1 | 168,794 | 128,407 | <,001 | ,517 |
| neu_vegorient | 4,482 | 1 | 4,482 | 3,410 | ,067 | ,028 |
| vegan_fam | ,742 | 1 | ,742 | ,564 | ,454 | ,005 |
| label | ,240 | 1 | ,240 | ,182 | ,670 | ,002 |
| intent | ,410 | 1 | ,410 | ,312 | ,577 | ,003 |
| label * intent | ,689 | 1 | ,689 | ,524 | ,470 | ,004 |
| Error | 157,743 | 120 | 1,315 | | | |
| Total | 2902,333 | 126 | | | | |
| Corrected Total | 167,659 | 125 | | | | |

a. R Squared = ,059 (Adjusted R Squared = ,020)

**Parameter Estimates**

Dependent Variable: health_overall_neu

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 4,848 | ,464 | 10,453 | <,001 | 3,930 | 5,766 | ,477 |
| neu_vegorient | -,062 | ,033 | -1,847 | ,067 | -,128 | ,004 | ,028 |
| vegan_fam | ,082 | ,109 | ,751 | ,454 | -,134 | ,298 | ,005 |
| [label=.00] | -,242 | ,300 | -,806 | ,422 | -,836 | ,352 | ,005 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | -,263 | ,285 | -,924 | ,357 | -,827 | ,301 | ,007 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | ,297 | ,411 | ,724 | ,470 | -,516 | 1,110 | ,004 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**4. label * intent**

**Estimates**

Dependent Variable: health_overall_neu

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,629[a] | ,212 | 4,209 | 5,048 |
| | 1,00 | 4,594[a] | ,212 | 4,175 | 5,014 |
| 1,00 | ,00 | 4,573[a] | ,203 | 4,171 | 4,975 |
| | 1,00 | 4,836[a] | ,206 | 4,428 | 5,245 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: health_overall_neu

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | ,055 | ,300 | ,854 | -,538 | ,649 |
| | 1,00 | ,00 | -,055 | ,300 | ,854 | -,649 | ,538 |
| 1,00 | ,00 | 1,00 | -,242 | ,300 | ,422 | -,836 | ,352 |
| | 1,00 | ,00 | ,242 | ,300 | ,422 | -,352 | ,836 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

**5. label * intent**

**Estimates**

Dependent Variable: health_overall_neu

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,629[a] | ,212 | 4,209 | 5,048 |
| | 1,00 | 4,594[a] | ,212 | 4,175 | 5,014 |
| 1,00 | ,00 | 4,573[a] | ,203 | 4,171 | 4,975 |
| | 1,00 | 4,836[a] | ,206 | 4,428 | 5,245 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: health_overall_neu

| label | (I) intent | (J) intent | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | ,034 | ,295 | ,908 | -,550 | ,618 |
| | 1,00 | ,00 | -,034 | ,295 | ,908 | -,618 | ,550 |
| 1,00 | ,00 | 1,00 | -,263 | ,285 | ,357 | -,827 | ,301 |
| | 1,00 | ,00 | ,263 | ,285 | ,357 | -,301 | ,827 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

## *Taste (ANOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: taste_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,5591 | 1,20304 | 31 |
| | 1,00 | 4,2111 | 1,03385 | 30 |
| | Total | 4,3880 | 1,12740 | 61 |
| 1,00 | ,00 | 4,2020 | 1,24705 | 33 |
| | 1,00 | 4,2813 | 1,30922 | 32 |
| | Total | 4,2410 | 1,26862 | 65 |
| Total | ,00 | 4,3750 | 1,22942 | 64 |
| | 1,00 | 4,2473 | 1,17493 | 62 |
| | Total | 4,3122 | 1,19981 | 126 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| taste_overall | Based on Mean | ,674 | 3 | 122 | ,570 |
| | Based on Median | ,454 | 3 | 122 | ,715 |
| | Based on Median and with adjusted df | ,454 | 3 | 116,303 | ,715 |
| | Based on trimmed mean | ,675 | 3 | 122 | ,569 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: taste_overall

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: taste_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 2,628[a] | 3 | ,876 | ,603 | ,614 | ,015 |
| Intercept | 2341,306 | 1 | 2341,306 | 1610,911 | <,001 | ,930 |
| label | ,648 | 1 | ,648 | ,446 | ,506 | ,004 |
| intent | ,568 | 1 | ,568 | ,391 | ,533 | ,003 |
| label * intent | 1,436 | 1 | 1,436 | ,988 | ,322 | ,008 |
| Error | 177,315 | 122 | 1,453 | | | |
| Total | 2522,889 | 126 | | | | |
| Corrected Total | 179,944 | 125 | | | | |

a. R Squared = ,015 (Adjusted R Squared = -,010)

## *Taste (ANCOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: taste_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,5591 | 1,20304 | 31 |
| | 1,00 | 4,2111 | 1,03385 | 30 |
| | Total | 4,3880 | 1,12740 | 61 |
| 1,00 | ,00 | 4,2020 | 1,24705 | 33 |
| | 1,00 | 4,2813 | 1,30922 | 32 |
| | Total | 4,2410 | 1,26862 | 65 |
| Total | ,00 | 4,3750 | 1,22942 | 64 |
| | 1,00 | 4,2473 | 1,17493 | 62 |
| | Total | 4,3122 | 1,19981 | 126 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: taste_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| ,865 | 3 | 122 | ,461 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: taste_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 13,531[a] | 5 | 2,706 | 1,951 | ,091 | ,075 |
| Intercept | 131,844 | 1 | 131,844 | 95,073 | <,001 | ,442 |
| neu_vegorient | 5,405 | 1 | 5,405 | 3,898 | ,051 | ,031 |
| vegan_fam | 2,673 | 1 | 2,673 | 1,927 | ,168 | ,016 |
| label | 3,687 | 1 | 3,687 | 2,659 | ,106 | ,022 |
| intent | ,841 | 1 | ,841 | ,607 | ,438 | ,005 |
| label * intent | 1,802 | 1 | 1,802 | 1,300 | ,257 | ,011 |
| Error | 166,412 | 120 | 1,387 | | | |
| Total | 2522,889 | 126 | | | | |
| Corrected Total | 179,944 | 125 | | | | |

a. R Squared = ,075 (Adjusted R Squared = ,037)

**Parameter Estimates**

Dependent Variable: taste_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 3,982 | ,476 | 8,360 | <,001 | 3,039 | 4,925 | ,368 |
| neu_vegorient | -,068 | ,034 | -1,974 | ,051 | -,136 | ,000 | ,031 |
| vegan_fam | ,156 | ,112 | 1,388 | ,168 | -,066 | ,378 | ,016 |
| [label=.00] | ,126 | ,308 | ,408 | ,684 | -,485 | ,736 | ,001 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | -,077 | ,292 | -,262 | ,794 | -,656 | ,502 | ,001 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | ,481 | ,422 | 1,140 | ,257 | -,354 | 1,316 | ,011 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**4. label * intent**

**Estimates**

Dependent Variable: taste_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,702[a] | ,218 | 4,271 | 5,133 |
| | 1,00 | 4,298[a] | ,218 | 3,867 | 4,729 |
| 1,00 | ,00 | 4,095[a] | ,209 | 3,682 | 4,508 |
| | 1,00 | 4,172[a] | ,212 | 3,752 | 4,592 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: taste_overall

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | ,607 | ,308 | ,051 | -,003 | 1,216 |
| | 1,00 | ,00 | -,607 | ,308 | ,051 | -1,216 | ,003 |
| 1,00 | ,00 | 1,00 | ,126 | ,308 | ,684 | -,485 | ,736 |
| | 1,00 | ,00 | -,126 | ,308 | ,684 | -,736 | ,485 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

**5. label * intent**

**Estimates**

Dependent Variable: taste_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,702[a] | ,218 | 4,271 | 5,133 |
| | 1,00 | 4,298[a] | ,218 | 3,867 | 4,729 |
| 1,00 | ,00 | 4,095[a] | ,209 | 3,682 | 4,508 |
| | 1,00 | 4,172[a] | ,212 | 3,752 | 4,592 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: taste_overall

| label | (I) intent | (J) intent | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | ,404 | ,303 | ,185 | -,196 | 1,004 |
| | 1,00 | ,00 | -,404 | ,303 | ,185 | -1,004 | ,196 |
| 1,00 | ,00 | 1,00 | -,077 | ,292 | ,794 | -,656 | ,502 |
| | 1,00 | ,00 | ,077 | ,292 | ,794 | -,502 | ,656 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

*Behavioral Intentions (ANOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: wtp_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,5484 | 1,33138 | 31 |
| | 1,00 | 4,4333 | ,98319 | 30 |
| | Total | 4,4918 | 1,16485 | 61 |
| 1,00 | ,00 | 4,6061 | 1,20676 | 33 |
| | 1,00 | 4,6667 | 1,33937 | 32 |
| | Total | 4,6359 | 1,26412 | 65 |
| Total | ,00 | 4,5781 | 1,25882 | 64 |
| | 1,00 | 4,5538 | 1,17688 | 62 |
| | Total | 4,5661 | 1,21437 | 126 |

**Levene's Test of Equality of Error Variances[a,b]**

| | | Levene Statistic | df1 | df2 | Sig. |
|---|---|---|---|---|---|
| wtp_overall | Based on Mean | ,993 | 3 | 122 | ,399 |
| | Based on Median | ,990 | 3 | 122 | ,400 |
| | Based on Median and with adjusted df | ,990 | 3 | 120,532 | ,400 |
| | Based on trimmed mean | 1,044 | 3 | 122 | ,376 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: wtp_overall

b. Design: Intercept + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: wtp_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | ,915[a] | 3 | ,305 | ,203 | ,894 | ,005 |
| Intercept | 2620,837 | 1 | 2620,837 | 1743,197 | <,001 | ,935 |
| label | ,666 | 1 | ,666 | ,443 | ,507 | ,004 |
| intent | ,023 | 1 | ,023 | ,016 | ,901 | ,000 |
| label * intent | ,243 | 1 | ,243 | ,161 | ,689 | ,001 |
| Error | 183,423 | 122 | 1,503 | | | |
| Total | 2811,389 | 126 | | | | |
| Corrected Total | 184,338 | 125 | | | | |

a. R Squared = ,005 (Adjusted R Squared = -,020)

*Behavioral Intentions (ANCOVA)*

**Between-Subjects Factors**

| | | N |
|---|---|---|
| label | ,00 | 61 |
| | 1,00 | 65 |
| intent | ,00 | 64 |
| | 1,00 | 62 |

**Descriptive Statistics**

Dependent Variable: wtp_overall

| label | intent | Mean | Std. Deviation | N |
|---|---|---|---|---|
| ,00 | ,00 | 4,5484 | 1,33138 | 31 |
| | 1,00 | 4,4333 | ,98319 | 30 |
| | Total | 4,4918 | 1,16485 | 61 |
| 1,00 | ,00 | 4,6061 | 1,20676 | 33 |
| | 1,00 | 4,6667 | 1,33937 | 32 |
| | Total | 4,6359 | 1,26412 | 65 |
| Total | ,00 | 4,5781 | 1,25882 | 64 |
| | 1,00 | 4,5538 | 1,17688 | 62 |
| | Total | 4,5661 | 1,21437 | 126 |

**Levene's Test of Equality of Error Variances[a]**

Dependent Variable: wtp_overall

| F | df1 | df2 | Sig. |
|---|---|---|---|
| 1,270 | 3 | 122 | ,288 |

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + neu_vegorient + vegan_fam + label + intent + label * intent

**Tests of Between-Subjects Effects**

Dependent Variable: wtp_overall

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. | Partial Eta Squared |
|---|---|---|---|---|---|---|
| Corrected Model | 25,128[a] | 5 | 5,026 | 3,788 | ,003 | ,136 |
| Intercept | 140,179 | 1 | 140,179 | 105,656 | <,001 | ,468 |
| neu_vegorient | 11,569 | 1 | 11,569 | 8,720 | ,004 | ,068 |
| vegan_fam | 6,314 | 1 | 6,314 | 4,759 | ,031 | ,038 |
| label | ,962 | 1 | ,962 | ,725 | ,396 | ,006 |
| intent | ,156 | 1 | ,156 | ,118 | ,732 | ,001 |
| label * intent | ,499 | 1 | ,499 | ,376 | ,541 | ,003 |
| Error | 159,209 | 120 | 1,327 | | | |
| Total | 2811,389 | 126 | | | | |
| Corrected Total | 184,338 | 125 | | | | |

a. R Squared = ,136 (Adjusted R Squared = ,100)

**Parameter Estimates**

Dependent Variable: wtp_overall

| Parameter | B | Std. Error | t | Sig. | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound | Partial Eta Squared |
|---|---|---|---|---|---|---|---|
| Intercept | 4,190 | ,466 | 8,992 | <,001 | 3,267 | 5,112 | ,403 |
| neu_vegorient | -,099 | ,034 | -2,953 | ,004 | -,166 | -,033 | ,068 |
| vegan_fam | ,239 | ,110 | 2,182 | ,031 | ,022 | ,456 | ,038 |
| [label=.00] | ,061 | ,302 | ,201 | ,841 | -,536 | ,658 | ,000 |
| [label=1.00] | 0[a] | . | . | . | . | . | . |
| [intent=.00] | -,056 | ,286 | -,195 | ,846 | -,622 | ,511 | ,000 |
| [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=.00] * [intent=.00] | ,253 | ,412 | ,613 | ,541 | -,564 | 1,070 | ,003 |
| [label=.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=.00] | 0[a] | . | . | . | . | . | . |
| [label=1.00] * [intent=1.00] | 0[a] | . | . | . | . | . | . |

a. This parameter is set to zero because it is redundant.

**4. label * intent**

**Estimates**

Dependent Variable: wtp_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,761[a] | ,213 | 4,339 | 5,182 |
| | 1,00 | 4,564[a] | ,213 | 4,142 | 4,985 |
| 1,00 | ,00 | 4,447[a] | ,204 | 4,043 | 4,851 |
| | 1,00 | 4,503[a] | ,207 | 4,092 | 4,914 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: wtp_overall

| intent | (I) label | (J) label | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | ,313 | ,301 | ,300 | -,283 | ,910 |
| | 1,00 | ,00 | -,313 | ,301 | ,300 | -,910 | ,283 |
| 1,00 | ,00 | 1,00 | ,061 | ,302 | ,841 | -,536 | ,658 |
| | 1,00 | ,00 | -,061 | ,302 | ,841 | -,658 | ,536 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

**5. label * intent**

**Estimates**

Dependent Variable: wtp_overall

| label | intent | Mean | Std. Error | 95% Confidence Interval Lower Bound | 95% Confidence Interval Upper Bound |
|---|---|---|---|---|---|
| ,00 | ,00 | 4,761[a] | ,213 | 4,339 | 5,182 |
| | 1,00 | 4,564[a] | ,213 | 4,142 | 4,985 |
| 1,00 | ,00 | 4,447[a] | ,204 | 4,043 | 4,851 |
| | 1,00 | 4,503[a] | ,207 | 4,092 | 4,914 |

a. Covariates appearing in the model are evaluated at the following values: neu_vegorient = 4,2778, vegan_fam = 3,0833.

**Pairwise Comparisons**

Dependent Variable: wtp_overall

| label | (I) intent | (J) intent | Mean Difference (I-J) | Std. Error | Sig.[a] | 95% Confidence Interval for Difference[a] Lower Bound | 95% Confidence Interval for Difference[a] Upper Bound |
|---|---|---|---|---|---|---|---|
| ,00 | ,00 | 1,00 | ,197 | ,296 | ,507 | -,390 | ,784 |
| | 1,00 | ,00 | -,197 | ,296 | ,507 | -,784 | ,390 |
| 1,00 | ,00 | 1,00 | -,056 | ,286 | ,846 | -,622 | ,511 |
| | 1,00 | ,00 | ,056 | ,286 | ,846 | -,511 | ,622 |

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

## Table 3.9

*Linear Regression Behavioral Intentions (Reduced Sample)*

**Descriptive Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| wtp_overall | 4,5661 | 1,21437 | 126 |
| cal_overall | 4,1270 | ,75966 | 126 |
| health_overall_neu | 4,6587 | 1,15813 | 126 |
| taste_overall | 4,3122 | 1,19981 | 126 |
| pri_overall | 5,1376 | ,75604 | 126 |
| nat_overall | 4,2368 | 1,16435 | 126 |
| env_overall | 4,4497 | 1,14625 | 126 |
| trust_overall | 4,7851 | ,92384 | 126 |
| vegan_fam | 3,0833 | 1,01735 | 126 |
| neu_vegorient | 4,2778 | 3,34578 | 126 |

**Correlations**

| | | wtp_overall | cal_overall | health_overall_neu | taste_overall | pri_overall | nat_overall | env_overall | trust_overall | vegan_fam | neu_vegorient |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Pearson Correlation | wtp_overall | 1,000 | -,138 | ,737 | ,863 | -,014 | ,547 | ,584 | ,662 | ,269 | -,311 |
| | cal_overall | -,138 | 1,000 | -,388 | -,117 | ,210 | -,306 | -,432 | -,321 | ,103 | ,051 |
| | health_overall_neu | ,737 | -,388 | 1,000 | ,720 | -,099 | ,536 | ,662 | ,670 | ,144 | -,211 |
| | taste_overall | ,863 | -,117 | ,720 | 1,000 | ,002 | ,476 | ,524 | ,613 | ,151 | -,176 |
| | pri_overall | -,014 | ,210 | -,099 | ,002 | 1,000 | -,127 | -,234 | -,054 | -,064 | ,070 |
| | nat_overall | ,547 | -,306 | ,536 | ,476 | -,127 | 1,000 | ,526 | ,467 | ,123 | -,232 |
| | env_overall | ,584 | -,432 | ,662 | ,524 | -,234 | ,526 | 1,000 | ,719 | ,299 | -,278 |
| | trust_overall | ,662 | -,321 | ,670 | ,613 | -,054 | ,467 | ,719 | 1,000 | ,195 | -,258 |
| | vegan_fam | ,269 | ,103 | ,144 | ,151 | -,064 | ,123 | ,299 | ,195 | 1,000 | -,328 |
| | neu_vegorient | -,311 | ,051 | -,211 | -,176 | ,070 | -,232 | -,278 | -,258 | -,328 | 1,000 |
| Sig. (1-tailed) | wtp_overall | . | ,062 | <,001 | <,001 | ,437 | <,001 | <,001 | <,001 | ,001 | <,001 |
| | cal_overall | ,062 | . | ,000 | ,095 | ,009 | ,000 | ,000 | ,000 | ,126 | ,287 |
| | health_overall_neu | ,000 | ,000 | . | ,000 | ,134 | ,000 | ,000 | ,000 | ,053 | ,009 |
| | taste_overall | ,000 | ,095 | ,000 | . | ,492 | ,000 | ,000 | ,000 | ,046 | ,024 |
| | pri_overall | ,437 | ,009 | ,134 | ,492 | . | ,078 | ,004 | ,274 | ,237 | ,219 |
| | nat_overall | ,000 | ,000 | ,000 | ,000 | ,078 | . | ,000 | ,000 | ,085 | ,004 |
| | env_overall | ,000 | ,000 | ,000 | ,000 | ,004 | ,000 | . | ,000 | ,000 | ,001 |
| | trust_overall | ,000 | ,000 | ,000 | ,000 | ,274 | ,000 | ,000 | . | ,014 | ,002 |
| | vegan_fam | ,001 | ,126 | ,053 | ,046 | ,237 | ,085 | ,000 | ,014 | . | ,000 |
| | neu_vegorient | ,000 | ,287 | ,009 | ,024 | ,219 | ,004 | ,001 | ,002 | ,000 | . |
| N | wtp_overall | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 |
| | cal_overall | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 |
| | health_overall_neu | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 |
| | taste_overall | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 |
| | pri_overall | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 |
| | nat_overall | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 |
| | env_overall | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 |
| | trust_overall | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 |
| | vegan_fam | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 |
| | neu_vegorient | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 | 126 |

**Variables Entered/Removed[a]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | neu_vegorient, cal_overall, taste_overall, pri_overall, vegan_fam, nat_overall, trust_overall, env_overall, health_overall_neu[b] | . | Enter |

a. Dependent Variable: wtp_overall

b. All requested variables entered.

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,904[a] | ,818 | ,803 | ,53835 |

a. Predictors: (Constant), neu_vegorient, cal_overall, taste_overall, pri_overall, vegan_fam, nat_overall, trust_overall, env_overall, health_overall_neu

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 150,718 | 9 | 16,746 | 57,782 | <,001[b] |
| | Residual | 33,619 | 116 | ,290 | | |
| | Total | 184,338 | 125 | | | |

a. Dependent Variable: wtp_overall

b. Predictors: (Constant), neu_vegorient, cal_overall, taste_overall, pri_overall, vegan_fam, nat_overall, trust_overall, env_overall, health_overall_neu

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics Tolerance | Collinearity Statistics VIF |
|---|---|---|---|---|---|---|---|---|
| 1 | (Constant) | -,757 | ,614 | | -1,232 | ,220 | | |
| | cal_overall | ,092 | ,078 | ,057 | 1,178 | ,241 | ,664 | 1,506 |
| | health_overall_neu | ,169 | ,073 | ,161 | 2,309 | ,023 | ,323 | 3,095 |
| | taste_overall | ,612 | ,063 | ,605 | 9,662 | <,001 | ,402 | 2,490 |
| | pri_overall | ,034 | ,067 | ,021 | ,504 | ,615 | ,896 | 1,116 |
| | nat_overall | ,113 | ,052 | ,108 | 2,175 | ,032 | ,633 | 1,581 |
| | env_overall | ,005 | ,073 | ,005 | ,067 | ,947 | ,334 | 2,990 |
| | trust_overall | ,143 | ,084 | ,109 | 1,695 | ,093 | ,383 | 2,613 |
| | vegan_fam | ,099 | ,053 | ,083 | 1,855 | ,066 | ,785 | 1,274 |
| | neu_vegorient | -,034 | ,016 | -,093 | -2,146 | ,034 | ,837 | 1,195 |

a. Dependent Variable: wtp_overall

**Collinearity Diagnostics[a]**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions (Constant) | cal_overall | health_overall_neu | taste_overall | pri_overall | nat_overall | env_overall | trust_overall | vegan_fam | neu_vegorient |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 1 | 9,278 | 1,000 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 |
| | 2 | ,421 | 4,696 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,00 | ,01 | ,65 |
| | 3 | ,116 | 8,942 | ,00 | ,04 | ,02 | ,02 | ,01 | ,03 | ,01 | ,00 | ,18 | ,04 |
| | 4 | ,066 | 11,842 | ,00 | ,05 | ,00 | ,00 | ,04 | ,00 | ,02 | ,00 | ,60 | ,22 |
| | 5 | ,040 | 15,258 | ,00 | ,00 | ,03 | ,20 | ,00 | ,70 | ,00 | ,00 | ,00 | ,00 |
| | 6 | ,031 | 17,232 | ,01 | ,02 | ,00 | ,28 | ,03 | ,20 | ,19 | ,05 | ,09 | ,02 |
| | 7 | ,019 | 22,149 | ,00 | ,35 | ,11 | ,01 | ,39 | ,00 | ,17 | ,01 | ,10 | ,00 |
| | 8 | ,014 | 25,706 | ,01 | ,12 | ,77 | ,29 | ,15 | ,01 | ,02 | ,06 | ,00 | ,00 |
| | 9 | ,010 | 29,726 | ,00 | ,00 | ,00 | ,06 | ,11 | ,01 | ,51 | ,85 | ,02 | ,01 |
| | 10 | ,005 | 44,122 | ,98 | ,42 | ,08 | ,12 | ,28 | ,04 | ,07 | ,03 | ,00 | ,06 |

a. Dependent Variable: wtp_overall