THE IMPACT OF VEGAN MOTIVES ON INTENTIONAL BEHAVIOUR

What motivates the vegan consumers' behavioural intentions?

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Abstract

Veganism is becoming more and more popular, but what type of messages have an influence on the intentional behaviours of vegan consumers? And what is the influence and the importance of motives for consumers' vegan lifestyle on their intentional behaviour? This quantitative study focused on vegan consumers and manipulated an environmental-related and animal-related message to see the influence of these type of messages on intentional behaviour of vegan consumers. A 2x2 between subjects experiment was designed to get a better understanding of these subjects. This study contributed to the use of specific messages on a vegan product to influence intentional behaviour. Overall, the animal-related message influenced the intentional behaviour of vegan consumers with and without the influence of motives, whereas the environmental-related message only influenced intentional behaviour with the influence of motives taken into account. Next to that, there were different results for the three different types of motives for a vegan lifestyle. Based on the wishes of marketing managers, they can decide which type of consumer behaviour they want to influence, and select the best type of message to accomplish that.

Key words: veganism, motives, animal-related message, environmental-related message, animal welfare, CO2 emissions, purchase intention, word-of-mouth, willingness to pay more.

1. Introduction

1.1 Veganism

When you are scrolling through Netflix, looking for another new serie or documentary to watch, nowadays there are more and more documentaries available about veganism. 'Forks over Knives' and 'Cowspiracy' are just two of the many very popular documentaries that show the benefits of this lifestyle. For the last few years the vegan lifestyle is growing in popularity. The vegan lifestyle has proven to have a positive effect on the environment, as well as positive effects on animal welfare (Forbes, 2017). This lifestyle is not only a diet, but it is also seen as a movement, a way of living that has a positive influence on animal welfare, a positive contribution to the environment and also a lifestyle that has a positive influence of the mind (Mann, 2014). This lifestyle can vary for many people. A definition for a vegan lifestyle is (VeganSociety, 2017):

'A lifestyle that includes a plant-based diet avoiding all animal foods such as meat (including fish, shellfish and insects), dairy, eggs and honey' - as well as avoiding products like leather and any tested on animals.'

As a reaction to the increasing popularity of the vegan lifestyle, firms are expanding their introductions on environmentally sustainable or green new products (Olsen, Slotegraaf & Chandukala, 2014). For example, in 2017 the market for vegan products had a significant growth, and many companies are investing in vegan products like dairy-free milk and plant-based meats (Onegreenplanet, 2017). Plant-based diets in comparison to meat-based diets are more sustainable because they use substantially less natural resources and are less taxing on the environment (Sabaté & Soret, 2014). Next to that, the vegan lifestyle is better for the health of consumers and better for the environment (Sabaté & Soret, 2014). The sustainable aspect of the vegan lifestyle, shows that this lifestyle has some similarities with green or sustainable consuming.

Green or sustainable consuming focuses on the smaller footprint you leave behind as a consumer by the use of green products, compared to consuming other products with a bigger footprint (Yilmazsoy, Schmidbauer & Rösch, 2015). The footprint of a product shows the impact of this product on the change of the environment (Virtanen, Kurppa, Saarinen, Katajajuuri, Usva, Mäenpää, & Nissinen, 2011). For a vegan lifestyle the footprint for the climate is less compared to other lifestyles (Yilmazsoy, et al., 2015).

There is a lot of information available in the literature about green or sustainable consumption. For example, consumers who have concerns about the climate, are more willing to

purchase green products (Lin, Huang, 2012). For green consumers, the price of a product, and the effect on the environment are important factors to make a purchase or not (Maniatis, 2016). Consumers have the power to influence manufacturers with their demands.

Next to that, for the consumption of green or sustainable products it is essential that consumers understand the impact of normal products versus green products. The knowledge of consumers about sustainability and the possible contribution of their behaviour to the environment are crucial for their behaviour (Pilgrim, Smith & Pretty, 2007; Peattie, 2010). Green consumption is becoming more and more popular and consumers are expanding their knowledge about this specific way of consuming with an eye for the environment.

Furthermore, consumers are more focusing on the healthy side of products and are more aware of the negative impact of meat (Top Trends in Prepared Foods, 2017). With sustainable or green behaviour the consumers shows they have interest for the environment and want to act in a sustainable way (Gilg, Barr & Ford, 2005). Furthermore, a study showed that in every country there is a consumer segment with enough interest for green consumption (Yilmazsoy, et al., 2015). This shows the potency of the vegan lifestyle for organizations.

The decision to embrace a sustainable lifestyle is very complex and comes with many arguments (Young, Hwang, McDonald & Oates, 2010). It is important to understand the different motives to live a vegan lifestyle and what motivates vegan consumers to purchase vegan products. The primary research literature available focuses on motives for consumers to engage in vegan behaviour, and not on the effect of their motives on their behavioural intentions (Janssen, et al. 2016). Also, the literature on vegan advertising is still limited. The increasing popularity of the vegan lifestyle makes it even more important for marketers. It is important to get a better understanding of this lifestyle, and to know the importance of the motives for their vegan lifestyle for the behavioural intentions of consumers. There are different types of motives to engage in a vegan lifestyle, and previous research saw environmental and animal-related motives together as part of ethical motives. For this study it is important to examine these apart from each other to see if there are differences between these motives (Janssen, 2016). The importance of motives could differentiate because the vegan lifestyle is not only focusing on the sustainable aspects, but is also a specific diet, and the lifestyle focuses on animal welfare and positivity of the mind (Mann, 2014). These other aspects besides the sustainable aspect of veganism make this lifestyle more complicated and worth to investigate.

1.2 Relevance and literature about the vegan lifestyle

This study is very relevant due to the increasing popularity of veganism amongst consumers, which makes it also an interesting subject for organisations. There are studies available about the different

motives to attain a vegan lifestyle, but there is not much literature available on the effects of these motives on the behaviour of vegan consumers. Next to that, the literature about vegan advertising is also limited. It is important for organizations to get a better understanding of this lifestyle, so that they can use this information in their communication strategies (Brečić, Mesić & Cerjak, 2017). If the future is vegan, then organizations want to be ahead of their competition and use their new knowledge about veganism in their advantage.

In this research the focus is on the influence of an environmental-related and animal-related message on the behavioural intentions of vegan consumers. Furthermore, the influence of the different motives for a vegan lifestyle are examined. A motive can be defined as "a reason to do something" (Hornby, Wehmeier & Ashby, 2000), and there are different motives for making all types of food choices. Janssen et al (2016) found three different categories for motives to start a vegan lifestyle, namely: animal-related motives, self-related motives and environment-related motives. For this study we will distinguish the animal-related and environmental-related motives, while these motives previously were combined as ethical motives (Janssen et al., 2016). Studying the differences between these two types of motives is new in this context.

The motives why consumers engage in a vegan lifestyle are clear, but it is important to understand what motivates consumers' behavioural intentions, so in the end this information could be used as a tool for managers. Besides that, there is an increase in the interest of consumers in sustainable behaviour, where they want to lower their impact on the environment. Because of these reasons sustainable behaviour becomes more important to organizations and countries (Vermeir & Verbeke, 2007) and so it is important to collect more knowledge about this. The influence of these specific motives for a vegan lifestyle could help marketing managers to use the outcomes wisely.

The purpose of this study was to research the importance of an animal-related and environmental-related message on vegan advertisement on the behavioural intentions of vegan consumers. These behavioural intentions were purchase intention, word of mouth and their willingness to pay more. Next to that, it is known that there are different motives for engaging in a vegan lifestyle, but now it was important to research which motive had the strongest influence.

Thus the relevance of this study for managers is to understand which message influences the intentional behaviours of consumers. It is important for managers to understand which type of message is important for consumers so they can use this information to better understand the consumers beliefs, and anticipate on this information (Honkanen, Verplanken & Olsen, 2006, p. 420). With this information about the specific motives for a vegan lifestyle, managers could focus on these reasons and target vegan consumers in the best possible way. The effectiveness of their advertisements could be enhanced when they would focus on these specific motives and specify their messages on these motives. (Minton, Lee, Orth, Kim, & Kahle, 2012).

1.3 Objective, research question and research strategy

The aim of this study was to examine the use of a specific environmental-related and animal-related claim, that is based on the different types of motives consumers can have for their vegan lifestyle, on behavioural intentions. Next to that, the objective of this study is to get a better understanding of this and to also study the moderating influence of the motives of consumers for their vegan lifestyle on their behavioural intentions. The behavioural intentions that will be examined are willingness to pay more, word of mouth and purchase intention. To investigate this topic an experiment was conducted via a questionnaire. This strategy was the most appropriate because of the large amount of respondents that could be reached at once (Field, 2016). This study was an explanatory research and it showed a causal relationship. This study provided new insights and information about vegan advertising and the use of specific messages. Next to that, the influence of specific motives for this lifestyle was examined.

1.4 Outline of the thesis

The thesis will have the following outline. First there will be given more information about the vegan lifestyle, the different motives and the behavioural intentions that are investigated. After that the methodology will be presented, were an experiment was the right method. And lastly the results and the developed conclusions of the study will be shown.

2. Theoretical background

2.1 Veganism

According to the 'Nederlandse Vereniging voor Veganisme' nowadays there are approximately 100.000 vegan consumers in the Netherlands (Personal communication, 16 May, 2018). Veganism is a lifestyle which excludes the use of all animal products (Veganisme, 2018). A vegan consumer uses no animal products, which means they do not consume animal food products like meat, eggs and honey. Next to that, they also do not use clothes that are made from animals materials, like feathers, silk and leather, and they do not use products that have been tested on animals (Veganisme, 2018).

The vegan lifestyle has a positive influence on the health, because the lifestyle helps to reduce not only the cholesterol but also the blood pressure (Craig, 2009). Next to that, it also helps with lowering the risk on cardiovascular disease, which is also known as a heart disease (American Heart Association, 2018). The vegan lifestyle also helps to have a lower risk on different types of cancer (Dinu, Abbate, Gensini, Casini & Sofi, 2017).

A negative aspect of the vegan lifestyle is the possibility to have a lack of intake of specific vitamins and mineral, like vitamin B12 and omega 3 (Craig, 2009). Because of this, it is important for vegan consumers to have a great understanding of the foods they consume. The knowledge about food is also important to prevent themselves from having any deficiencies (Craig, 2009).

The vegan lifestyle does not only have an effect on the health of consumers, but the exclusion of all animal products, also has a positive effect on the environment. The switch of a consumer to a vegan lifestyle has an enormous reducing effect on the levels of CO2. Next to that, there is also less use of water necessary and less land is needed to provide in a vegan lifestyle (Poore & Nemecek, 2018). The vegan diet also helps reducing the greenhouse gas emissions, also known as GHG. The vegan diet even has the most positive influence on the environment compared to other diets (Aleksandrowicz, Green, Joy, Smith, & Haines, 2016).

2.2 Consumer motives for veganism

As explained before, a motive is explained in the dictionary as "a reason to do something" (Hornby, et al., 2000). A specific reason or a motive can have an influence on behaviour. To investigate the influence of motives for a vegan lifestyle on behavioural intentions, it is important to firstly have a better understanding of the different types of motives for attaining a vegan lifestyle. There are a lot of reasons why consumers want to start to become a vegan consumer, but once they are a vegan consumer, there are still motives that motivate them to live this specific lifestyle. These motives can even change through the years, and the importance of their motives can also change over time

(Janssen et al., 2016). Janssen et al (2016) have developed three types of motives for living a vegan lifestyle, namely animal-related motives, environmental-related motives and self-related motives. Previous studies evaluated environmental- and animal-related motives as the same category, but because of the changing importance of motives through time it is important to see these apart from each other. Next to that, Janssen et al (2016) recommended to deeper investigate the differences between these motives.

As the theory of Ajzen shows, the behaviour of consumers can be explained with the theory of planned behaviour. This theory shows three independent concepts that determine intention. These three concepts are the attitude toward the behaviour, the subjective norm and the perceived behavioural control (Ajzen, 1991). The theory of planned behaviour shows that "the more favorable the attitude and subjective norm with respect to a behaviour, and the greater the perceived behavioural control, the stronger should be an individual's intention to perform the behaviour under consideration." (Ajzen, 1991, p. 188). So for the vegan lifestyle, the more positive their attitude and their subjective norm is about their motives to attain a vegan lifestyle, the stronger their intention for specific vegan behaviour will be.

2.3 Intentional and sustainable behaviour

Literature shows that personal norm, satisfaction and social norm reasons are predictors for general behaviour (Homer & Kahle, 1988). The behaviour of vegans can be predicted by their personal norms and values they have, the satisfaction they derive from their vegan lifestyle and social norm reasons like what others think of them. All these predictors can be at the base of the motives for engaging in a vegan lifestyle. First, the personal norm of consumers is about their beliefs and values about veganism and when they believe veganism is a necessary behaviour. For the personal norm, consumers will really think of the consequences of their behaviour, as well as the responsibility they feel. This is part of the norm-activation theory of Schwartz (1977) and shows that personal norms eventually can lead to actual behaviour. Also, consumers can derive satisfaction as they live up to their beliefs and experience that their behaviour can give them a satisfying feeling. Lastly, the social norms, where consumers think it is good and acceptable to live a vegan lifestyle can influence their actual behaviour. These are all interesting aspects that have an influence on the behavioural intentions of consumers with a vegan lifestyle. It is important to understand this process that supports the influencing of behaviour.

The cognitive dissonance theory (Festinger, 1962) shows that a person does not want conflicting thoughts, and that a person is willing to make this dissonance consistent again. For the vegan lifestyle, when a non-vegan receives information about the negative impacts of their non-vegan

lifestyle, this may deliver dissonance. For this person the choice is between changing or ignoring the information, or changing their behaviour. So for the vegan lifestyle the intentional behaviour of vegan consumers could be formed due to the wish to not have cognitive dissonance. To have a consonance feeling, the vegan consumers will match the information about vegan products to their behaviour.

The norm activation theory (Schwartz, 1977) is a theory that shows that consumers who show altruistic behaviour are affected by the idea that they have a duty to behave in the way their norms are. When a consumer finds out what the outcome might be of specific behaviour, these norms are activated. After the norms are activated, the consumer wants to change this harming behaviour, so the consequences will change in a positive way (Honkanen, Verplanken & Olsen, 2006). For the vegan lifestyle, consumers could consider the vegan lifestyle after finding out the harmful consequences of a non-vegan lifestyle, for themselves as well as for the environment. Once the consumers obtained a vegan lifestyle, they want to behave in the way of their norms and behave in a vegan way.

Lastly, for sustainable behaviour the value-belief-norm theory of environmentalism (Stern, Dietz, Abel, Guagnano & Kalof, 1999). can have an influence. The values, norms and beliefs of consumers can change about the vegan lifestyle (Honkanen, Verplanken & Olsen, 2006). In their study about organic food, Honkanen, Verplanken and Olsen (2006) found that when people are more worried about the impact on animals and the environment, people are more positive about organic food. If this is also true for vegan products, this means that the more consumers see the benefits of a vegan product for animals and the environment, the more positive they are about it. This could have an influence on their intentional behaviour for vegan products. So if a vegan product shows the positive impact in an advertisement, this could influence the intentional behaviour for this product.

2.4 Claims

Claims on advertisement are used very often, and with the right advertising and information, a claim is quickly believed (Hackley & Hackley, 2017). For this study, an animal-related claim and an environmental-related claim was developed and manipulated on an advertisement. Specifically these two types of claims are used based on the most important motives for consumers to become a vegan consumer namely, animal motives and environmental motives. These will be explained in more detail.

2.4.1 Environmental-related claim

Environmental marketing is becoming more and more popular. This type of marketing is used in advertisement with the use of easy claims that are understandable for consumers (Leonidou, Leonidou, Palihawadana & Hultman, 2011). The use of an environmental-related claim has a positive influence on the brand image of that specific brand (Chen & Lee, 2015). But advertisement that focuses on the environmental-friendly side of a product can expect sceptic consumers (Leonidou et

al., 2011). So the use of such a claim must be thought out thoroughly. Next to that, the claim also influences other effects like trust and satisfaction (Chen & Lee, 2015). To develop a good environmental claim it is important that it is understandable for consumers. To do so, it is important to give explicit information, show the benefits of the product for the environment, give information about the improvements of the company versus others to show the differences and lastly show the importance of this topic (Leonidou et al., 2011). This will all help to develop a good environmental-related claim for advertisement.

2.4.2 Animal-related claim

For a lot of consumers, not only vegan consumers, animal welfare is an important topic (Main, Mullan, Atkinson, Cooper, Wrathall & Blokhuis, 2014). But for most consumers, it is confusing to understand what it means if a product benefits animal welfare. For example, for meat, what does it mean if a product showed an animal-welfare certificate or claim, versus a vegan product with an animal-related certificate or claim. There is no general used standard for animal welfare, which makes it also harder to develop a good claim (Main, et al., 2014). The claim that a product is beneficial for animals is hard to explain because it can have different meanings. For this study, the focus is on vegan consumers, so here animal welfare means that a product has a positive or neutral influence on animals. To make sure the claim is developed correctly and also understandable, it is important to have an explicit claim (Leonidou et al., 2011).

2.5 Types of consumer behaviour

This study examines the influence on intentional behaviour, and the behaviour of consumers can be explained with the theory of planned behaviour. This theory shows three independent concepts that determine intention. These three concepts are the attitude toward the behaviour, the subjective norm and the perceived behavioural control (Ajzen, 1991). The theory of planned behaviour shows that “the more favorable the attitude and subjective norm with respect to a behaviour, and the greater the perceived behavioural control, the stronger should be an individual's intention to perform the behaviour under consideration.” (Ajzen, 1991, p. 188). For this study, the focus will be on three different types of intentional consumer behaviour namely willingness to pay more, purchase intention and word of mouth.

2.5.1 Purchase intention

The purchase intention of consumers is about the willingness or the possibility to buy a specific product (Yusof, Singh & Razak, 2013; Nik Abdul Rashid, 2009). The purchase intention of consumers is influenced by the perceived value of a product, so if a consumer sees the value of the

product, they have the intention to buy it (Chang & Wildt, 1994). Purchase intention can be influenced by specific claims, for example claims that focus on the environment have a positive effect on purchase intention (Chen & Lee, 2015). Purchase intention can be measured with two statements, namely 'Ik zal de bananen van We are Bananas kopen in de toekomst.' and 'Wanneer ik bananen moet kopen, dan is het zeer waarschijnlijk dat ik de bananen van We are Bananas zal kopen.'. Both statements could be answered with a 7-point Likert scale in the range from "strongly disagree" to "strongly agree". These statements were based on the statements that were used in the studies of Son, Jin and George (2013) and Lotz and Warrington (2001).

2.5.2 Word-of-Mouth

The dependent variable word of mouth means talking about a product and recommending a product. Hofenk, Van Birgelen, Bloemer and Semeijn (2017) investigated the word-of-mouth and used three questions for this concept. The questions they used were: 'I would say positive things about X to other people', 'I would recommend X to people who seek my advice' and 'I would encourage friends and relatives to shop at X.' These questions had a seven-point Likert scale where they could answer this in the range of ''totally disagree'' to ''totally agree". Hofenk et al (2017) used these questions based on the article of Zhang and Bloemer (2008). They used the following questions: 'I say positive things about X to other people', 'I recommend X to people who seek my advice.' and 'I encourage friends and relatives to do business with X.' For these questions it was possible to answer them in the range from "strongly disagree" to "strongly agree". These three questions were used in this study. Word of Mouth can be influenced by different aspects, for example identification, satisfaction and commitment (Brown, Barry, Dacin & Gunst, 2005).

2.5.3 Willingness to pay more

The willingness to pay more is about the intention to pay a higher price for a product. Consumers who value the importance of the environment are willing to pay a higher price if a product is less harming for the environment (Laroche, Bergeron & Barbaro-Forleo, 2001). For this process it is important that the consumer thinks about the environmental problems during the purchase (Laroche et al., 2001). The questionnaire is used from the article of Hofenk et al., (2017), and they partly used the questions from the article of Zhang and Bloemer (2008). With the use of these questions, the willingness to pay more could be measured if products had certain benefits for the environment or animals. The statements were answered with a 7-point Likert scale in the range from "strongly disagree" to "strongly agree".

2.6 Hypotheses

As explained before, Janssen et al. (2016) showed that there are different types of motives for a vegan lifestyle, but the influence of these motives on intentional behaviour has not been proven yet. Especially because they pointed out that there are differences between animal-related and environmental-related motives, it is important to get a better understanding of the different influences of these motives that are developed into two types of messages. Firstly, this study examines the differences between environmental- and animal-related messages. To get a better understanding of this relation the researchers examined if both types of messages had an influence on behavioural intentions. The following three hypotheses were developed for the environmental-related message:

H1a: An environmental-related message influences consumer behavior in terms of willingness to pay more.

H1b: An environmental-related message influences consumer behavior in terms of purchase intention.

H1c: An environmental-related message influences consumer behavior in terms of word-of-mouth.

For the animal-related message the following hypotheses were developed:

H2a: An animal-related message influences consumer behavior in terms of willingness to pay more.

H2b: An animal-related message influences consumer behavior in terms of purchase intention.

H2c: An animal-related message influences consumer behavior in terms of word-of-mouth.

Furthermore, Janssen et al. (2016) found in their study that the most important reason to live a vegan lifestyle was a reason related to animals. Because of this outcome where animal motives are the most important motivation to follow a vegan diet, it is expected for the animal-related message to have a stronger effect than the environmental-related message. The following hypotheses were developed:

H3a: An animal-related message has a more positive effect on willingness to pay more than an environmental-related message.

H3b: An animal-related message has a more positive effect on purchase intention than an environmental-related message.

H3c: An animal-related message has a more positive effect on word-of-mouth than an environmental-related message.

2.7 Motives

Next to that, there are different motives for a vegan lifestyle and every situation has different outcomes on which concepts are a contribution to behaviour. It is important to understand which motives vegans find important and if these motives determine their behavioural intentions for their willingness to pay more, their word of mouth and their purchase intention. The following hypotheses are developed for the environmental-related message:

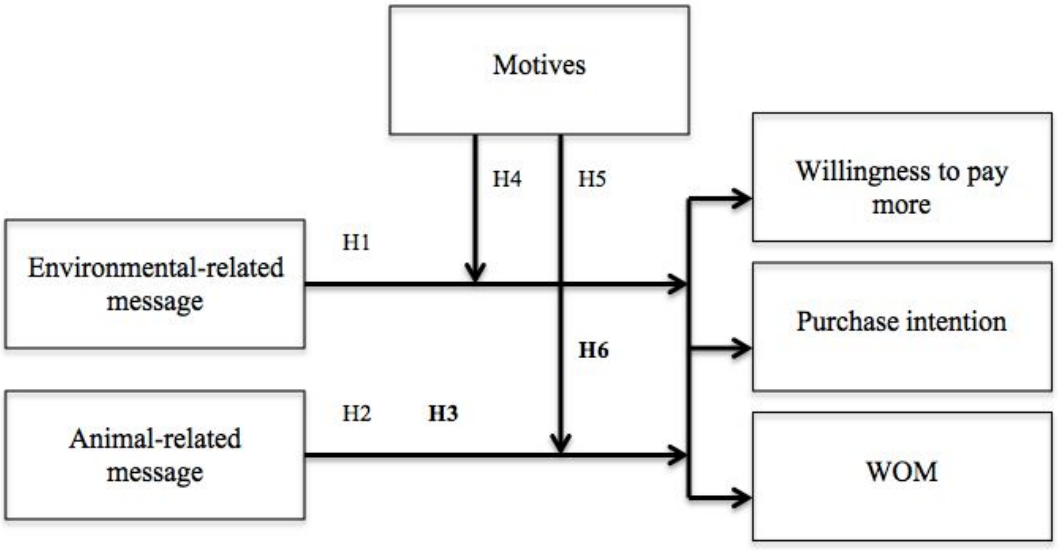
H4a: The environmental-related message has a stronger positive effect on willingness to pay more, because of the influence of motives.
H4b: The environmental-related message has a stronger positive effect on purchase intention because of the influence of motives.
H4c: The environmental-related message has a stronger positive effect on word-of-mouth because of the influence of motives.

For the animal-related message the following three hypotheses were developed:
H5a: The animal-related message has a stronger positive effect on willingness to pay more because of the influence of motives.
H5b: The animal-related message has a stronger positive effect on purchase intention because of the influence of motives.
H5c: The animal-related message has a stronger positive effect on word-of-mouth because of the influence of motives.

Another aspect of veganism is the protection of animals and their well-being (Honkanen, Verplanken & Olsen, 2006). The agriculture is where both the environmental concerns as well as the concerns about animal welfare are connected. The agriculture is not only responsible for a negative impact on the welfare of animal but the worldwide agriculture also has a big negative impact on the environment (Clark & Tilman, 2017). As explained before, Janssen et al (2016) showed that animal-related motives are the most important for vegan consumers. For this reason, we again expect the animal-related message to have a stronger effect than the environmental-related message on all three types of behavioural intentions.
The following hypotheses are developed:
H6a: The animal-related message has a stronger positive effect on willingness to pay more because of the influence of motives than the environmental related message.
H6b: The animal-related message has a stronger positive effect on purchase intention because of the influence of motives than the environmental related message.
H6c: The animal-related message has a stronger positive effect on word-of-mouth because of the influence of motives than the environmental related message.

The visualization of all the hypotheses are shown in Figure 1, which shows the conceptual model of this study.

Figure 1: Conceptual model


Motives
H4
H5
Willingness to pay more
Environmental-related message
H1
Purchase intention
H6
Animal-related message
H2
H3
WOM

3. Methodology

3.1 Research strategy

To get a better understanding of the influence of different messages related to vegan motives on purchase intention, willingness to pay more and word of mouth, an experiment was conducted. An experiment is suitable for this type of research question because with the use of an experiment, the research examined the influence of a specific treatment. This was done by applying the treatment to one group, where the other group did not get a treatment (Creswell, 2014). In this research the treatment was the appearance of an environmental or animal related message on a product and there were four different versions used. The experiment was done with the use of a questionnaire in the program 'Qualtrics'. There were four versions of the questionnaire.

The research method was quantitative and inductive, which involved the testing of a theory or treatment (Bryman, 2016). The design of the experiment was full factorial, which means that all the possible options are matched with each other (Sisman, 2014; Michael, 2005). For this experiment, the independent variables were the environmental-related and animal-related message. The motives of consumers for their vegan lifestyle was the moderating variable. The variables 'purchase intention', 'word of mouth' and 'willingness to pay more' were the dependent variables. This study could also examine the main effect and the possible interaction effects. For the experiment, the assignment was randomized, which means all respondents had an equal chance of being assigned to a treatment condition (Field, 2013).

This full factorial experiment had a 2x2 between subjects design, which means each respondent was assigned to only one cell (Field, 2013). The different cells were explained in Table 1. For each cell there were at least 30 respondents necessary, so at least 120 respondents were necessary (Hair, 2013). It is important to have a sample size that is large enough, to get significant results (Hair, 2013).

Table 1: The experiment in cells

		Message 2 Animal-related	
		Without message 2	**With message 2**
Message 1 Environmental-related	**Without message 1**	Group A	Group B
	With message 1	Group C	Group D

3.2 Object of research

For this experiment a product was necessary to measure the behavioural intentions. Because this study focused on vegan consumers, the chosen product had to be vegan. Next to that, it was important that the product could have a bad influence on the environment and animal welfare, so this could be used for the manipulation. So for this experiment the product of choice was bananas. Bananas are very nutritious and often used in the diet of vegans (Healthline.com, 2014). This made bananas a good object for this research. Next to that, with the right explanation, it was possible for consumers to understand the negative influence of bananas on animal welfare and the environment.

The respondents selected for this research were consumers who avoided all animal foods and products and lived a vegan lifestyle. For the experiment the recruitment of these respondents was done via the social network site 'Facebook'. On this social medium there are a lot of vegan community groups, and the members of these groups were kindly asked to participate. There was no compensation available for the respondents.

3.3 Research design

The goal of this research was to get a better understanding of the use of specific messages that are developed based on specific motives and the effect of these messages on the behavioural intentions of consumers that have adopted a vegan lifestyle. Another goal was that the results of this study could be used for future research.

The population that was examined for this study were consumers who lived a vegan lifestyle, and a total of 260 respondents completed the survey. These respondents were only approached via the use of the social medium Facebook. There was no compensation offered for filling in the survey. The survey was in Dutch, so only vegan consumers who could understand the Dutch language were able to fill in this survey.

The moderating variable in this study was: motives (*animal-related, self-related, environmental-related*). The independent variables were an animal-related message (*present, not present)* and an environmental-related message (*present, not present)*. The dependent variables were purchase intention (*totally disagree – totally agree)*, word of mouth (*totally disagree – totally agree)* and willingness to pay more (*totally disagree – totally agree)*.

To measure the variable 'motives', the experiment started with statements about all three categorized motives about the vegan lifestyle of the respondents. Respondents were asked if they could evaluate the statements about the most important motives for a vegan lifestyle, namely environmental-related motives, animal-related motives and self-related motives. The study of Janssen

et al. (2016) acknowledged that it is possible for consumers to have more than one motive to be a vegan, and so it was important to ask the respondents about multiple motives. To question the motives in a right way, the questions and categories for the motives were based on the motives of the study of Janssen et al. (2016) about vegan motives. For the environmental-related motives there were 3 statements that could be answered with a 7-point Likert scale (*totally disagree – totally agree).* For the self-related motives the respondents had to answer 6 different statements, also with a 7-point Likert scale (*totally disagree – totally agree).* And lastly, the animal-related motive was also tested with the use of three statements, which could be answered on a 7-point Likert scale as well (*totally disagree – totally agree).*

The validity of this study laid in the consistency of the research (Leung, 2015). All the collected data needed to be analyzed in the same way to also guarantee the consistency and reliability of the study. Lastly, the respondents were also questioned about their involvement with animal welfare and the environment. It was important to control for involvement, because vegan consumers could be more involved already in environmental- and animal-related topics. Their existing involvement could have influenced the results.

The use of animal-related and environmental-related messages were based on the study of Janssen et al. (2016), where the authors recommended to examine animal-related and environmental-related motives apart from each other. They recommended this because they found differences between these two types of motives. The specific developed messages were based on research found about the impact of bananas on both topics. Bananas could have a negative impact on the environment, via the transportation, as well as by the use of plastic packing materials (Onegreenplanet, 2012). Next to that, bananas also have a negative impact on animal welfare. This happens because of the high standards for bananas, and this causes a lot of bananas to be dumped in nature because they do not meet the high standards. These dumped bananas influence the nature and oxygen level, and this badly influences different animals like fish (Foodispower, 2018). It might have been harder for consumers to understand the negative influence of bananas on animal welfare, and because of this, both influences were explained in the messages. For the animal-related message the focus was on the oxygen content that influenced the surroundings and in that way also animals. The message related to the negative impact of bananas on animal welfare was:

> *Zo zorgt het dumpen van lelijke bananen er voor dat dit de omgeving beïnvloedt en het zuurstofgehalte van de dieren in de omgeving wordt aangetast.*
> *We are Bananas doet daar niet aan mee!*
> *Wij gebruiken al onze bananen en hebben daardoor geen negatieve invloed op dieren.*

For the environmental-related message the focus was on the emissions of CO2 during the transportation of the bananas. In this message the focus was on climate compensation as a solution (Milieucentraal, 2018). The message that related to the negative impact of bananas on the environment was:

> *Zo komt er bij het verschepen of overvliegen van bananen veel CO2-uitstoot vrij.*
> *We are Bananas doet daar niet aan mee!*
> *Wij doen aan klimaatcompensatie. Dit betekent dat voor alle CO2 die vrijkomt bij het transport van onze bananen, we nieuwe bomen laten planten.*

For the study both messages did not directly state environmental or animal welfare issues, they only gave the respondents information, which they had to translate themselves into specific animal welfare or environmental issues and solutions.

The questions about the measurement of 'purchase intention' were based on the questions of the study of Son, Jin and George (2013) and the article of Shim, Eastlick, Lotz and Warrington (2001). These questions measured the purchase intention of the respondents for the bananas. The questions for the dependent variables 'word-of-mouth' and 'willingness to pay more' were based on the article of Hofenk, et al., (2017).

Lastly there were some questions to get a better understanding of the demographic and psychographic characteristics of the respondents. The questions for the psychographic characteristics were based on the BSR model of Van Hattum and Reitsma (2010). This model was useful for the segmentation of the respondents. These questions helped to get a better understanding of the different groups of consumers who are vegan (Cahill, 2006).

3.4 Pre-test

Before the actual survey was exploited, firstly the environmental- and animal-related messages were pre-tested. For both the messages there was a more explicit, extended version formulated and a more basic version. Based on the results of the pre-test, the more explicit and extended version of both the environmental- and animal-related messages scored better, so this version was used in the experiment. The pre-test was conducted for both messages, and for both pre-tests 12 respondents were used.

3.5 Manipulation check

For this research it was important to conduct a manipulation check, to check if the respondents saw what was intended with the experiment. This was implemented in the questionnaire with two

questions, about the negative influence of the specific product on the climate change and animal welfare. Both questions had to be answered with the use of a 7-point Likert scale.

3.6 Data analysis

To analyse the data firstly a factor analysis was conducted to make the data set appropriate and to analyse the intercorrelation between different items (Field, Hole, 2003). For the analysis of the data a multivariate analysis of variance was necessary because there were multiple dependent variables and also two independent variables (Hair, 2013). To see the effect of the moderating variable 'Motives' a x regression analysis was used, were the three dependent variables were examined separated from each other because this analysis can only analyze one dependent variable at a time.

3.7 Limitations of the research

A limitation of this study was the distribution of men and women who participated. In 2017 the amount of vegans was around 100.000 in the Netherlands but there was no information available about the dividing between men and women (Veganisme, 2018). In this study the majority of the respondents was female (83,1%), there were some male respondents (13,5%) and some of the respondents were gender neutral (3,5%). Because there was no data available about the male female ratio, it was hard to say if the sample was a good representation. Schyns (2016) argued that a vegan lifestyle is more popular with females, so this might have been an indication that indeed women are more often vegan. Because there was no exact data available on the vegan population in the Netherlands this was negative for the generalizability of this study.

3.8 Ethics of the research

For the experiments, all respondents had to voluntarily participate. It is important for the quality and integrity of this study to make sure that the respondents understood the experiment. All respondents had the option to stop with the survey at any time.

4. Results

First a description of the sample will be given, after that the analysis of the data will be explained and after that the results will be presented for all the hypotheses.

4.1 Sample description

For this survey a total of 260 respondents participated, with a total of 216 females (83%), 35 men (13,5%), and 9 of the respondents were gender neutral (3,5%). For all respondents, the most frequent educational level was 'HBO of WO Bachelor' with a total of 46,9%. The age of the respondents varies from younger than 18 years old to older than 65 years old, but the biggest groups are the respondents in the age of 18 till 34 years old (70,4%). Furthermore, most of the respondents had been a vegan for the period of a couple of months to two years (56%). Per cell a minimum of 20 observations is recommended, and with a minimum of 61 observations per cell, this is a good sample size. When a sample size increases, this always produces more power for tests (Hair, 2013).

Table 2: Respondents distribution

	Environmental-related message	Animal-related message	N
Condition 1	No	No	69
Condition 2	No	Yes	64
Condition 3	Yes	No	61
Condition 4	Yes	Yes	66
			260

4.2 Manipulation check

For this study a manipulation was used with the use of an animal-related message and an environmental-related message. To check if the manipulation of both the messages actually influenced their evaluation of the product, a manipulation check was conducted. To test this, the results of the message versus no message was examined (Table 3). The manipulation check, a two-sample T-test, was conducted to compare the means of the both independent variables. If the manipulation worked, than the respondents who saw for example an environmental message, would also evaluate the bananas of 'We are Bananas' as having less of a bad influence on the environment. Because the statement for the manipulation checks were formulated negative, namely 'We are Bananas' heeft een negatieve invloed op dierenwelzijn.' these variables were recoded into opposite values. After that, it was time to analyse the manipulation for the conditions. The results of the test showed that both the manipulations were not significant. This showed that the environmental-related message had no significant different effect, because the condition with no environmental-related message had a higher

value (M = 5,33, SD 1,26) than the condition with the environmental-related message (M = 5,20, SD = 1,47). Next to that, the manipulation was also not significant (F(1,130) = 3,308, p >.05).

Table 3: Manipulation check results

	Mean	SD	*n*
No animal message	5,32	1,21	130
Animal-message	5,51	1,37	130
No environmental message	5,33	1,26	133
Environmental-message	5,20	1,47	127

The animal-related message showed that the manipulation had worked, because the effect is bigger here (M = 5,33, SD = 1,26) than when no message was shown (M = 5,20, SD = 1,47). But this manipulation is also not significant (F(x,x), p > .05) so this means that the manipulations are both not significant. Based on these findings, the use of an environmental-related or an animal-related message does not significantly differ from the use of no message on the evaluation of the product.

4.3 Reliability and validity

To start with the analysis it was important to first clean the dataset. Firstly, the incomplete data was deleted, in total there were 424 respondents, but after deleting the incomplete observations there were 260 respondents left in the database. A factor analysis was conducted to find out how many factors there were. To test the adequacy of the sampling, the Kaiser-Meyer-Olkin measure was used. Table 4 shows that a value of ,811, and a score above ,50 means that the variables are good for factor analysis. Next to that, Bartlett's test of Sphericity was significant, which also means the data is adequate for factor analysis.

Table 4: Sampling Adequacy

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,811
Bartlett's Test of Sphericity	Approx. Chi-Square	4875,099
	df	300
	Sig.	,000

First a principal component analysis was conducted to see the results for all the items. This analysis shows that all the variables have communalities that are above .4, which means this is acceptable. There are six factors with an Eigenvalue of 1 or more (Appendix G), which means there would be six factors. Next we look at the component matrix, which shows that all items load on more than one factor. To get a better understanding of the items we have rotated with the use of Oblimin because the items correlate with a value of .30 or higher and with the use of Oblimin they are allowed to correlate (Field, 2013). After the rotation all items load to only one factor as desired. The analysis showed again that there were six factors with an Eigenvalue above 1. The items for measuring word of mouth, willing to pay more and purchase intention loaded all on the same factor, but for this study these items will be split into three different factors to get a better understanding of the differences between these factors. It is understandable that these items loaded at the same factor but based on theoretical considerations, these items were split into three factors. Next to that, the variables about the involvement with animals, and the animal-related motives also loaded on the same factor. This was also expected, because these items all involve the same subject, namely animals. These items were also split for this study. The loadings of all the items could be found in Appendix G. After the factor analysis, there were 8 factors developed, these were:

1. Animal-related motives
2. Self-related motives
3. Environmental-related motives
4. Environmental involvement
5. Animal involvement
6. Word-of-mouth
7. Purchase intention
8. Willingness to pay more

After the factor analysis was completed, the cronbach's alpha of all factors were checked, and for all 8 factors the value was above .8. A cronbach's alpha of .7 or higher means that the data is reliable, so all

8 factors are acceptable (Field, 2013). It is important to check these alpha's for the validity and reliability of this study. For the factor 'Involvement animals' an item was deleted to increase the value of the cronbach's alpha. This was also done for the factor 'Involvement climate', were also one item was deleted. The deletion of these items had a positive influence on these two factors (Appendix H). After that, the cronbach's alpha could not be improved anymore, so in Table 3 the cronbach's alpha values of all the factors are shown. This showed that all eight factors were reliable.

Table 3: Cronbach's alpha values of all variables

Factors	Items	Cronbach's alpha
Animal related motives	Ik ben veganist geworden omdat ik dierenwelzijn belangrijk vind. Ik ben veganist geworden omdat ik dierenrechten belangrijk vind. Ik ben veganist geworden omdat ik andere ethische zaken gerelateerd aan dieren belangrijk vind.	,885
Climate related motives	Ik ben veganist geworden vanwege de bescherming van het klimaat. Ik ben veganist geworden omdat ik me zorgen maak over klimaatverandering. Ik ben veganist geworden omdat ik me zorgen maak over de uitputting van natuurlijke bronnen.	,942
Self-related motives	Ik ben veganist geworden vanwege mijn persoonlijke welzijn. Ik ben veganist geworden vanwege mijn gezondheid. Ik ben veganist geworden vanwege mijn smaak. Ik ben veganist geworden vanwege mijn plezier. Ik ben veganist geworden vanwege mijn nieuwsgierigheid. Ik ben veganist geworden vanwege gewichtsverlies.	,817
PI	Ik zal de bananen van We are Bananas kopen in de toekomst. Wanneer ik bananen moet kopen, dan is het zeer waarschijnlijk dat ik de bananen van We are Bananas zal kopen.	,852
WOM	Ik zou positieve dingen zeggen over 'We are Bananas' tegen andere mensen. Ik zou 'We are Bananas' aanraden aan mensen die mij vragen om mijn advies. Ik zou mijn vrienden en bekenden aanmoedigen om 'We are Bananas' te kopen.	,921
PRICE	Ik zou bereid zijn om een hogere prijs te betalen voor 'We are Bananas' dan voor andere bananenmerken. Ik zou bereid zijn om We are Bananas te blijven kopen, zelfs als de prijs wordt verhoogd.	,918
Involvement animals	Ik heb een sterke interesse voor dierenwelzijn. Dierenwelzijn is erg belangrijk voor mij.	,912
Involvement climate	Ik heb een sterke interesse voor het klimaat. Het klimaat is erg belangrijk voor mij.	,872

Another important rule of thumb for the reliability, is that per variable there are at least 15 respondents (Field, 2013). For this study, the total of 260 respondents is more than enough for the eight variables that are used. Next to that, the validity of this study is guaranteed with the use of some

existing measurement scales. Because there are not much scales for some specific questions about veganism, the scales about motives are based on the literature that is available and especially the study of Janssen et al (2016) who managed to categorize the motives based on other literature. Because there was no scale available, this is negative for the content validity, because for the motives, it could be possible that the items that were used in this study, do not cover the concept completely (Field, 2013).

4.4 Hypotheses testing

After this was done, it was time to analyse the data with a multivariate analysis of variance. The multivariate analysis of variance is used because there are more than one independent variables and also three dependent variables in this analysis (Field, Hole, 2003). For this experiment, two independent variables were manipulated, namely the animal-related message and the environmental-related message. Because of this, a 2-way independent multivariate analysis of variance was conducted for this analysis (Field, Hole, 2003).

Before the analysis was done, there were some assumptions that needed to be checked. The assumptions for a multivariate analysis of variance that must be met are:

1. Independence of observations
2. Variance-covariance matrices must be equal for all treatment groups
3. The dependent variables must be normal distributed

It is also important to check the linearity, and check the dependent variables for multicollinearity (Hair, 2014).

Firstly, the observations must be independent, which means all observations are only used in one of the four conditions. This assumption is met because of the between-subject design of this study. All respondents had the possibility to randomly be assigned to only one of the four conditions. Next to that, respondents could only fill in the survey once. So this assumptions is met.

The second assumption is that the variance-covariance matrices must be equal or comparable for all treatment groups, this can be tested with the use of the Box M's test. Before this test can be conducted, first we had to check for normality of all dependent measures (Hair, 2014). The Box M's test is significant ($F(2,093)$, $p < .01$). For this assumption you do not want this to be significant, so this assumption is not met. The Box's M test is very sensitive, which means when cells have more than 30 observations, the Box M test is usually significant (Hair, 2014). Because of this sensitivity, a stricter significance level is used (Hair, 2013). With the stricter significance level, the Box's M test is still significant, "which means there are differences between the groups" (Hair, 2014, p. 685). If the group sizes are equal, the violation of this assumption has no big effect. To check for equal group sizes the largest group size must be divided with the smallest group size and the result of that must be

below 1,5. For this study, the value is 1,13, which means there are equal group sizes. So also the second assumption is met.

Thirdly, to check the normality assumption, Kolmogrov-Smirnov and Shapiro-Wilk were used. These two measures check the normal distribution. Because there was no test for multivariate normality, the normality was checked univariately (Hair, 2014). For all variables both Kolmogrov-Smirnov and Shapiro-Wilk are significant (p = 0.00), which means that the data is distributed not normal and significantly different from a normal distribution. This means that the third assumption is not met. This assumption is not strictly required, but it means that the results could not be generalized beyond the sample of this study (Field, 2013). So all results of this study were only applicable on this specific group of respondents.

Also, the homogeneity of variance needed to be checked. This was done with the Levene's test, to see if the data is normal distributed (Field, Hole, 2003). The Levene's test showed an insignificant result, which indicates that the variance is not significantly different, which is good (Sig = ,324). The insignificant value of the Levene's test shows that the variance is not homogene.

Lastly, we checked for multicollinearity between the independent variables, which showed that all VIF values were below 10, which showed that all three dependent variables ('word-of-mouth', 'willingness to pay more' and 'purchase intention') show no multicollinearity.

Table 5: Normality of dependent variables

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Purchase intention	,143	260	,000	,962	260	,000
Word of mouth	,150	260	,000	,956	260	,000
Willingness to pay more	,138	260	,000	,960	260	,000

a. Lilliefors Significance Correction

Concluding, from the three assumptions that are necessary for the multivariate analysis of variance, one assumption is violated. The violation of this assumption could be due to the larger sample size per cell. Because of this, the multivariate analysis of variance is still conducted.

4.4.1 Main effect environmental-related message

Once all the assumptions for the analysis have been checked, the statistical power could be measured of the environmental-related message. To check this, we used Pillai's Trace (Hair, 2014). The environmental-related message had an effect size of 0,19 with an observed power of ,431, $p >$,05. The table could be found in Appendix L. Concluding to this information, there was no significant effect of the environmental-related message on the combined dependent variables.

After that, a two-way multivariate analysis of variance was conducted to see the effect on the dependent variables apart from each other. This analysis showed no significant main effect of the environmental-related message on 'purchase intention' (F (1,256) = 1,69 , $p >$,05) and also not on the variable 'word-of-mouth' (F (1,256) = 3,78, $p >$,05). Also, there was no significant effect on 'willingness to pay more' (F (1,256) = 3,79, $p >$,05).

So when we want to answer Hypothesis 1a, we can conclude that an environmental-related message does not influence willingness to pay more, so there is no support found. For Hypothesis 1b, we can conclude that an environmental-related message does not influence purchase intention which means Hypothesis 1b is not supported. Lastly, we can conclude that an environmental-related message does not influence word-of-mouth and that Hypothesis 1c is also not supported.

4.4.2 Main effect animal-related message

Pillai's Trace was also used for the animal-related message and this showed that the independent variable animal-related message had an effect size (Partial eta squared) of ,072 with an observed power of ,970 $p <$ .001. This effect size is a moderate effect., and shows that this explains 7,2% of the variance.

After that, for the animal-related message a two-way multivariate analysis of variance was also used, and this analysis showed a significant main effect on purchase intention (F (1, 256) = 13,15, $p <$,001). On word-of-mouth there was also a significant direct effect detected (F (1, 256) = 5,33, $p <$,05). There was no significant direct effect found from the animal related message on willingness to pay more (F (1, 256) = ,48, $p >$,05).

Concluding, these results show that Hypothesis 2a was not supported. For Hypothesis 2b we can conclude that an animal-related message does have an influence on purchase intention, so this hypothesis is supported. Further, Hypothesis 2c shows that an animal-related message influences word-of-mouth, so this one is also supported.

4.4.3 Strength of main effects

Lastly, Hypothesis 3 focused on the strength of the effect on the three types of consumer behaviour. For Hypothesis 3a there is no support found for the effect on 'willingness to pay more' because there was no significant effect. Next to that, Because there were no significant effects found for the environmental-related message on all the three types of consumer behaviour, we can conclude that the animal-related message indeed had a more positive effect on purchase intention (Hypothesis 3b) and word-of-mouth (Hypothesis 3c).

4.4.4 Interaction effect animal-related message and environmental-related message

When both independent variables were combined to an interaction effect, there was an effect size of ,013 and an observed power of ,299, $p > .05$. This interaction effect was not significant, so for the environmental-related message and the animal-related message there was no significant effect on the intentional behaviours (Appendix J). This showed that only the animal-related message had a significant main effect on the combined dependent variables and that there was no significant interaction effect of both independent variables on the behavioural intentions.

4.4.5 Motives

The moderating variable *Motives* had three different factors, namely self-related motives, animal-related motives and environmental-related motives. To conduct this analysis, a multivariate regression analysis was used. Firstly, the Skewness and Kurtosis of these three types of motives were checked, and all varied between -3 and +3, which is good. The test for normality showed significant results for all three motives on the Shapiro-Wilk test (Table 6). This significant results shows that the "distribution is significantly different from a normal distribution" (Hair & Hole, 2003, p. 160). Again, this means that the results could only be generalized to this sample.

Table 6: Normality test for the moderating variables

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Involvement animals	.234	260	.000	.762	260	**.000**
Involvement environment	.209	260	.000	.818	260	**.000**
Animal motives	.204	260	.000	.789	260	**.000**
Environmental motives	.193	260	.000	.838	260	**.000**
Self motives	.044	260	.200*	.988	260	**.026**

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

To not only test the motives all combined, but to also test them apart from each other, for both the environmental-related message and the animal-related message, the dataset needed to be changed. To get the data ready for the multivariate regression analysis, first there were 6 new interaction terms created, namely:

animal-related message * animal motives

animal-related message * environmental motives

animal-related message * self motives

environmental-related message * animal motives

environmental-related message * environmental motives

environmental-related message * self motives

These interactions were made to show the differences between the motives. After this was done, the regression analysis could be conducted, and all new created variables were entered in the analysis. The results of the first analysis showed that the Variance Inflation Factor value, also known as VIF, had a value of above 10. A value of above 10 shows that these variables are not unique (Field, 2013). To stop the violation of the VIF value, the independent variables and the motives were centered. This was done to make sure that multicollinearity is not an issue, and it shows that the "shared variance between variables" had decreased (Hair, 2013, p. 197). After this, the analysis was conducted again, and as a result the VIF values were all below 10. So the multivariate regression analysis could

continue to study the influence of all three types of motives for both the environmental-related message and the animal-related message on the three types of consumer behaviour.

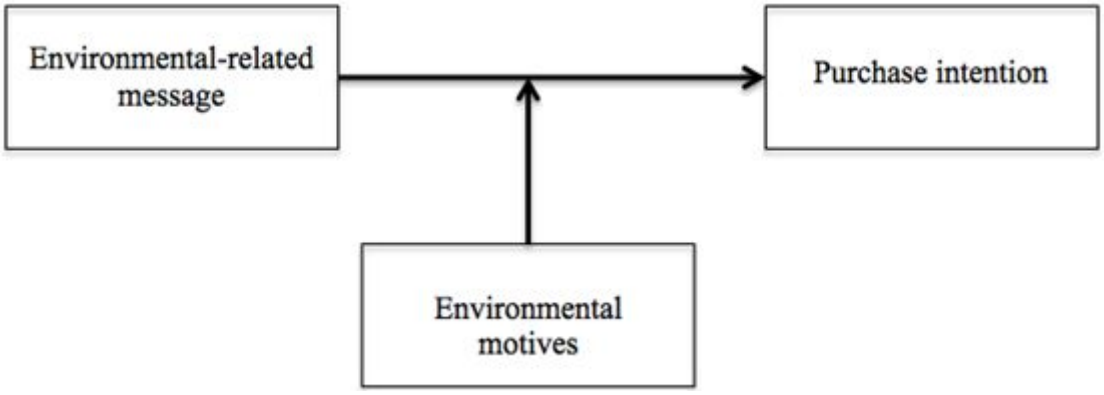
Purchase intention

Firstly, the model summary showed that the model was not significant improved when all the motives together were added, versus the model without the motives (Appendix K). There was a significant F change of ,399 which shows that there is no interaction effect of motives. After these results, we wanted to check if there was a significant effect from all the different types of motives separately for the two types of messages. Table 7 shows that the interaction term 'environmental message * environmental-motives' has a significant effect. This means that, when the environmental-related message is shown versus not shown, and the respondents score high on environmental-relates motives, then this has a significant effect on purchase intention.

Table 7 also shows that the interaction term 'environmental message * self-motives' has a significant effect.So, when the environmental-related message is shown versus not shown, and when the respondents score high on self motives, then there is a positive effect on purchase intention.

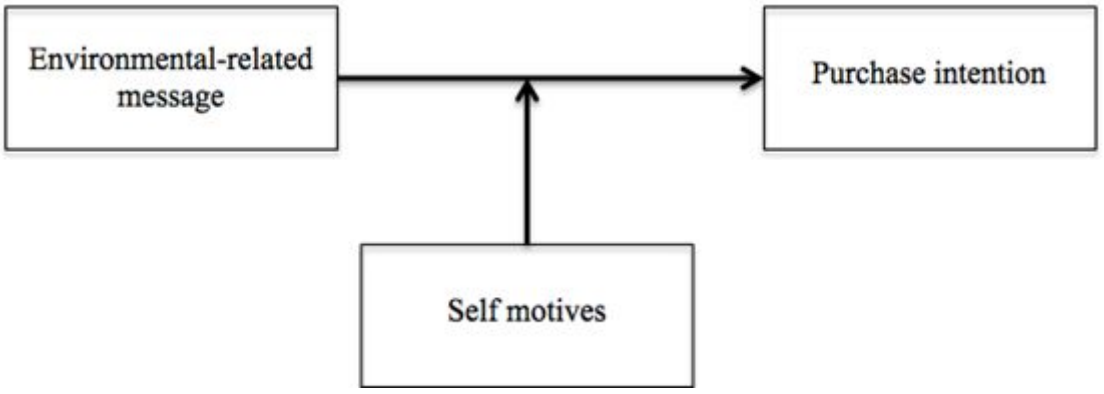
After all this information, Hypothesis 4b, 5b, and 6b, about purchase intention can be answered. Hypothesis 4b, is partly supported, because indeed the environmental-related message had a stronger positive effect on purchase intention because of the influence of environmental motives ($p < 0.1$). This is visualized in Figure 2.

Figure 2: Visualization of hypothesis 4b



For the other motive, self-motives there was also a significant effect found ($p < 0.1$), which shows that for the environmental-related message, the self-motives indeed influenced the purchase intention (Figure 3). Lastly, for the animal-motives there were no significant effects found.

Figure 3: Visualization of hypothesis 4b



Hypothesis 5b is about the animal-related message and the effect on purchase intention because of motives. This Hypothesis is not supported, because there were no significant effects found for any of the different motives.

Furthermore, Hypothesis 6b, formulated that the animal-related message had a stronger positive effect on purchase intention because of the influence of motives than the environmental related message. So Hypothesis 6b is not supported, because there were no significant effects found for the animal-related messages on purchase intention with the influence of the three types of motives.

Table 8: Interaction on Purchase intention

PI

	Beta	SE B	Standardized Beta	t-test	probability
All interactions					,399
Animal message * environmental-motives	,019	,097	,011	,197	,844
Animal message * animal-motives	,031	,118	,016	,264	,792
Animal-message * self-motives	,118	,108	,064	1,097	,274
Environmental message * environmental-motives	,173	,098	,103	1,761	,079*
Environmental message * animal-motives	,002	,117	,001	,019	,985
Environmental message * self-motives	,199	,107	,107	1,859	,064*

* $p < 0.1$

Word-of-mouth

Again, the model summary showed that the model was not significant improved when all the motives together were added for the dependent variable 'word-of-mouth' (Appendix K). The model summary showed that the significant change had a value of ,487, so this was not a significant model. Again, to get a deeper understanding of the effect of the different motives and types of messages, the interaction terms were studied. For this variable, no interaction term had a significant effect (Table 9).

So this data helps to answer Hypothesis 4c, because there were no significant effects found for the environmental-related message on word-of-mouth with all interactions combined, as for all the interaction term apart from each other. So Hypothesis 4c is not supported.

Hypothesis 5c focused on the animal-related message and the effect on word-of-mouth because of the influence of motives. for this hypothesis the outcomes were also not significant, which means there was no support for Hypothesis 5c.

Next, Hypothesis 6c is also not supported, because there was no significant effect found in Hypothesis 4c nor in Hypothesis 5c, so there is no significant stronger effect found for the animal-related message. So concluding, Hypothesis 6c is not supported.

Table 9: Interaction on Word-of-mouth

WOM

	Beta	SE B	Standardized Beta	t-test	probability
All interactions					,487
Animal message * environmental-motives	,087	,106	,048	,814	,416
Animal message * animal-motives	-,078	,130	-,036	-,599	,550
Animal-message * self-motives	,175	,118	,088	1,480	,140
Environmental message * environmental-motives	,154	,108	,085	1,421	,157
Environmental message * animal-motives	-,006	,129	-,003	-,046	,963
Environmental message * self-motives	,108	,118	,054	,915	,361

* $p < 0.1$

Willingness to pay more

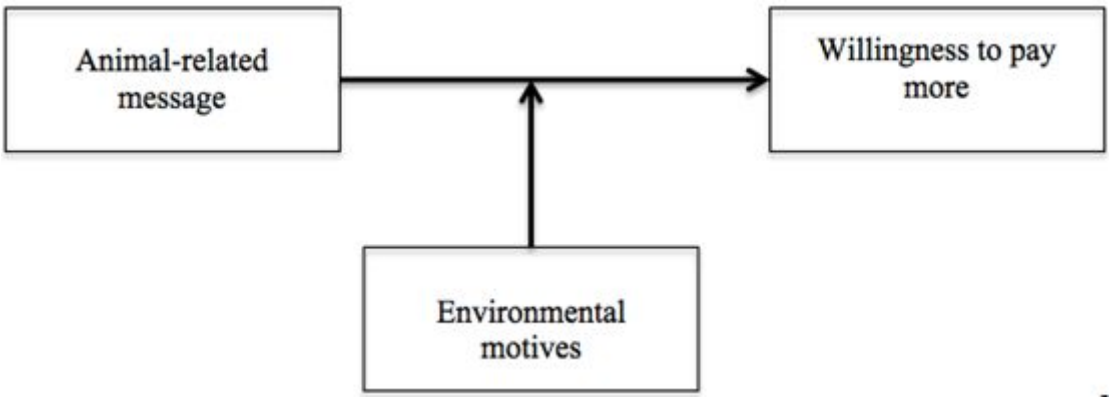
After all the motives together were added to the model, for the dependent variable 'willingness to pay more' there was no significant improvement of the model (Appendix K). After that, we studied all variables apart from each other. Data showed that when the animal-related message is shown, versus not shown, and when the respondents score high on environmental-related motives, then this has a positive effect on willingness to pay a higher price. All other interaction terms had no significant effect (Table 10). This is the only significant effect, this means that the environmental-related message is not influenced by the three types of motives, and the animal-related message only by the environmental-relates motives, the other motives also did not influence this type of message.

Hypothesis 4a, about the effect of an environmental-related message on willingness to pay more because of the influence of motives is not supported. There are no significant effects shown, not for all motives combined, nor for all motives apart from each other measured.

Hypothesis 5a focuses on the effect on the animal-related message, and here the environmental motive showed a significant effect (Figure 4). Because the self-motives and

animal-motives showed no significant influence on willingness to pay more, Hypothesis 5a is partly supported.

Figure 4: Visualization of hypothesis 5a



Lastly, Hypothesis 6a focuses on the stronger effect of the animal-related message on willingness to pay more with the influence of motives. The influence of the environmental motives is indeed significant, whereas the environmental-related message showed no significant effect at all because of the influence of motives. This means that Hypothesis 6a is supported for a specific motive, namely the environmental motive. For the other motives there is no significant stronger effect found. This means that the animal-related message has a stronger positive effect on willingness to pay more because of the influence of the environmental motives, than the environmental-related message. So Hypothesis 6a is partly supported.

Table 10: Interaction on Willingness to pay more

WILLINGNESS TO PAY MORE

	Beta	SE B	Standardized Beta	t-test	probability
All interactions					,705
Animal message * environmental-motives	,192	,105	,107	1,829	,069*
Animal message * animal-motives	,042	,129	,020	,324	,746
Animal-message * self-motives	,130	,117	,066	1,103	,271
Environmental message * environmental-motives	,033	,108	,018	,307	,759
Environmental message * animal-motives	-,017	,128	-,008	-,133	,895
Environmental message * self-motives	,029	,118	,015	,244	,807

* $p < 0.1$

Concluding from all results that are shown, the key results of this study are that the use of an environmental-related message does not directly influence behavioural intentions. Next to that, the use of an animal-related message does directly influence purchase intention and word of mouth.

When the influence of motives is also taken account for, then the use of an environmental-relates message influences purchase intention if self motives or environmental motives are important for the vegan consumers. The animal-related message influences the willingness to pay more if an environmental motive is present. This means that the animal-related message is not always the most influential message, as beforehand was expected.

4.5 Additional analyses

In the questionnaire there were also some psychographic questions included, so after all Hypotheses were answered, these are used for another analysis. To get this data ready for analysis, first two multiple response sets are made to get a better understanding of the values and character traits of the respondents.

The analysis shows that for the character traits, the most assigned trait to themselves was helpful (53%), followed by intelligent (47,7%) and critical (42,3%). This means that vegan consumers see themselves as helpful, intelligent and also critical.

The measuring of the values that suited them the most showed that enjoying life (45,4%) was the most important value. After that, friendship (44,6%) and freedom (42,7%) are also evaluated as important values for the vegan consumer.

5. Conclusion

In this chapter the results that are presented already will be discussed and explained based on the information that was already available on these topics. This study aimed to get a better understanding of the differences between an animal-related message and an environmental-related message and the influence of these messages on three types of consumer behaviour. These three types of consumer behaviour were the willingness to pay more, word of mouth, and purchase intention. Next to that, the moderating influence of motives was also examined.

5.1 Discussion

The findings of this study show that the use of an environmental-related message on an advertisement, does not affect consumer behaviour directly. So the use of this type of a message does not influence the willingness to pay more, word of mouth of purchase intention for vegan consumers. These findings correspond with the findings of the study of De Jong, Harkink and Barth (2018). Their study concluded that there was no effect of environmental claims on purchase interest. The combination of both an environmental-related message with a personal health message was proven to be effective for the willingness to pay more (Lemken, Knigge, Meyerding & Spiller, 2017). This can be explained because environmental benefits are focusing on impersonal benefits, whereas it is important for consumers to also have personal benefits. So for environmental-related messages it would be good to show the personal environmental benefits of a specific product (Lemken, et al., 2017). Next to that, for this study, the environmental-related message focused on the CO2 emissions of the product, but the interest of consumers for this type of information is still limited (Lemken, et al., 2017; Peschel, Grebitus, Steiner & Veeman, 2016).

The animal-related message showed to have an influence on the purchase intention of vegan consumers, as well as on word-of-mouth. This means that the use of an animal-related message on an advertisement actually does influence consumer behaviour. This shows that there is a difference in the type of message that is used for advertisement, and that it is important to understand that animal-related messages work better to influence consumer behaviour directly. As expected, from the study of Janssen et al. (2016), animal-related information in a message is more useful than environmental-related information because it has an direct influence on consumer behaviour, also with the moderating effect of motives.

The influence of three different types of motives is also examined in this study, and there was proven that for the environmental-related message there were two different types of motives that influenced the purchase intention of vegan consumers. The self-motives and environmental-motives showed to have an influence on purchase intention when consumers saw an environmental-related

message on the advertisement. So if a consumer became a vegan because of self-motives and environmental-motives, the environmental-related message influenced the purchase intention of these vegan consumers.

For the animal-related message that was displayed on the advertisement, there was one motive that had an influence on the willingness to pay more. When vegan consumers became vegan because of the environment motives, then the animal-related message influenced the willingness to pay more for vegan consumers.

Lastly, literature showed that the most important motive for veganism, is the animal aspect. Because of this information, the influence of the animal-related message was expected to be high. This study has proven that indeed, the animal-message influenced different kinds of consumer behaviour. When the motives are also taken account for, the environmental motives were important for both type of messages. This means that when the motive to become a vegan was based on environmental considerations, this had an influence for both type of messages.

5.2 Theoretical and managerial implications

The results of this study also have some theoretical implications for vegan advertising. This study showed that if an animal-related message is placed in an advertisement, this influences the purchase intention and the word of mouth for a product. As already was advised in the article of Janssen et al. (2016), it would be good to put a message on your advertisement that focuses on the beneficial aspects for animals.

The findings of this study showed that the use of an animal-related message directly influenced purchase intention and word of mouth. Next to that, this study has proves that different types of motives for a vegan lifestyle have an influence on the effectiveness of animal-related and environmental-related messages on willingness to pay more and purchase intention.

Next to that, based on the demographic information, vegan consumerism is more common with consumers who are higher educated. This indicates that it would be important to focus on this specific target group and approach them with specific information and advertisement. Furthermore, the majority of vegan consumers in this study were female, which could indicate that veganism is more popular with female consumers.

Implications for marketing managers based on this study are that marketing managers should focus their advertisement on higher educated females, and use an animal-related message in their advertisement to increase purchase intention and word of mouth. As Laroche et al. (2001) said, it is especially important to show the positive impact of the purchase. Next to that, if vegan consumers have self motives and environmental motives for their vegan lifestyle, the use of an

environmental-related message helps to improve their purchase intention. So marketing managers also can consider to use an environmental-related message in their advertisement.

5.3 Limitations and suggestions for future research

This study also has it limitations, first, the sample size could have been improved. During the study the group of respondents were very willing to take part in this study. It would have been better to keep the survey longer open for answering, so the sample size would have be bigger. A bigger sample size would help to improve the effect size of this study.

Another limitation of this study is the use of only one claim for the environmental-related message, as well as only one message for the animal-related message. Although these messages were tested with a pre-test, it would have been better to use more claims, for both these types of messages. This would expand the scope of this study, but it would give a better understanding of the differences in the types of messages itself.

Furthermore, as explained before, in this study the focus for the environmental-related message was on CO2 emissions. This is only one specific environmental benefit, whereas other environmental topic might be more important for vegan consumers.

Another limitation was that the manipulation showed no significant results, which indicated that the respondents did not understood what was intended with the manipulation. These results show that the effectiveness of the independent variables was low, and that these messages can not be used for future research.

For further research it would be recommended to get a bigger sample size, to get more power for this study. Next to that, the use of more than one claim per type of message would be advised, to also get a better understanding of the differences between both type of messages. There are many different types of claims that could be used both for the environmental-related message as well as for the animal-related message. For a good claim it is also important to use competitive positioning. Especially for an unknown brand it works to use a specific competitor brand explicitly in the advertisement to take advantage of the fame of a well-known brand (Pornpitakpan & Yuan, 2015).

So for future research it would be interesting to use more messages, to show the specific benefits in a message and to use comparison with competitors in the message. Also, to make sure the manipulation works, all claims should be tested broadly to make sure the messages would be of good use.

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Appendix A: Motives for diet and lifestyle

Subject	**Author**	**Motives**
Sustainable	Lin, Huang, 2012	● Advantages on a psychological aspect ● The interest to learn more about it ● The newness of products which makes it very interesting
	Hans & Bohm, 2012	● Environmental ● Social ● Economic ● Temporal ● Developmental
	Moisander, 2007	● Primary motives A *primary motive* refers to the purposes behind consumers' decisions to engage or not to engage in entire classes of behaviour ● Selective motives *Selective motives* refer to the purposes behind consumers' decisions as to exactly which particular behaviours they want to engage in ● Resources ● Opportunities
Vegan	Twine, 2017	● Creativity for food ● The substitutions of food which make the switch less hard because consumers can look for a vegan replacement ● Discovering new food products, where consumers explore foods they never ate before their switch to the vegan lifestyle ● Changing taste, because with the new options of food, there are also other flavours where consumers need to get used to.

	Dyett, Sabaté, Haddad, Rajaram, & Shavlik, 2013	● Healthy benefits/beliefs (most important) ● animal welfare, ● Environmental values ● Religious beliefs ● Family/other values”
	Radnitz, Beezhold and DiMatteo, 2015	● Religious beliefs ● Health benefits (most important) ● Family influences ● Ethical concerns → Animal rights ● Environmental reasons ● Sensory disgust ● Weight loss ● Introduction in early childhood ● Other” reasons
	Alvaro, 2017	● Feel good about yourself/Show the world you are a noble person ● Rights of animals ● Being this noble person that cares about animals.
	Stoll-Kleeman & Schmidt, 2017	● Promoting vegan or vegetarian role models ● Showing vegan or vegetarian role models as leaders with a strong opinion
	Janssen, Busch, Rödiger, Hamm, 2016	● Animal-related motives (most important) ● Self-related motives ● Environmental-related motives

Appendix B: Operationalization

Item	**Definition**	**Question items**	**Reference**
Purchase intention		I will buy a pair of foreign brand jeans in the near future *Ik zal de bananen van We are Bananas kopen in de toekomst.* *Helemaal niet mee eens - Helemaal mee eens (7 point Likert scale)* Whenever I need to buy a pair of jeans, it is very likely that I will purchase a foreign brand *Wanneer ik bananen moet kopen, dan is het zeer waarschijnlijk dat ik de bananen van We are Bananas zal kopen.* *Helemaal niet mee eens - Helemaal mee eens (7 point Likert scale)*	Son, J., Jin, B., & George, B. (2013); Shim, S., Eastlick, M.A., Lotz, S.L. and Warrington, P. (2001).
WOM		*Word of Mouth* 1. I would say positive things about We are Bananas to other people 2. I would recommend We are Bananas to people who seek my advice 3. I would encourage friends and relatives to shop We are Bananas	Hofenk, D., van Birgelen, M., Bloemer, J., & Semeijn, J. (2017). How and When Retailers' Sustainability Efforts Translate into Positive Consumer Responses: The Interplay Between Personal and Social Factors.

			Journal of Business Ethics, 1-20.
Willingness to pay more		*Willingness to pay more* 4. I would be willing to pay higher prices for We are Bananas than for other banana brands 5. I would be willing to continue shopping We are Bananas, even if its prices increased	Hofenk, D., van Birgelen, M., Bloemer, J., & Semeijn, J. (2017). How and When Retailers' Sustainability Efforts Translate into Positive Consumer Responses: The Interplay Between Personal and Social Factors. *Journal of Business Ethics*, 1-20.
Motives	Consumer motivations for adopting a vegan diet. (Janssen et al, 2016, p. 646).:	Question 1: "At what age did you decide to live vegan? "*Hoeveel jaar leef je al veganistisch?"* Question 2: "Was your decision to start living vegan induced by a certain incident?" *Was je keuze om veganistisch te gaan leven gekomen door een specifieke gebeurtenis?*	Janssen et al (2016):

Animal-related motives	**Animal-related motives** (concern for animal welfare and/or animal rights, and other ethical aspects related to animals)	• Dierenwelzijn • Dierenrechten • Andere ethische aspecten gerelateerd aan dieren	Janssen et al (2016):
Self-related motives	**Self-related motives** (aspects related to personal well-being and/or health, including taste, pleasure, curiosity, and weight loss)	• Persoonlijk welzijn • Gezondheid • Smaak • Plezier • Nieuwsgierigheid • Gewichtsverlies	Janssen et al (2016):
Environmental-related motives	**Environment-related motives** (concern for environmental protection, concern about climate change, and depletion of natural resources)	• Bescherming van het klimaat • Zorgen over Klimaatverandering • Zorgen over uitputting van natuurlijke bronnen	Janssen et al (2016):
Environmental-related message	Bananas can have a bad impact on the environment via CO2 gases, produced during the shipping of bananas. Also the plastic packaging of bananas has a	*Zo komt er bij het verschepen of overvliegen van bananen veel CO2-uitstoot vrij.* *We are Bananas doet daar niet aan mee!*	https://www.onegreenplanet.org/animalsandnature/the-human-and-environmental-impact-of-bananas/

	negative influence on the environment. **Bomen planten**. Bomen halen CO2 uit de lucht en zetten die om in zuurstof en biomassa (zoals hout, blad en wortels). De zuurstof geven ze af aan de lucht. Bomen slaan vooral extra CO2 op als ze groeien. De CO2 wordt dan vastgelegd in de toenemende biomassa van de boom. Zodra ze volgroeid zijn, slaan bomen geen extra CO2 meer op (ze zetten nog wel CO2 uit de lucht om in onder andere zuurstof). De CO2 die ze in de groeifase hebben	*Wij doen aan klimaatcompensatie. Dit betekent dat voor alle CO2 die vrijkomt bij het transport van onze bananen, we nieuwe bomen laten planten.*	https://www.milieucentraal.nl/klimaat-en-aarde/klimaatverandering/klimaatcompensatie/

	opgeslagen, blijft wel in de boom. Als het hout verbrandt of wegrot, komt de CO2 weer vrij in de lucht. De opslag van CO2 in bomen is dus tijdelijk. Daarom zorgen veel aanbieders van klimaatcompensatie ervoor dat bomen worden vervangen als ze zijn uitgegroeid.		
Animal-related message	Due to the high standards for bananas, many bananas are not good enough for sale. These bananas are just being dumped in nature, and these dumped bananas have a bad influence on the animals that live in these areas and it takes away their oxygen.	*Zo zorgt het dumpen van lelijke bananen er voor dat dit de omgeving beïnvloedt en het zuurstofgehalte van de dieren in de omgeving wordt aangetast.* *We are Bananas doet daar niet aan mee!* *Wij gebruiken al onze bananen en hebben daardoor geen negatieve invloed op dieren.*	http://www.foodispower.org/bananas/
Animal- & environmental-related message		*Zo zorgt het dumpen van lelijke bananen ervoor dat dit de omgeving beïnvloedt en daardoor het zuurstofgehalte van de dieren in de omgeving wordt aangetast.*	

		Daarnaast komt er bij het verschepen of overvliegen van bananen veel CO2 uitstoot vrij. *We are Bananas doet daar niet aan mee!* *Wij gebruiken al onze bananen en hebben daardoor geen negatieve invloed op dieren. Daarnaast doen wij aan klimaatcompensatie, dit betekent dat voor alle CO2 die vrijkomt bij het transport van onze bananen, we nieuwe bomen laten planten.*	

Appendix C: Experimental design

		Design Group A:	**Design Group B:**	**Design Group C:**	**Design Group D:**
Independent variables	**Message 1:** *Environmental-related message*	0 Product without message 1	0 Product without message 1	1 Product with message 1	1 Product with message 1
	Message 2: *Animal-related message*	0 Product without message 2	1 Product with message 2	0 Product without message 2	1 Product with message 2
Dependent variable		Purchase intention	Purchase intention	Purchase intention	Purchase intention
Constante		Same product	Same product	Same product	Same product

IV 1 → Message 1: Environmental-related *Concern about climate change*

Zo komt er bij het verschepen of overvliegen van bananen veel CO2-uitstoot vrij.

IV 2 → Message 2: Animal-related *No animals were harmed*

Zo zorgt het dumpen van lelijke bananen er voor dat dit de omgeving beïnvloedt en het zuurstofgehalte van de dieren in de omgeving wordt aangetast.

1 DV → Purchase intention

Appendix D: Questionnaire

Voorbeeld vragenlijst:

Page 1: Introduction

Allereerst hartelijk dank alvast voor het invullen van deze vragenlijst.

Ik ben momenteel bezig met mijn master Business Administration in de richting van Marketing aan de Radboud Universiteit in Nijmegen. Deze vragenlijst is onderdeel van mijn master thesis. Mijn onderzoek gaat over **veganisme**. Onder veganisme verstaan we een levensstijl waarbij men geen dierlijke producten eet of gebruikt.
De vragenlijst zal ongeveer 5 minuten in beslag nemen en uw gegevens worden vertrouwelijk verwerkt. Alleen uw mening telt, er zijn dus geen goede of foute antwoorden mogelijk.

- Jetske Houwers

Page 2: Information about their vegan life

1. Hoeveel jaar leeft u al veganistisch?
   …. jaar
2. Is uw keuze om veganistisch te gaan leven, gekomen door een specifieke gebeurtenis?
   □ Nee
   □ Ja, namelijk ….

Er zijn verschillende soorten motieven om veganistisch te gaan leven. De motieven die in deze vragenlijst worden behandeld hebben betrekking op dieren, het klimaat of persoonlijke redenen.

Dier-gerelateerde motieven hebben betrekking op het welzijn van dieren. Geef aan in hoeverre u het eens bent met de volgende uitspraken.

3. Ik ben veganist geworden omdat ik dierenwelzijn belangrijk vind.
   Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)
4. Ik ben veganist geworden omdat ik dierenrechten belangrijk vind.
   Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)
5. Ik ben veganist geworden omdat ik andere ethische zaken gerelateerd aan dieren belangrijk vind.
   Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)

Klimaat-gerelateerde motieven hebben betrekking op de invloed op klimaatverandering. Geef aan in hoeverre u het eens bent met de volgende uitspraken.

6. Ik ben veganist geworden vanwege de bescherming van het klimaat.
   Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)
7. Ik ben veganist geworden omdat ik me zorgen maak over klimaatverandering.
   Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)
8. Ik ben veganist geworden omdat ik me zorgen maak over de uitputting van natuurlijke bronnen.
   Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)

Zelf-gerelateerde motieven hebben betrekking op uw persoonlijke welzijn. Geef aan in hoeverre u het eens bent met de volgende uitspraken.

9. Ik ben veganist geworden vanwege mijn persoonlijke welzijn.
   Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)
10. Ik ben veganist geworden vanwege mijn gezondheid.
    Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)
11. Ik ben veganist geworden vanwege mijn smaak.
    Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)
12. Ik ben veganist geworden vanwege mijn plezier.
    Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)
13. Ik ben veganist geworden vanwege mijn nieuwsgierigheid.
    Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)
14. Ik ben veganist geworden vanwege gewichtsverlies.
    Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)

Importance of motives

15. Geef aan welke van deze 3 motieven voor u het belangrijkste is.
    - □ Dier-gerelateerde redenen
    - □ Klimaat-gerelateerde redenen
    - □ Persoonlijke gezondheids redenen

16. Zijn er nog andere motieven die voor jou belangrijk zijn?
    Open vraag

<u>Page 3: Manipulation and questions about manipulation</u>

U bent dus zelf veganist. Beeld u in dat u een magazine leest en de volgende advertentie ziet.

Lees de advertentie volledig en aandachtig door:

(Four types of manipulation, see Appendix F)

Manipulation check

Op basis van bovenstaande advertentie, geef aan in hoeverre u het eens bent met de volgende uitspraken.

17. 'We are Bananas' heeft een negatieve invloed op klimaatverandering.
    Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)
18. 'We are Bananas' heeft een negatieve invloed op dierenwelzijn.
    Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)

<u>Behavioural intentions</u>

Purchase intention

19. Ik zal de bananen van *We are Bananas* kopen in de toekomst.
    Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)

20. Wanneer ik bananen moet kopen, dan is het zeer waarschijnlijk dat ik de bananen van *We are Bananas* zal kopen.
    Zeer mee oneens (1) - Zeer mee eens (7) (7 point Likert scale)

Word of Mouth

21. I would say positive things about We are Bananas to other people
    Ik zou positieve dingen zeggen over 'We are Bananas' tegen andere mensen.
22. I would recommend We are Bananas to people who seek my advice
    Ik zou 'We are Bananas' aanraden aan mensen die mij vragen om mijn advies.
23. I would encourage friends and relatives to shop We are Bananas
    Ik zou mijn vrienden en bekenden aanmoedigen om 'We are Bananas' te kopen.

Willingness to pay more

24. I would be willing to pay higher prices for We are Bananas than for other banana brands
    Ik zou bereid zijn om een hogere prijs te betalen voor 'We are Bananas' dan voor andere bananen merken.
25. I would be willing to continue shopping We are Bananas, even if its prices increased.
    Ik zou bereid zijn om We are Bananas te blijven kopen, zelfs als de prijs wordt verhoogd.

Page 4: Involvement

Involvement in animal welfare

26. I have a strong interest in animal welfare
    Ik heb een sterke interesse voor dierenwelzijn.
27. Animal welfare is very important to me
    Dierenwelzijn is erg belangrijk voor mij.
28. For me, animal welfare do not matter.
    Voor mij doet dierenwelzijn er niet toe.

Involvement in the environment

29. I have a strong interest in the environment
    Ik heb een sterke interesse voor het klimaat.
30. The environment is very important to me
    Het klimaat is erg belangrijk voor mij.
31. For me, the environment do not matter.
    Voor mij doet het klimaat er niet toe.

Page 5: Psychographic information

32. Welke van onderstaande karakterkenmerken passen het beste bij u?
(Maximaal 7 keuzes)

□ Assertief	□ Sociaal	□ Impulsief
□ Avontuurlijk	□ Gereserveerd	□ Serieus
□ Georganiseerd	□ Gewoon	□ Spontaan
□ Behulpzaam	□ Gezellig	□ Doorzetter
□ Bedachtzaam	□ Makkelijk	□ Sterk
□ Eigenwijs	□ Intelligent	□ Creatief
□ Verlegen	□ Kritisch	□ Vlot
□ Nuchter	□ Kalm	□ Vrolijk
□ Enthousiast	□ Leidinggevend	□ Zakelijk
□ Analytisch	□ Capabel	□ Zelfverzekerd

33. Welk van onderstaande waarden passen het beste bij u?
(Maximaal 7 keuzes)

□ Ambitie	□ Harmonie	□ Samen delen
□ Daadkracht	□ Controle	□ Sociale verbondenheid
□ Erkenning van prestaties	□ Je onderscheiden	□ Vrijheid
□ Expressie/uniek zijn	□ Openheid	□ Doe maar gewoon
□ Gastvrijheid	□ Orde	□ Succes in het leven
□ Geborgenheid	□ Privacy	□ Tederheid
□ Anonimiteit	□ Erbij horen	□ Uitdaging
□ Geloven in jezelf	□ Rust	□ Vriendschap

□ Genieten van het leven □ Zekerheid □ Maatschappelijke betrokkenheid

□ Grenzen verleggen □ Sociaal contact □ Zelfontplooiing

Pagina 6: Demographic information

34. Wat is uw geslacht?
    - □ Man
    - □ Vrouw
    - □ Genderneutraal

35. Wat is uw leeftijd?
    - □ jonger dan 18 jaar
    - □ 18 - 24 jaar
    - □ 25 - 34 jaar
    - □ 35 - 44 jaar
    - □ 45 - 54 jaar
    - □ 55 - 64 jaar
    - □ 65 jaar en ouder

36. Wat is uw hoogst behaalde opleidingsniveau?
    - □ Basisonderwijs
    - □ Vmbo, Havo, VWO, MBO1
    - □ Havo, VWO, MBO2-4
    - □ HBO of WO Bachelor
    - □ HBO of WO Master of Doctor

Dank u wel voor het invullen van deze vragenlijst.

Appendix E: Visuals for manipulation

Message A: No message

Message B: Animal-related message

Message C: Environmental-related message

Message D: Animal-related & Environmental-related message

Environmental logo:

Animal logo:

Appendix F: Eigenvalues and Factor loadings

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	**7,250**	26,852	26,852	7,250	26,852	26,852
2	**3,807**	14,101	40,953	3,807	14,101	40,953
3	**3,314**	12,273	53,227	3,314	12,273	53,227
4	**2,352**	8,710	61,936	2,352	8,710	61,936
5	**1,546**	5,725	67,661	1,546	5,725	67,661
6	**1,174**	4,347	72,008	1,174	4,347	72,008
7	,973	3,605	75,613			
8	,806	2,984	78,596			
9	,729	2,700	81,296			
10	,621	2,300	83,596			
11	,598	2,215	85,812			
12	,546	2,022	87,834			
13	,449	1,665	89,498			
14	,414	1,534	91,033			
15	,353	1,306	92,339			
16	,285	1,054	93,393			
17	,260	,961	94,354			
18	,247	,914	95,268			
19	,212	,785	96,053			
20	,208	,771	96,824			
21	,177	,654	97,478			

22	,150	,556	98,034
23	,137	,509	98,543
24	,114	,423	98,966
25	,111	,412	99,378
26	,097	,358	99,736
27	,071	,264	100,000

Extraction Method: Principal Component Analysis.

Pattern Matrix[a]

	Component					
	1	2	3	4	5	6
Ik ben veganist geworden omdat ik dierenwelzijn belangrijk vind.	-,004	-,010	**,889**	-,067	,009	-,165
Ik ben veganist geworden omdat ik dierenrechten belangrijk vind.	,118	-,155	**,731**	-,033	,185	-,162
Ik ben veganist geworden omdat ik andere ethische zaken gerelateerd aan dieren belangrijk vind.	,065	,001	**,797**	-,080	,072	-,240
Ik ben veganist geworden vanwege de bescherming van het klimaat.	-,008	,086	,051	**-,873**	-,069	-,204
Ik ben veganist geworden omdat ik me zorgen maak over klimaatverandering.	,050	,091	,021	**-,871**	-,015	-,190
Ik ben veganist geworden omdat ik me zorgen maak over de uitputting van natuurlijke bronnen.	,041	,064	,101	**-,794**	,012	-,284

Ik ben veganist geworden vanwege mijn persoonlijke welzijn.	-,008	**,682**	-,038	-,037	-,113	-,402
Ik ben veganist geworden vanwege mijn gezondheid.	-,037	**,664**	-,059	-,055	-,122	-,446
Ik ben veganist geworden vanwege mijn smaak.	,021	**,788**	-,029	-,068	,126	,115
Ik ben veganist geworden vanwege mijn eigen plezier.	,028	**,736**	,119	,043	,101	,065
Ik ben veganist geworden vanwege mijn nieuwsgierigheid.	,022	**,651**	-,075	-,183	,030	,205
Ik ben veganist geworden vanwege gewichtsverlies.	,020	**,652**	-,020	,074	-,074	-,033
'We are Bananas' heeft een negatieve invloed op klimaatverandering.	-,041	,001	-,045	-,005	**,903**	,029
'We are Bananas' heeft een negatieve invloed op dierenwelzijn.	-,055	,101	,031	,064	**,894**	-,007
Ik zal de bananen van 'We are Bananas' kopen in de toekomst.	**,851**	,028	,016	,026	-,036	-,106
Wanneer ik bananen moet kopen, dan is het zeer waarschijnlijk dat ik de bananen van 'We are Bananas' zal kopen.	**,834**	-,021	,060	,011	,066	-,118
Ik zou positieve dingen zeggen over ‘We are Bananas’ tegen andere mensen.	**,869**	,054	-,062	,010	-,054	,112
Ik zou ‘We are Bananas’ aanraden aan mensen die mij vragen om mijn advies.	**,864**	,063	,031	,092	-,091	,068

Ik zou mijn vrienden en bekenden aanmoedigen om 'We are Bananas' te kopen.	**,809**	,090	,113	,044	-,061	,181
Ik zou bereid zijn om een hogere prijs te betalen voor 'We are Bananas' dan voor andere bananenmerken.	**,829**	-,098	-,069	-,122	-,001	-,035
Ik zou bereid zijn om 'We are Bananas' te blijven kopen, zelfs als de prijs wordt verhoogd.	**,825**	-,042	-,031	-,072	,051	-,040
Ik heb een sterke interesse voor dierenwelzijn.	-,022	,057	**,867**	,060	-,113	,273
Dierenwelzijn is erg belangrijk voor mij.	-,020	,054	**,837**	-,036	-,110	,288
Ik heb een sterke interesse voor het klimaat.	,009	-,052	-,006	**-,810**	-,017	,299
Het klimaat is erg belangrijk voor mij.	,045	-,049	,018	**-,788**	-,007	,360

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.
a. Rotation converged in 12 iterations.

Appendix G: Reliability scores 'Involvement animals'

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,877	,880	3

Item Statistics

	Mean	Std. Deviation	N
Ik heb een sterke interesse voor dierenwelzijn.	6,0269	1,29867	260
Dierenwelzijn is erg belangrijk voor mij.	6,2077	1,11637	260
Voor mij doet dierenwelzijn er niet toe.	6,4962	1,03416	260

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Ik heb een sterke interesse voor dierenwelzijn.	12,7038	3,885	,795	,721	,808
Dierenwelzijn is erg belangrijk voor mij.	12,5231	4,366	,864	,765	,738
Voor mij doet dierenwelzijn er niet toe.	12,2346	5,393	,662	,464	**,912**

Appendix H: Reliability scores ‘Involvement environment

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,845	,845	3

Item Statistics

	Mean	Std. Deviation	N
Ik heb een sterke interesse voor het klimaat.	6,0115	1,13042	260
Het klimaat is erg belangrijk voor mij.	6,1192	1,04587	260
Voor mij doet het klimaat er niet toe.	6,5038	1,06361	260

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Ik heb een sterke interesse voor het klimaat.	12,6231	3,533	,756	,623	,740
Het klimaat is erg belangrijk voor mij.	12,5154	3,787	,772	,633	,728
Voor mij doet het klimaat er niet toe.	12,1308	4,207	,616	,380	**,872**

Appendix I: Main and interaction effect

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[d]
Corrected Model	PI	25,052[a]	3	8,351	5,945	,001	,065	17,835	,955
	WOM	21,732[b]	3	7,244	4,327	,005	,048	12,981	,865
	Willingness to pay more	9,962[c]	3	3,321	2,005	,114	,023	6,015	,512
Intercept	PI	5469,431	1	5469,431	3893,846	,000	,938	3893,846	1,000
	WOM	5293,987	1	5293,987	3162,171	,000	,925	3162,171	1,000
	Willingness to pay more	5053,754	1	5053,754	3051,468	,000	,923	3051,468	1,000
IV_animal	PI	18,469	1	18,469	13,149	**,000**	,049	13,149	,951
	WOM	8,928	1	8,928	5,333	**,022**	,020	5,333	,633
	Willingness to pay more	,789	1	,789	,476	,491	,002	,476	,106
IV_environment	PI	2,376	1	2,376	1,691	,195	,007	1,691	,254
	WOM	6,321	1	6,321	3,776	,053	,015	3,776	,490
	Willingness to pay more	6,274	1	6,274	3,788	,053	,015	3,788	,492
IV_animal * IV_environment	PI	3,298	1	3,298	2,348	,127	,009	2,348	,333
	WOM	5,559	1	5,559	3,321	,070	,013	3,321	,443
	Willingness to pay more	2,655	1	2,655	1,603	,207	,006	1,603	,243
Error	PI	359,586	256	1,405					
	WOM	428,586	256	1,674					
	Willingness to pay more	423,980	256	1,656					
Total	PI	5849,500	260						
	WOM	5733,333	260						
	Willingness to pay more	5480,750	260						
Corrected Total	PI	384,638	259						
	WOM	450,318	259						
	Willingness to pay more	433,941	259						

a. R Squared = ,065 (Adjusted R Squared = ,054)

b. R Squared = ,048 (Adjusted R Squared = ,037)

c. R Squared = ,023 (Adjusted R Squared = ,012)

d. Computed using alpha = ,05

Appendix J: Regression models

Purchase intention with all interaction terms:

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.252[a]	.064	.056	1.18376	.064	8.744	2	257	.000
2	.350[b]	.123	.109	1.15046	.059	8.548	2	255	.000
3	.430[c]	.185	.162	1.11556	.062	6.401	3	252	.000
4	.453[d]	.205	.163	1.11500	.020	1.042	6	246	**.399**

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw
b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal, IV_environment
c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal, IV_environment, MeanSelf_motives, MeanDier_motives, MeanKlimaat_motives
d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal, IV_environment, MeanSelf_motives, MeanDier_motives, MeanKlimaat_motives, animalXselfM, environmentXselfM, animalXklimaatM, environmentXklimaatM, environmentXdierM, animalXdierM
e. Dependent Variable: MeanPI_total

Word-of-mouth with all interaction terms:

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.303[a]	.092	.085	1.26156	.092	12.973	2	257	.000
2	.364[b]	.133	.119	1.23753	.041	6.038	2	255	.003
3	.396[c]	.157	.133	1.22765	.024	2.374	3	252	.071
4	.418[d]	.175	.131	1.22895	.018	.911	6	246	**.487**

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXklimaatM, environmentXselfM, environmentXdierM, animalXselfM, animalXdierM, environmentXklimaatM

e. Dependent Variable: MeanWOM_total

Willingness to pay more with all interaction terms:

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.289[a]	.084	.077	1.24380	.084	11.750	2	257	.000
2	.327[b]	.107	.093	1.23276	.023	3.311	2	255	.038
3	.373[c]	.139	.116	1.21729	.033	3.174	3	252	.025
4	.391[d]	.153	.108	1.22267	.013	.631	6	246	**.705**

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXklimaatM, environmentXselfM, environmentXdierM, animalXselfM, animalXdierM, environmentXklimaatM

e. Dependent Variable: MeanPRICE_total

Appendix K: Coefficients table

Willingness to pay more with all interaction terms:

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.354	2	18.177	11.750	.000[b]
	Residual	397.587	257	1.547		
	Total	433.941	259			
2	Regression	46.417	4	11.604	7.636	.000[c]
	Residual	387.524	255	1.520		
	Total	433.941	259			
3	Regression	60.527	7	8.647	5.835	.000[d]
	Residual	373.415	252	1.482		
	Total	433.941	259			
4	Regression	66.189	13	5.091	3.406	.000[e]
	Residual	367.753	246	1.495		
	Total	433.941	259			

a. Dependent Variable: MeanPRICE_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXklimaatM, environmentXselfM, environmentXdierM, animalXselfM, animalXdierM, environmentXklimaatM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.749	.556		3.148	.002		
	Involvement animals	.159	.069	.143	2.322	.021	.942	1.061
	Involvement environment	.277	.078	.220	3.574	.000	.942	1.061
2	(Constant)	1.645	.552		2.978	.003		
	Involvement animals	.161	.068	.145	2.370	.019	.940	1.063
	Involvement environment	.292	.077	.232	3.790	.000	.937	1.067
	IV_animal_C	.117	.153	.045	.761	.447	.996	1.004
	IV_environment_C	.373	.154	.144	2.428	.016	.992	1.008
3	(Constant)	2.941	.698		4.215	.000		
	Involvement animals	.061	.087	.055	.697	.486	.554	1.804
	Involvement environment	.180	.097	.143	1.856	.065	.578	1.730
	IV_animal_C	.093	.152	.036	.615	.539	.993	1.007
	IV_environment_C	.370	.152	.143	2.426	.016	.981	1.019
	Animal motives	.149	.084	.142	1.771	.078	.533	1.876
	Environmental motives	.126	.074	.141	1.701	.090	.497	2.012
	Self motives	.011	.063	.011	.176	.860	.839	1.192
4	(Constant)	2.861	.725		3.948	.000		
	Involvement animals	.074	.093	.066	.801	.424	.500	2.001
	Involvement environment	.179	.101	.142	1.775	.077	.540	1.852
	IV_animal_C	.099	.153	.038	.649	.517	.980	1.021
	IV_environment_C	.387	.154	.150	2.510	.013	.969	1.032
	Animal motives	.144	.088	.137	1.635	.103	.494	2.025
	Environmental motives	.125	.076	.140	1.647	.101	.475	2.107
	Self motives	.028	.064	.029	.442	.659	.800	1.250
	Animalmessage*animalm	-.023	.137	-.011	-.166	.868	.812	1.232
	Animalmessage*envm	.181	.119	.101	1.513	.132	.771	1.297
	Animalmessage*selfm	.063	.127	.032	.495	.621	.818	1.223
	Environmentmessage* animalm	-.045	.135	-.022	-.338	.736	.841	1.190
	Environmentmessage* envm	.022	.122	.012	.180	.857	.745	1.342
	Environmentmessage* selfm	.024	.127	.012	.192	.848	.829	1.206

a. Dependent Variable: MeanPRICE_total

Willingness to pay more with all interaction terms apart from each other:

environmental-related message * environmental motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,289[a]	,084	,077	1,24380	,084	11,750	2	257	,000
2	,327[b]	,107	,093	1,23276	,023	3,311	2	255	,038
3	,373[c]	,139	,116	1,21729	,033	3,174	3	252	,025
4	,374[d]	,140	,112	1,21949	,000	,094	1	251	,759

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXklimaatM

e. Dependent Variable: MeanPRICE_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,354	2	18,177	11,750	,000[b]
	Residual	397,587	257	1,547		
	Total	433,941	259			
2	Regression	46,417	4	11,604	7,636	,000[c]
	Residual	387,524	255	1,520		
	Total	433,941	259			
3	Regression	60,527	7	8,647	5,835	,000[d]
	Residual	373,415	252	1,482		
	Total	433,941	259			
4	Regression	60,666	8	7,583	5,099	,000[e]
	Residual	373,275	251	1,487		
	Total	433,941	259			

a. Dependent Variable: MeanPRICE_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXklimaatM

animal-related message * environmental motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,289[a]	,084	,077	1,24380	,084	11,750	2	257	,000
2	,327[b]	,107	,093	1,23276	,023	3,311	2	255	,038
3	,373[c]	,139	,116	1,21729	,033	3,174	3	252	,025
4	,388[d]	,151	,124	1,21166	,011	3,347	1	251	,069

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXklimaatM

e. Dependent Variable: MeanPRICE_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,354	2	18,177	11,750	,000[b]
	Residual	397,587	257	1,547		
	Total	433,941	259			
2	Regression	46,417	4	11,604	7,636	,000[c]
	Residual	387,524	255	1,520		
	Total	433,941	259			
3	Regression	60,527	7	8,647	5,835	,000[d]
	Residual	373,415	252	1,482		
	Total	433,941	259			
4	Regression	65,441	8	8,180	5,572	,000[e]
	Residual	368,501	251	1,468		
	Total	433,941	259			

a. Dependent Variable: MeanPRICE_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXklimaatM

animal-related message * animal motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	,289[a]	,084	,077	1,24380	,084	11,750	2	257	,000
2	,327[b]	,107	,093	1,23276	,023	3,311	2	255	,038
3	,373[c]	,139	,116	1,21729	,033	3,174	3	252	,025
4	,374[d]	,140	,112	1,21946	,000	,105	1	251	,746

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXdierM

e. Dependent Variable: MeanPRICE_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,354	2	18,177	11,750	,000[b]
	Residual	397,587	257	1,547		
	Total	433,941	259			
2	Regression	46,417	4	11,604	7,636	,000[c]
	Residual	387,524	255	1,520		
	Total	433,941	259			
3	Regression	60,527	7	8,647	5,835	,000[d]
	Residual	373,415	252	1,482		
	Total	433,941	259			
4	Regression	60,683	8	7,585	5,101	,000[e]
	Residual	373,258	251	1,487		
	Total	433,941	259			

a. Dependent Variable: MeanPRICE_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXdierM

animal-related message * self motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	,289[a]	,084	,077	1,24380	,084	11,750	2	257	,000
2	,327[b]	,107	,093	1,23276	,023	3,311	2	255	,038
3	,373[c]	,139	,116	1,21729	,033	3,174	3	252	,025
4	,379[d]	,144	,116	1,21677	,004	1,218	1	251	,271

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXselfM

e. Dependent Variable: MeanPRICE_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,354	2	18,177	11,750	,000[b]
	Residual	397,587	257	1,547		
	Total	433,941	259			
2	Regression	46,417	4	11,604	7,636	,000[c]
	Residual	387,524	255	1,520		
	Total	433,941	259			
3	Regression	60,527	7	8,647	5,835	,000[d]
	Residual	373,415	252	1,482		
	Total	433,941	259			
4	Regression	62,329	8	7,791	5,262	,000[e]
	Residual	371,612	251	1,481		
	Total	433,941	259			

a. Dependent Variable: MeanPRICE_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXselfM

environmental-related message * animal motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,289[a]	,084	,077	1,24380	,084	11,750	2	257	,000
2	,327[b]	,107	,093	1,23276	,023	3,311	2	255	,038
3	,373[c]	,139	,116	1,21729	,033	3,174	3	252	,025
4	,374[d]	,140	,112	1,21967	,000	,018	1	251	,895

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXdierM

e. Dependent Variable: MeanPRICE_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,354	2	18,177	11,750	,000[b]
	Residual	397,587	257	1,547		
	Total	433,941	259			
2	Regression	46,417	4	11,604	7,636	,000[c]
	Residual	387,524	255	1,520		
	Total	433,941	259			
3	Regression	60,527	7	8,647	5,835	,000[d]
	Residual	373,415	252	1,482		
	Total	433,941	259			
4	Regression	60,553	8	7,569	5,088	,000[e]
	Residual	373,388	251	1,488		
	Total	433,941	259			

a. Dependent Variable: MeanPRICE_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXdierM

environmental-related message * self motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	,289[a]	,084	,077	1,24380	,084	11,750	2	257	,000
2	,327[b]	,107	,093	1,23276	,023	3,311	2	255	,038
3	,373[c]	,139	,116	1,21729	,033	3,174	3	252	,025
4	,374[d]	,140	,112	1,21957	,000	,060	1	251	,807

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXselfM

e. Dependent Variable: MeanPRICE_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,354	2	18,177	11,750	,000[b]
	Residual	397,587	257	1,547		
	Total	433,941	259			
2	Regression	46,417	4	11,604	7,636	,000[c]
	Residual	387,524	255	1,520		
	Total	433,941	259			
3	Regression	60,527	7	8,647	5,835	,000[d]
	Residual	373,415	252	1,482		
	Total	433,941	259			
4	Regression	60,615	8	7,577	5,094	,000[e]
	Residual	373,326	251	1,487		
	Total	433,941	259			

a. Dependent Variable: MeanPRICE_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXselfM

Word-of-mouth with all interaction terms:

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.294	2	20.647	12.973	.000[b]
	Residual	409.024	257	1.592		
	Total	450.318	259			
2	Regression	59.788	4	14.947	9.760	.000[c]
	Residual	390.530	255	1.531		
	Total	450.318	259			
3	Regression	70.523	7	10.075	6.685	.000[d]
	Residual	379.795	252	1.507		
	Total	450.318	259			
4	Regression	78.782	13	6.060	4.013	.000[e]
	Residual	371.536	246	1.510		
	Total	450.318	259			

a. Dependent Variable: MeanWOM_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXklimaatM, environmentXselfM, environmentXdierM, animalXselfM, animalXdierM, environmentXklimaatM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.714	.564		3.042	.003		
	Involvement animals	.249	.070	.219	3.576	.000	.942	1.061
	Involvement environment	.210	.079	.163	2.664	.008	.942	1.061
2	(Constant)	1.610	.555		2.904	.004		
	Involvement animals	.246	.068	.217	3.607	.000	.940	1.063
	Involvement environment	.229	.077	.178	2.959	.003	.937	1.067
	IV_animal_C	.370	.154	.140	2.405	.017	.996	1.004
	IV_environment_C	.373	.154	.142	2.417	.016	.992	1.008
3	(Constant)	2.430	.704		3.455	.001		
	Involvement animals	.177	.088	.156	2.008	.046	.554	1.804
	Involvement environment	.164	.098	.127	1.674	.095	.578	1.730
	IV_animal_C	.357	.153	.136	2.337	.020	.993	1.007
	IV_environment_C	.355	.154	.135	2.307	.022	.981	1.019
	Animal motives	.117	.085	.110	1.382	.168	.533	1.876
	Environmental motives	.056	.075	.062	.756	.450	.497	2.012
	Self motives	.093	.063	.093	1.479	.140	.839	1.192
4	(Constant)	2.406	.728		3.303	.001		
	Involvement animals	.160	.093	.141	1.721	.087	.500	2.001
	Involvement environment	.185	.101	.144	1.824	.069	.540	1.852
	IV_animal_C	.377	.154	.143	2.448	.015	.980	1.021
	IV_environment_C	.383	.155	.145	2.470	.014	.969	1.032
	Animal motives	.140	.088	.131	1.586	.114	.494	2.025
	Environmental motives	.049	.077	.054	.646	.519	.475	2.107
	Self motives	.125	.065	.126	1.939	.054	.800	1.250
	Animalmessage*animalm	-.118	.138	-.055	-.854	.394	.812	1.232
	Animalmessage*envm	.059	.120	.032	.489	.625	.771	1.297
	Animalmessage*selfm	.155	.128	.078	1.215	.225	.818	1.223
	Environmentmessage* animalm	-.067	.135	-.031	-.497	.620	.841	1.190
	Environmentmessage* envm	.167	.122	.092	1.368	.173	.745	1.342
	Environmentmessage* selfm	.044	.128	.022	.345	.731	.829	1.206

a. Dependent Variable: MeanWOM_total

Word-of-mouth with all interaction terms apart from each other:

environmental-related message * environmental motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	,303[a]	,092	,085	1,26156	,092	12,973	2	257	,000
2	,364[b]	,133	,119	1,23753	,041	6,038	2	255	,003
3	,396[c]	,157	,133	1,22765	,024	2,374	3	252	,071
4	,404[d]	,163	,137	1,22518	,007	2,019	1	251	,157

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXklimaatM

e. Dependent Variable: MeanWOM_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41,294	2	20,647	12,973	,000[b]
	Residual	409,024	257	1,592		
	Total	450,318	259			
2	Regression	59,788	4	14,947	9,760	,000[c]
	Residual	390,530	255	1,531		
	Total	450,318	259			
3	Regression	70,523	7	10,075	6,685	,000[d]
	Residual	379,795	252	1,507		
	Total	450,318	259			
4	Regression	73,553	8	9,194	6,125	,000[e]
	Residual	376,765	251	1,501		
	Total	450,318	259			

a. Dependent Variable: MeanWOM_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXklimaatM

animal-related message * environmental motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,303[a]	,092	,085	1,26156	,092	12,973	2	257	,000
2	,364[b]	,133	,119	1,23753	,041	6,038	2	255	,003
3	,396[c]	,157	,133	1,22765	,024	2,374	3	252	,071
4	,399[d]	,159	,132	1,22847	,002	,663	1	251	,416

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXklimaatM

e. Dependent Variable: MeanWOM_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41,294	2	20,647	12,973	,000[b]
	Residual	409,024	257	1,592		
	Total	450,318	259			
2	Regression	59,788	4	14,947	9,760	,000[c]
	Residual	390,530	255	1,531		
	Total	450,318	259			
3	Regression	70,523	7	10,075	6,685	,000[d]
	Residual	379,795	252	1,507		
	Total	450,318	259			
4	Regression	71,524	8	8,940	5,924	,000[e]
	Residual	378,794	251	1,509		
	Total	450,318	259			

a. Dependent Variable: MeanWOM_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXklimaatM

animal-related message * animal motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,303[a]	,092	,085	1,26156	,092	12,973	2	257	,000
2	,364[b]	,133	,119	1,23753	,041	6,038	2	255	,003
3	,396[c]	,157	,133	1,22765	,024	2,374	3	252	,071
4	,397[d]	,158	,131	1,22922	,001	,358	1	251	,550

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXdierM

e. Dependent Variable: MeanWOM_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41,294	2	20,647	12,973	,000[b]
	Residual	409,024	257	1,592		
	Total	450,318	259			
2	Regression	59,788	4	14,947	9,760	,000[c]
	Residual	390,530	255	1,531		
	Total	450,318	259			
3	Regression	70,523	7	10,075	6,685	,000[d]
	Residual	379,795	252	1,507		
	Total	450,318	259			
4	Regression	71,065	8	8,883	5,879	,000[e]
	Residual	379,253	251	1,511		
	Total	450,318	259			

a. Dependent Variable: MeanWOM_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXdierM

animal-related message * self motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,303[a]	,092	,085	1,26156	,092	12,973	2	257	,000
2	,364[b]	,133	,119	1,23753	,041	6,038	2	255	,003
3	,396[c]	,157	,133	1,22765	,024	2,374	3	252	,071
4	,405[d]	,164	,137	1,22476	,007	2,192	1	251	,140

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXselfM

e. Dependent Variable: MeanWOM_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41,294	2	20,647	12,973	,000[b]
	Residual	409,024	257	1,592		
	Total	450,318	259			
2	Regression	59,788	4	14,947	9,760	,000[c]
	Residual	390,530	255	1,531		
	Total	450,318	259			
3	Regression	70,523	7	10,075	6,685	,000[d]
	Residual	379,795	252	1,507		
	Total	450,318	259			
4	Regression	73,811	8	9,226	6,151	,000[e]
	Residual	376,507	251	1,500		
	Total	450,318	259			

a. Dependent Variable: MeanWOM_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXselfM

environmental-related message * animal motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2	Sig. F Change
1	,303[a]	,092	,085	1,26156	,092	12,973	2	257	,000
2	,364[b]	,133	,119	1,23753	,041	6,038	2	255	,003
3	,396[c]	,157	,133	1,22765	,024	2,374	3	252	,071
4	,396[d]	,157	,130	1,23009	,000	,002	1	251	,963

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXdierM

e. Dependent Variable: MeanWOM_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41,294	2	20,647	12,973	,000[b]
	Residual	409,024	257	1,592		
	Total	450,318	259			
2	Regression	59,788	4	14,947	9,760	,000[c]
	Residual	390,530	255	1,531		
	Total	450,318	259			
3	Regression	70,523	7	10,075	6,685	,000[d]
	Residual	379,795	252	1,507		
	Total	450,318	259			
4	Regression	70,526	8	8,816	5,826	,000[e]
	Residual	379,792	251	1,513		
	Total	450,318	259			

a. Dependent Variable: MeanWOM_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXdierM

environmental-related message * self motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,303[a]	,092	,085	1,26156	,092	12,973	2	257	,000
2	,364[b]	,133	,119	1,23753	,041	6,038	2	255	,003
3	,396[c]	,157	,133	1,22765	,024	2,374	3	252	,071
4	,399[d]	,159	,133	1,22804	,003	,838	1	251	,361

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXselfM

e. Dependent Variable: MeanWOM_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41,294	2	20,647	12,973	,000[b]
	Residual	409,024	257	1,592		
	Total	450,318	259			
2	Regression	59,788	4	14,947	9,760	,000[c]
	Residual	390,530	255	1,531		
	Total	450,318	259			
3	Regression	70,523	7	10,075	6,685	,000[d]
	Residual	379,795	252	1,507		
	Total	450,318	259			
4	Regression	71,787	8	8,973	5,950	,000[e]
	Residual	378,531	251	1,508		
	Total	450,318	259			

a. Dependent Variable: MeanWOM_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXselfM

Purchase intention with all interaction terms:

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.506	2	12.253	8.744	.000[b]
	Residual	360.132	257	1.401		
	Total	384.638	259			
2	Regression	47.133	4	11.783	8.903	.000[c]
	Residual	337.506	255	1.324		
	Total	384.638	259			
3	Regression	71.030	7	10.147	8.154	.000[d]
	Residual	313.608	252	1.244		
	Total	384.638	259			
4	Regression	78.803	13	6.062	4.876	.000[e]
	Residual	305.835	246	1.243		
	Total	384.638	259			

a. Dependent Variable: MeanPI_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXklimaatM, environmentXselfM, environmentXdierM, animalXselfM, animalXdierM, environmentXklimaatM

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.445	.529		4.623	.000		
	Involvement animals	.197	.065	.188	3.018	.003	.942	1.061
	Involvement environment	.154	.074	.130	2.086	.038	.942	1.061
2	(Constant)	2.379	.516		4.614	.000		
	Involvement animals	.190	.063	.181	2.997	.003	.940	1.063
	Involvement environment	.172	.072	.145	2.385	.018	.937	1.067
	IV_animal_C	.532	.143	.219	3.724	.000	.996	1.004
	IV_environment_C	.237	.143	.097	1.655	.099	.992	1.008
3	(Constant)	3.917	.639		6.127	.000		
	Involvement animals	.048	.080	.046	.596	.551	.554	1.804
	Involvement environment	.062	.089	.052	.695	.488	.578	1.730
	IV_animal_C	.507	.139	.209	3.653	.000	.993	1.007
	IV_environment_C	.228	.140	.094	1.635	.103	.981	1.019
	Animal motives	.222	.077	.224	2.872	.004	.533	1.876
	Environmental motives	.111	.068	.132	1.633	.104	.497	2.012
	Self motives	.069	.057	.075	1.200	.231	.839	1.192
4	(Constant)	3.937	.661		5.957	.000		
	Involvement animals	.041	.084	.039	.485	.628	.500	2.001
	Involvement environment	.064	.092	.054	.700	.485	.540	1.852
	IV_animal_C	.536	.140	.220	3.835	.000	.980	1.021
	IV_environment_C	.238	.141	.098	1.694	.092	.969	1.032
	Animal motives	.230	.080	.232	2.874	.004	.494	2.025
	Environmental motives	.120	.069	.143	1.730	.085	.475	2.107
	Self motives	.091	.059	.098	1.546	.123	.800	1.250
	Animalmessage*animalm	.022	.125	.011	.174	.862	.812	1.232
	Animalmessage*envm	-.032	.109	-.019	-.289	.773	.771	1.297
	Animalmessage*selfm	.131	.116	.071	1.132	.259	.818	1.223
	Environmentmessage* animalm	-.036	.123	-.018	-.290	.772	.841	1.190
	Environmentmessage* envm	.145	.111	.086	1.304	.193	.745	1.342
	Environmentmessage* selfm	.137	.116	.074	1.183	.238	.829	1.206

a. Dependent Variable: MeanPI total

Purchase intention with all interaction terms apart from each other:

environmental-related message * environmental motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,252[a]	,064	,056	1,18376	,064	8,744	2	257	,000
2	,350[b]	,123	,109	1,15046	,059	8,548	2	255	,000
3	,430[c]	,185	,162	1,11556	,062	6,401	3	252	,000
4	,441[d]	,195	,169	1,11094	,010	3,102	1	251	,079

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXklimaatM

e. Dependent Variable: MeanPI_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24,506	2	12,253	8,744	,000[b]
	Residual	360,132	257	1,401		
	Total	384,638	259			
2	Regression	47,133	4	11,783	8,903	,000[c]
	Residual	337,506	255	1,324		
	Total	384,638	259			
3	Regression	71,030	7	10,147	8,154	,000[d]
	Residual	313,608	252	1,244		
	Total	384,638	259			
4	Regression	74,858	8	9,357	7,582	,000[e]
	Residual	309,780	251	1,234		
	Total	384,638	259			

a. Dependent Variable: MeanPI_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXklimaatM

animal-related message * environmental motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,252[a]	,064	,056	1,18376	,064	8,744	2	257	,000
2	,350[b]	,123	,109	1,15046	,059	8,548	2	255	,000
3	,430[c]	,185	,162	1,11556	,062	6,401	3	252	,000
4	,430[d]	,185	,159	1,11770	,000	,039	1	251	,844

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXklimaatM

e. Dependent Variable: MeanPI_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24,506	2	12,253	8,744	,000[b]
	Residual	360,132	257	1,401		
	Total	384,638	259			
2	Regression	47,133	4	11,783	8,903	,000[c]
	Residual	337,506	255	1,324		
	Total	384,638	259			
3	Regression	71,030	7	10,147	8,154	,000[d]
	Residual	313,608	252	1,244		
	Total	384,638	259			
4	Regression	71,079	8	8,885	7,112	,000[e]
	Residual	313,560	251	1,249		
	Total	384,638	259			

a. Dependent Variable: MeanPI_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXklimaatM

animal-related message * animal motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,252[a]	,064	,056	1,18376	,064	8,744	2	257	,000
2	,350[b]	,123	,109	1,15046	,059	8,548	2	255	,000
3	,430[c]	,185	,162	1,11556	,062	6,401	3	252	,000
4	,430[d]	,185	,159	1,11763	,000	,069	1	251	,792

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXdierM

e. Dependent Variable: MeanPI_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24,506	2	12,253	8,744	,000[b]
	Residual	360,132	257	1,401		
	Total	384,638	259			
2	Regression	47,133	4	11,783	8,903	,000[c]
	Residual	337,506	255	1,324		
	Total	384,638	259			
3	Regression	71,030	7	10,147	8,154	,000[d]
	Residual	313,608	252	1,244		
	Total	384,638	259			
4	Regression	71,117	8	8,890	7,117	,000[e]
	Residual	313,522	251	1,249		
	Total	384,638	259			

a. Dependent Variable: MeanPI_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXdierM

animal-related message * self motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,252[a]	,064	,056	1,18376	,064	8,744	2	257	,000
2	,350[b]	,123	,109	1,15046	,059	8,548	2	255	,000
3	,430[c]	,185	,162	1,11556	,062	6,401	3	252	,000
4	,434[d]	,189	,163	1,11511	,004	1,204	1	251	,274

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXselfM

e. Dependent Variable: MeanPI_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24,506	2	12,253	8,744	,000[b]
	Residual	360,132	257	1,401		
	Total	384,638	259			
2	Regression	47,133	4	11,783	8,903	,000[c]
	Residual	337,506	255	1,324		
	Total	384,638	259			
3	Regression	71,030	7	10,147	8,154	,000[d]
	Residual	313,608	252	1,244		
	Total	384,638	259			
4	Regression	72,527	8	9,066	7,291	,000[e]
	Residual	312,112	251	1,243		
	Total	384,638	259			

a. Dependent Variable: MeanPI_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, animalXselfM

environmental-related message * animal motives

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Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,252[a]	,064	,056	1,18376	,064	8,744	2	257	,000
2	,350[b]	,123	,109	1,15046	,059	8,548	2	255	,000
3	,430[c]	,185	,162	1,11556	,062	6,401	3	252	,000
4	,430[d]	,185	,159	1,11778	,000	,000	1	251	,985

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXdierM

e. Dependent Variable: MeanPI_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24,506	2	12,253	8,744	,000[b]
	Residual	360,132	257	1,401		
	Total	384,638	259			
2	Regression	47,133	4	11,783	8,903	,000[c]
	Residual	337,506	255	1,324		
	Total	384,638	259			
3	Regression	71,030	7	10,147	8,154	,000[d]
	Residual	313,608	252	1,244		
	Total	384,638	259			
4	Regression	71,031	8	8,879	7,106	,000[e]
	Residual	313,608	251	1,249		
	Total	384,638	259			

a. Dependent Variable: MeanPI_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXdierM

environmental-related message * self motives

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,252[a]	,064	,056	1,18376	,064	8,744	2	257	,000
2	,350[b]	,123	,109	1,15046	,059	8,548	2	255	,000
3	,430[c]	,185	,162	1,11556	,062	6,401	3	252	,000
4	,442[d]	,196	,170	1,11017	,011	3,454	1	251	,064

a. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXselfM

e. Dependent Variable: MeanPI_total

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24,506	2	12,253	8,744	,000[b]
	Residual	360,132	257	1,401		
	Total	384,638	259			
2	Regression	47,133	4	11,783	8,903	,000[c]
	Residual	337,506	255	1,324		
	Total	384,638	259			
3	Regression	71,030	7	10,147	8,154	,000[d]
	Residual	313,608	252	1,244		
	Total	384,638	259			
4	Regression	75,288	8	9,411	7,636	,000[e]
	Residual	309,351	251	1,232		
	Total	384,638	259			

a. Dependent Variable: MeanPI_total

b. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw

c. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C

d. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C

e. Predictors: (Constant), MeanInvolveklimaat_totalnieuw, MeanInvolvedieren_totalnieuw, IV_animal_C, IV_environment_C, MEANSelf_motives_C, MEANDier_motives_C, MEANKlimaat_motives_C, environmentXselfM

Appendix L: Pillai's Trace for the independent variables

Multivariate Tests[a]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[c]
Intercept	**Pillai's Trace**	,943	1402,037[b]	3,000	254,000	,000	,943	4206,112	1,000
	Wilks' Lambda	,057	1402,037[b]	3,000	254,000	,000	,943	4206,112	1,000
	Hotelling's Trace	16,559	1402,037[b]	3,000	254,000	,000	,943	4206,112	1,000
	Roy's Largest Root	16,559	1402,037[b]	3,000	254,000	,000	,943	4206,112	1,000
IV_animal	**Pillai's Trace**	,072	6,524[b]	3,000	254,000	**,000**	,072	19,572	,970
	Wilks' Lambda	,928	6,524[b]	3,000	254,000	,000	,072	19,572	,970
	Hotelling's Trace	,077	6,524[b]	3,000	254,000	,000	,072	19,572	,970
	Roy's Largest Root	,077	6,524[b]	3,000	254,000	,000	,072	19,572	,970
IV_environment	**Pillai's Trace**	,019	1,654[b]	3,000	254,000	,178	,019	4,961	,431
	Wilks' Lambda	,981	1,654[b]	3,000	254,000	,178	,019	4,961	,431
	Hotelling's Trace	,020	1,654[b]	3,000	254,000	,178	,019	4,961	,431
	Roy's Largest Root	,020	1,654[b]	3,000	254,000	,178	,019	4,961	,431
IV_animal * IV_environment	**Pillai's Trace**	,013	1,114[b]	3,000	254,000	,344	,013	3,341	,299

Wilks' Lambda	,987	1,114[b]	3,000	254,000	,344	,013	3,341	,299
Hotelling's Trace	,013	1,114[b]	3,000	254,000	,344	,013	3,341	,299
Roy's Largest Root	,013	1,114[b]	3,000	254,000	,344	,013	3,341	,299

a. Design: Intercept + IV_animal + IV_environment + IV_animal * IV_environment

b. Exact statistic

c. Computed using alpha = ,05

Appendix M: Pillai's Trace for the moderating variables

Multivariate Tests[a]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.039	3.392[b]	3.000	250.000	.019	.039
	Wilks' Lambda	.961	3.392[b]	3.000	250.000	.019	.039
	Hotelling's Trace	.041	3.392[b]	3.000	250.000	.019	.039
	Roy's Largest Root	.041	3.392[b]	3.000	250.000	.019	.039
IV_animal	Pillai's Trace	.071	6.348[b]	3.000	250.000	.000	.071
	Wilks' Lambda	.929	6.348[b]	3.000	250.000	.000	.071
	Hotelling's Trace	.076	6.348[b]	3.000	250.000	.000	.071
	Roy's Largest Root	.076	6.348[b]	3.000	250.000	.000	.071
IV_environment	Pillai's Trace	.028	2.407[b]	3.000	250.000	.068	.028
	Wilks' Lambda	.972	2.407[b]	3.000	250.000	.068	.028
	Hotelling's Trace	.029	2.407[b]	3.000	250.000	.068	.028
	Roy's Largest Root	.029	2.407[b]	3.000	250.000	.068	.028
MeanInvolvedieren_totalnieuw	Pillai's Trace	.023	1.945[b]	3.000	250.000	.123	.023
	Wilks' Lambda	.977	1.945[b]	3.000	250.000	.123	.023
	Hotelling's Trace	.023	1.945[b]	3.000	250.000	.123	.023

	Roy's Largest Root	.023	1.945[b]	3.000	250.000	.123	.023
MeanInvolveklimaat_totalnieuw	Pillai's Trace	.022	1.834[b]	3.000	250.000	.142	.022
	Wilks' Lambda	.978	1.834[b]	3.000	250.000	.142	.022
	Hotelling's Trace	.022	1.834[b]	3.000	250.000	.142	.022
	Roy's Largest Root	.022	1.834[b]	3.000	250.000	.142	.022
MeanDier_motives	Pillai's Trace	.036	3.149[b]	3.000	250.000	.026	.036
	Wilks' Lambda	.964	3.149[b]	3.000	250.000	.026	.036
	Hotelling's Trace	.038	3.149[b]	3.000	250.000	.026	.036
	Roy's Largest Root	.038	3.149[b]	3.000	250.000	.026	.036
MeanKlimaat_motives	Pillai's Trace	.017	1.403[b]	3.000	250.000	.242	.017
	Wilks' Lambda	.983	1.403[b]	3.000	250.000	.242	.017
	Hotelling's Trace	.017	1.403[b]	3.000	250.000	.242	.017
	Roy's Largest Root	.017	1.403[b]	3.000	250.000	.242	.017
MeanSelf_motives	Pillai's Trace	.014	1.143[b]	3.000	250.000	.332	.014
	Wilks' Lambda	.986	1.143[b]	3.000	250.000	.332	.014
	Hotelling's Trace	.014	1.143[b]	3.000	250.000	.332	.014
	Roy's Largest Root	.014	1.143[b]	3.000	250.000	.332	.014

a. Design: Intercept + IV_animal + IV_environment + MeanInvolvedieren_totalnieuw + MeanInvolveklimaat_totalnieuw + MeanDier_motives + MeanKlimaat_motives + MeanSelf_motives
b. Exact statistic