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V as an (Ad)Vantage? Understanding the impact of FOP V-label in consumers' attitude towards vegetarian products: antecedents and mediators

Constança de Machado Neto e Santos Brites

Master's in marketing

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BUSINESS
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Abstract

The change in food choices has been expressed throughout Mediterranean Europe, not only because there is a greater awareness of the health problems associated with traditional diets, but also because of easy access to information, allowing consumers to be more educated regarding their food choices. One of the diets that have been gaining manifestation is the plant-based, more specifically the vegetarian. However, few studies have focused on the importance of promoting products within this category effectively.

As such, the present study aims to understand consumers' attitude towards one of the most used symbols to identify vegetarian products, V-Label, as well as to acknowledge whether the attitude towards it has any impact on the intention of purchasing and using those products.

Consumers' lack of familiarity with V-Label was notorious in results. They have demonstrated that consumers' attitude towards products with V-Label is positively influenced by antecedent factors, such as utilitarian and hedonic perception and knowledge about the vegetarian diet. Although consumers' attitude towards V-Label products did not show significant differences compared to unlabelled products, it has been shown to have a positive impact on the intention to purchase and use the products. The purchase intention is enhanced if it is mediated by trust in the product.

To conclude, contributions were made to management and academic areas, as well as suggestions for future research.

Resumo

A mudança nas escolhas alimentares tem vindo a expressar-se um pouco por toda a Europa Mediterrânica, não só por haver uma maior consciencialização para os problemas de saúde associados às dietas tradicionais, mas também devido ao fácil acesso à informação, permitindo aos consumidores estarem mais educados aquando das suas decisões alimentares. Uma das dietas que tem vindo a ganhar manifestação é a *plant-based*, mais concretamente a vegetariana. No entanto, poucos estudos se têm concentrado na importância de promover os produtos dentro desta categoria de forma eficaz. Como tal, o presente estudo tem como objetivo perceber qual a atitude do consumidor perante um dos símbolos mais utilizados para identificar os produtos vegetarianos, o V-Label, bem como conferir se a atitude perante o mesmo tem algum impacto na intenção de compra e utilização dos produtos.

A falta de familiaridade dos consumidores para com o V-Label foi notória perante os resultados. Os mesmos demonstraram que a atitude do consumidor perante os produtos com V-Label é influenciada positivamente por fatores antecedentes, tais como perceção utilitarista e hedónica e conhecimento sobre a dieta vegetariana. Apesar da atitude do consumidor perante os produtos com V-Label não demonstrar diferenças significativas, comparativamente aos produtos sem selo, a mesma revelou ter impacto positivo na intenção de compra e utilização dos produtos. A intenção de compra é ainda mais reforçada se, inclusive, for mediada por confiança no produto.

Para concluir, foram facultadas contribuições para as áreas de gestão e académica, bem como sugestões para investigação futura.

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List of abbreviations

RQ – Research Question

FOP – Front-of-Package

WTP – Willingness-to-Pay

SPSS – Statistical Package for the Social Sciences

TOL - Tolerance

Sig. – Significance level

Vs – Versus

e.g. - example

Introduction

Over the past years, Mediterranean Europe countries have displayed an adoption on an unhealthy dietary profile, with a growth of meat consumption as well as saturated fats, sugar and sweeteners (Kearney, 2010). Those traditional diets persistent in Mediterranean European countries, prioritizing meat consumption mainly for its affordability and accessibility, and its nutritional value have been linked to several health and environmental concerns (Marques et al., 2018). With the population being more and more educated about it, there has been a meaningful rise on the transition for a more plant-based consumption due to, not only health and environmental considerations, but also personal taste, animal welfare and sub-culture identity (Beardsworth & Keil, 1992; Fox & Ward, 2008; Kenyon & Barker, 1998; Krizmanic, 1992; Lusk & Norwood, 2016; Povey et al., 2001; Rozin et al., 1997).

The increase of plant-based consumption has been catching attention to several terms and dietary patterns associated to a vegetable-focused diet. When provided of sufficient knowledge and a consensus definition, the concept of "plant-based diet" is perceived as more appealing than "vegetarian" or "vegan". However, this concept shows low levels of awareness and still experiences confusion to the consolidated concepts of "vegetarian" and "vegan" (Faber et al., 2020). A plant-based diet refers to a food pattern focused predominantly on food derived from plants. The precise definition of plant-based diet continues to be debatable, as several scholars agree this diet may contain few animal products (such as eggs and dairy products) and others exclude them (Nguyen et al., 2020). Similarly, a vegetarian diet is considered a food consumption pattern that uses primarily plant-based products and where meat and fish are excluded. There are four types of vegetarian diets commonly known, as outlined by Silva (2020) all excluding meat and fish: lacto-ovo vegetarian (includes eggs and dairy products), lacto vegetarian (includes dairy products), ovo vegetarian (includes eggs) and vegetarian strict. A vegetarian strict diet excludes all the products derived from animals such as meat, fish, eggs, dairy (milk, yogurt, cheese, cream, butter), honey, among others. Many scholars use the term vegan diet instead of vegetarian strict since it is more frequently used and perceived by individuals. Nevertheless, veganism is considered a lifestyle motivated by ethical or religious reasons, that seeks to eliminate all forms of exploration and cruelty towards animals in food, clothes, or other personal choices (Silva, 2020). It is evident the concept "vegetarian" is more frequently used and seen by consumers.

Even though there has been a shift in society's diet pattern and perception of plant-based category diets (plant-based, vegetarian and vegan), research argues there is still a need for further research on how to promote plant-based diets from a health perspective, as consumers will react more actively to a campaign emphasizing health rather than environmental benefits (Joyce et al., 2012). In fact, in an era of mass information, consumers are now more aware of diseases and complications consequential from unhealthy dietary choices. The demand for healthier food choices and alternatives has impulse consumers' behaviour to be more informed about quality, process and origin of food products, as those characteristics aligned with price, packaging and labelling, influence the decision-making process (Kumar & Kapoor, 2017; Mohd Daud & Husna Razalli, 2011). This change in consumer behaviour originated a change in the way brands presented their packages, labelled today with essential information about the products they are offering to consumers.

The shift for specified and well-informed food labels have become a crucial part of today's food choices (Singla, 2005) since they provide basic information for consumers to take informed, suitable, and healthier decisions (Latiff, 2016). The clearest way of communicating healthiness of products is through the informational elements (information and labels) of the packaging (Medina-Molina et al., 2021). Regarding the informational elements of plant-based products, either a producer label, or a third-party label from independent organizations, or both, can be displayed in the packaging to guarantee it matches the standards (Gerke & Janssen, 2017). A study from Gerke & Janssen, 2017 realized third-party labels are less commonly used, but they offer more transparent standards and certification guidelines than producer labels. The most usual third-party label is the label of the European Vegetarian Union – the V-label.

Product labels can play an important role in the product's design aside from being an advertising franchise (Dimara & Skuras, 2005). When used effectively, food labels can be used as a powerful communication tool or as a valuable unique selling preposition (Kumar & Kapoor, 2017). Nevertheless, there seems to endure a gap on how labelling can be used as communication tool for promoting vegetarian products as healthier food choices. Despite several findings demonstrate the positive impact of food labels in the decision-making process, the research on the importance of food labels to the consumers is not consistent. Kumar & Kapoor (2017) established the ultimate decision to purchase a product based on the food labels are different according to the consumers' gender, age, food habit, and residential locality. In a study, Grunert, et al. (2001) reveal that, due to

consumer's ignorance or bad interpretation, food labels fail in convincing consumers about food products' differentiated quality (Kumar & Kapoor, 2017). Medina-Molina, et al. (2021) found that the relationship between brand attitude and purchase intention is not affected by the mere presence of Front-of-Pack (FOP) labelling. Grounded on this, a need for research about the influence of labelling in vegetarian products purchase intention ascends, as no understanding about consumers attitude towards labelling in this product category as been done.

Most studies focus either on FOP nutrition labelling or health/ethical claims perception, but none has concentrated efforts on studying particularly the food product category of Vegetarian products and how the labels associated with these products can impact consumers' purchase intention. With that being said, the purposed topic and research hope to help organizations on how to design packages that persuasively communicate Vegetarian products from a health perspective. Moreover, the findings should provide relevant information on how the advertising done in labelling could boost the consumption of products inside plant-based categories and how labelling can be used as a communication tool for promoting healthier food choices.

1. Research Questions

Being aware of the problem presented above, the following research questions arise:

- RQ1: Are consumers familiar with V-Label?
- RQ2: Are utilitarian and hedonic perception, knowledge and fit with self-identity regarding vegetarian diet antecedents of consumers' attitude towards FOP V-label?
- RQ3: Does displaying a FOP V-label impact consumer's attitude towards products with FOP V-Label?
- RQ4: Does attitude towards FOP V-label impacts Trust, WTP, Purchase Intention and Usage Intention for products with FOP V-Label?
- RQ5: Does displaying a FOP V-Label impact consumers' Trust, WTP, Purchase Intention and Usage Intention for products with FOP V-Label
- RQ6: How does Trust impacts the relationship between Attitude towards products with FOP V-Label and Purchase Intention for products with FOP V-Label?

- RQ7: How does WTP for products with FOP V-Label impacts the relationship between Attitude towards products with FOP V-Label and Usage Intention for products with FOP V-Label?

2. Research Objectives

To be able to answer the research questions identified and, ultimately, provide relevant insights for organizations and scholars, several objectives were established:

- Realise how consumers are familiar with the V-Label;
- Understand consumers' attitude towards FOP V-Label;
- Identify the antecedents of consumers' attitude towards FOP V-Label;
- Comprehend if the FOP V-Label have an impact on trust, purchase intention, willingness to pay and usage intention.
- Provide relevant information for organizations to re-think packaging strategies to maximize their results.

3. Dissertation Structure

The dissertation structure considered for this research was developed and described in a table, to be more understandable (*See Appendix A*).

Literature Review

1. Front-of-Package V-Label

Front-of-package V-Label concerns the label presented in the front of the package of a vegetarian product. To understand under which circumstances this label is and/or could be used by companies, further explanation will be given regarding V-Label. Additionally, it will also be investigated the impact of FOP label on consumers' perception and purchase intention.

1.1 V-Label

The V-Label is a standardized voluntary European certification scheme with the purpose of facilitate the identification of vegetarian and vegan products and services. It is present in more than 30 000 products and services.

V-Label provides consumers a simple and reliable guide and it gives companies a promotion gateway for transparency and clarity (Kathi, 2021). In the present, it is the only reliable label for vegan and vegetarian products, as it is in agreement with standardized criteria.

Either vegetarian or vegan products can be marked with the V-label. However, there is a difference between the label aimed for each of the categories. For vegetarian products (*See Appendix B*), the label is a green "V" sign in a circle with a description of "vegetarian" (*See Figure 1*); in the case of vegan products (*See Appendix C*), the sign is the same, but the description is "vegan" (*See Appendix D*). For the purpose of this study, the V-Label will only be referred to the label destined for vegetarian products, as it will allow a broader perspective since vegetarian products are not as restrictive as vegan products in terms of lifestyle, religion and ethical motivations.

Figure 1 - Vegetarian V-label | Source: https://www.swissveg.ch/v-label

V-Label considers the definition declared during the 12th Minister for Consumer Protection Conference that says "Food and other products that do not contain animals or parts of animals are considered vegetarian. This takes into account all production and

processing steps. Food and other products created with the help of living animals and animal-derived products are considered vegetarian" (EVU, 2019).

Companies that request and hold a license for V-Label give European Vegetarian Union responsibility for the quality assurance inspections of their plant-based products, which means they do not need to create their own labels neither define their own criteria regarding products inside that category. For a company to hold a license, it needs to declare the full composition of the product and all additives used during processing for further checking and approval (EVU, 2019).

1.2 Front-of-package labels

FOP labelling has been used more frequently by retailers as a strategy to attract attention and influence perceptions of consumers at the point of sale (Newman et al., 2016). Several authors suggested that front-of-package logo, alongside with traditional numerical nutrition fact box on back-of-pack may be more useful for consumers when making a healthy choice, rather than back-of-pack nutritional information alone (Geiger et al., 1991). Feunekes, et al. (2008) went further and recommended the use of simple front- of-package labels to complete more detailed nutritional information on back-of-package, as this allows consumers to make quicker decisions while also assessing detailed information if they desire to (Feunekes et al., 2008).

In fact, the processing load will be reduced when simpler front-of-package labelling formats are used, as they offer an interpretation of the healthiness of the overall product (Feunekes et al., 2008; V. Scott, 1994). As for the format of V-Label, it is clearly a simple and easy design for consumers to process and identify.

2. Consumers' Attitude

Understanding the readiness of individuals to buy vegetarian products labelled with FOP V-Label, by establishing consumers' behaviour and attitudes about them, is mandatory (Krarup & Russell, 2005)

The nature of the relationship between attitudes and behaviour has been the subject of study among researchers over the years. According to Lindsey (2017) the theory commonly used to explain the relationship between attitude-behaviour is the Theory of Reasoned Action (TRA). This theory describes the attitude-behaviour relationship as the impact of both a person's attitude (summative evaluation of a person's beliefs) and the

subjective norm (the sum of normative beliefs and a person's motivation to comply with them) in the behavioural intent, consequently predicting behaviour (Lindsey, 2017). Later on, Ajzen (1985) extended the TRA, adding a degree of perceived behavioural control to incorporate behavioural situation that are not entirely under a person's control, naming it Theory of Planned Behaviour.

Consumers evaluate products based on reaction to stimuli or beliefs related to it, establishing an attitude towards it. In his study, Bellisle (2005) mention biological, economic, physical, social, psychological as some determinant factors affecting food product choices as well as attitudes, beliefs, and knowledge about food. Nayga (1999) found that factors like health and diet attitudes and special diet status affect consumers' perception and beliefs about label use. This goes in line with past research mentioning needs and motives, learning, self-concept, and personalities as factors affecting consumers' buying behaviour (Crawford, 1997). Knowing this, broaden research about antecedents of attitude and purchase intention will be reviewed.

2.1 Utilitarian and Hedonic

Interpretation of consumer perception of products have been aligned with research on the hedonic and utilitarian dimensions. The one-dimensional approach for consumer perception presented in past literature gave rise to a two-dimensional conceptualization: a hedonic dimension and a utilitarian dimension (Voss et al., 2003). The hedonic dimension is associated to emotions and experiential, which means consumers hope to meet their needs for pleasure, enjoyment, self-assurance, and others, by purchasing a particular product (Solomon et al., 2006). Therefore, it is the value consumers perceive towards the experience of using the product (Voss et al., 2003). On the other hand, the utilitarian dimension thrives from the desire to accomplish some functional or practical benefit. Consumers tend to satisfy their utilitarian needs by focusing on the objective, tangible attributes of products, such as the proportion of vitamin C in orange juice, the amount of protein in peas and the softness of flour (Solomon et al., 2006) It is an interpretation originated by the perceived functions associated to the product (Voss et al., 2003).

The two-dimension approach has already been developed by Batra & Ahtola (1990). The authors also found that both hedonic and utilitarian dimensions responded differently to different product attributes. Furthermore, they found evidence that those two dimensions are differently noticeable across product categories. In products that are

purchased for hedonic benefits (e.g., music festivals; virtual reality experiences), consumers response are deeply influenced by hedonic components. Conversely, responses towards products acquired for their functional benefits are dictated by the utilitarian component (Batra & Ahtola, 1990; Kempf, 1999). If thinking about diet patterns, they could also be grouped in categories, like omnivorous, vegetarian, vegan and so on. This suggests that, and tanking the mentioned conclusions into consideration, the consumers' perceived value of vegetarian diet will be pushed both by hedonic and utilitarian components and will be distinctive as the perceived value towards a diet that includes meat and fish.

2.2 Knowledge

Wang, et al. (2019) defined knowledge as "information stored in consumers' memory which affects their evaluation of information translation and preferences". In fact, consumers' form attitudes based on their need for meaning about the information they are confronted, especially in ambiguous situations (Solomon et al., 2006). This could be applied to the adoption of a new dietary pattern for example a vegetarian diet or the confrontation to a new product labelled as vegetarian, as both situations comprise uncertain scenarios and new information.

Several studies investigated the level of knowledge about plant-based diets compositions and its barrier effect on the adoption of that a diet pattern (Lea et al., 2006). Spronk, et al. (2014) even proved that knowledge is positively connected to dietary intake.

Knowledge clearly has an effect on the attitude toward diet choices, as consumers take the information available in their memory to form a positive or negative attitude about the diet they choose to follow. The question that still needs to be answered is the effective knowledge consumers' have towards vegetarian diet, has misperceptions exist. A study from Buckton, et al. (2015) underlined the fact that public perception of messages related to health, food and diet are responsible for public capability to translate dietary guidance into behaviours. If misperceptions occur, the lesser the opportunity and motivation for behaviour change, which applied to vegetarianism means that if consumers' perception about the composition of the diet is fake, the lower the possibility they actually try it (Buckton et al., 2015)

2.3 Self-Identity

People mental self-image and identity has been concerned as a significant driver for overall consumer behaviour. Past research outlined consumers look for and purchase

products or brands that represent characteristics of their identity and avoid those that are distinct from it (Belk, 1988; Sheehan & Dommer, 2019).

The term "self-identity" or "self-concept" refers to "totality of the individual's thoughts and feelings having reference to himself as an object" (Rosenberg, 1979, p.7). The concept has been interpreted from a multidimensional perspective, as mentioned by Sirgy (1982), including actual self (person's perception about herself), ideal self (person's ideal perception about herself) and social self (how a person reveals herself to others).

Consumer behaviour enriches and protects, has proved in past research, individuals' self-identity through the purchase, display and use of goods as symbols (Grubb & Grathwohl, 1967). Complementing to this idea arises the self-image/product-image congruity theory, that translates the interaction between self-image belief and product-image perception and its influence on purchase motivation (Sirgy, 1982). This relationship is mediated by self-esteem needs, as the consumer will be pushed to purchase a positively valued product to support a positive self-image or to enrich herself by coming closer to an ideal image, or by self-consistency needs, as the consumer will be driven to purchase a product congruent in both product-image and self-image belief (Sirgy, 1982).

All these conclusions expand the notion that self-identity and consumer attitude towards a product are not independent from each other. A study from Bartels & Onwezen (2014) proved individuals who identify as organic consumers are more willing to purchase environmentally sustainable products. This may indicate individuals who identify as "veggie" consumers are more willing to purchase plant-based products and avoid products originated by animals.

2.4 Familiarity

Familiarity was defined by Alba & Hutchinson (1987) as "*the number of product- related experiences that have been accumulated by the consumer*" (Alba & Hutchinson, 1987, p.411). In fact, choice process proved to be dictated by consumers' familiarity with a product or brand, as they use the information they bring with them from prior search or experience, or information available in the choice context itself (e.g., on packages), to make decisions (Bettman & Park, 1980; Monroe, 1976).

Johnson & Russo (1984) suggested three skills acquired from bigger familiarity with a product class: superior knowledge of existing products, superior ability to encode new information and attention to relevant over irrelevant information. Possessing those skills

is beneficial when fronting decision tasks. Nevertheless, we should first understand how to measure product familiarity and/or product class familiarity.

According to Park & Lessig (1981) product familiarity could be measured grounded on two approaches: *how much a person knows about the product* or *how much a person thinks s/he knows about the product*. The first concerns the knowledge structure of an individual's long-term memory and its impact on the individual's evaluation and choice decisions. The second refers to the individual's self-report of how much s/he knows about the product and attempts to understand individual's systematic biases and heuristic in choice evaluations and decisions (Lichtenstein & Fishhoff, 1977; Park & Lessig, 1981).

The more familiar a consumer is regarding a product, the less his perceptions of either product attractiveness or product quality are affected by context (Schnurr et al., 2017). This goes in line with past research which mention that the more familiar with a product category a consumer is, the more favorable attitude towards a brand he will have based on past evaluation (Coupey et al., 1998). Even though V-Label is not considered a brand or a product, it cannot be said that the previous conclusions could not be applied. In fact, they suggest that familiarity with the V-Label would reduce the amount of uncertainty during purchase as well as impact consumer's attitude towards the label.

3. Purchase Intention

3.1 Trust

Trust was defined as "*a generalized expectancy held by an individual that the word, promise, oral or written statement of another individual or group can be relied upon*" (Rotter, 1980, p.1). In the case of V-Label, they guarantee that products to not contain animals or parts of animals in their constitution, which means that when consumers purchase a product labelled with a V-Label, they trust that the product comply to the rules.

Past research included two aspects in trust: a cognitive (e.g., trusting beliefs) and a behavioural (trusting intentions) (Kim et al., 2004; Moorman et al., 1992). Trusting beliefs concerns the expectation regarding an exchange partner's trustworthiness (Moorman et al., 1993). Trusting intentions imply a person's willingness to be vulnerable to another in a situation that involve risk (Kim et al., 2004). Trust will only occur if both aspects are present (Schlosser et al., 2006).

In the theory of Commitment-Trust, Morgan & Hunt (1994) explained that commitment and trust are key mediators in successful relationship marketing. Moreover,

the authors proved that trust has a positive impact on commitment, cooperation, and functional conflict.

Trust can also be seen from the customer-organization perspective as the "*customer confidence in the quality and reliability of the services offered*" (Garbarino & Johnson, 1999). This concept of consumer trust was further investigated by Chaudhuri & Holbrook (2001), proving it causes behavioural loyalty (repeated purchases) and attitudinal loyalty (consumer commitment to the product).

Likewise, the concept of trust and the behavioural intention of "willingness to rely" was argued by Morgan & Hunt (1994. p.23) as implicit in the conceptualization of trust as "*genuine confidence that a partner can rely on another indeed will imply the behavioural intention to rely*". Thus, "willingness to rely" is rather an outcome of trust than a part of its definition (Morgan & Hunt, 1994).

4. Usage Intention

For a consumer to decide to use a product there is an evaluation of the trade-off between the utility derived from using it ("in-use value") and the utility received from possessing the product ("possession value") (Sheeman & Dommer, 2020). Both comprehend hedonic, emotional, and social utility, however, the utility received from possession value results from ownership and possession, rather than physical usage.

The more a consumer use a product, the more it gets familiar to it, which in turn lowers the probability to switch that product for another (Lakshmanan & Krishnan, 2011).

4.1 Willingness-to-Pay

Price was defined by ZeithamI (1998, p.10) as "*what is given up or sacrificed to obtain a product*". The author established that price is composed by objective price (the real price of a product), perceived price (the price as determined by consumers) and sacrifice (monetary price, time costs, search cost, psychic costs) (ZeithamI, 1998). It is commonly evaluated by asking the maximum amount of money a consumer is willing to pay for a good. Considering the scenario where a consumer is faced with two bottles of orange juice, (e.g.: bottle X and bottle Y), when asked about the maximum amount of money (price) he is willing to pay for each bottle, the answer can be €3 for bottle X and €1 for bottle Y. Thus, the WTP to pay for bottle X is higher than for bottle Y. This means that the consumer values more bottle X than bottle Y.

Consumer behaviour regarding product price, called willingness to pay, was also emphasized on past research. Rödiger & Hamm (2015) explained it having in consideration the stimulus – organism – response paradigm, were external stimuli (in this case price) triggers internal processes (e.g., attitudes) and generates consumers' response (consumer behaviour).

For the purpose of the study, it will be considered this paradigm where stimuli is price, internal processes are the attitude towards the FOP V-Label and consumers' response is usage intention of the product.

Conceptual Model and Research Hypothesis

1. Conceptual Model

The main objective of this study is to understand how FOP V-Label affects consumers' purchase intention. Therefore, and considering the literature review explored above, it was possible to design a Conceptual Model presented below *(See Figure 2).*

Figure 2 - Conceptual Model | Source: Own production
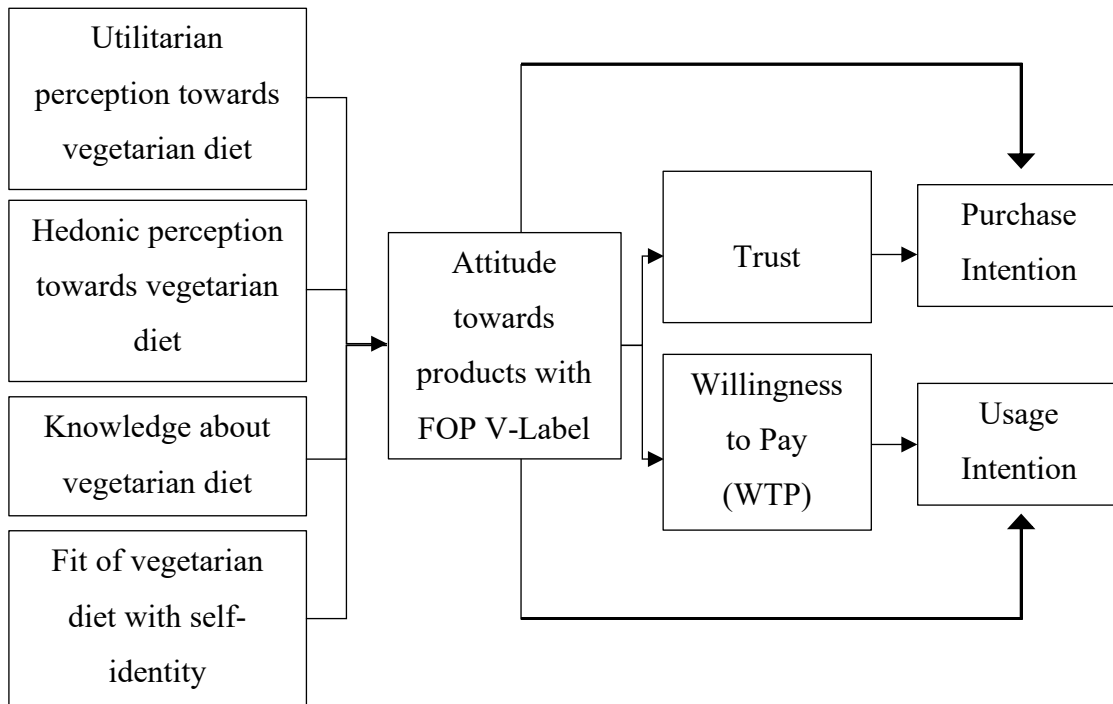
The purposed Conceptual Model is structured in four groups:

- **Antecedents** of Attitude towards products with FOP V-Label: utilitarian perception towards vegetarian diet; hedonic perception towards vegetarian diet; knowledge about vegetarian diet; fit of vegetarian diet with self- identity.
- Attitude towards products with FOP V-Label as an **antecedent of**: Purchase Intention, Usage Intention, Trust and Willingness to Pay (WTP).
- **Mediator** influencing Purchase Intention for products with FOP V-Label: Trust.
- **Mediator** influencing Usage Intention for products with FOP V-Label: Willingness to Pay (WTP).

2. Research Hypothesis

From Singer (1980) point of view, utilitarianism and vegetarianism support each other. Sustained by the principle of equality that animals do not require equal or identical treatment but rather equal consideration, the author argues that if utilitarianism's goal is

to maximize pleasure and minimize pain, and if animals feel pain and pleasure as humans, then individuals should be vegetarians (Singer, 1980). The author even added that a vegetarian diet does not involve great sacrifices, not for consumers' health nor in the pleasures of the palate, which suggests that, from a utilitarian perception, a vegetarian diet will not minimize pleasure. Adding to those conclusions, Garret (2007) also pointed out that a dietary pattern involving regular intakes of animal products is statistically correlated with increased mortality and morbidity risk, on contrary to a plant-based diet. Thus, from the authors perspective, if individuals think of a diet from the expected utility, then a well-designed vegetarian diet should be the one considered as it provides more years of life and superior quality of life (Garret, 2007). Both studies suggest that the utilitarian perception towards a vegetarian diet is positive, as it provides more practical benefits in terms of health, taste and quality of living. If the V-Label is the "image" of the vegetarian diet in a product, then it is possible that the utilitarian perception towards the label is also positive.

As mentioned before, consumers form an attitude based by the utilitarian perception of the products (Voss et al., 2003). If we apply the same logic to labels, then consumers also formulate attitudes toward them by focusing on the objective elements they mirror. Since the V-Label delivers guarantees about the product's ingredients and production (tangible attributes), they are also responsible for expressing attitudes. Thus, if consumers perceive the presence of the V-Label as practical, then their attitude towards it will be positive.

For that reason, the first hypothesis was translated to:

H1: Utilitarian perception towards vegetarian diet is positively associated with attitude towards FOP V-Label.

Levy (1959) developed a study explaining the way products convey consumers' feelings and emotions, previously mentioned as the hedonic dimension of attitudes, towards symbolic implications. In fact, products that are inferior in terms of their functions but are perceived as subjective superior symbols can be chosen over the ones that are "just" concrete objects (Hirschman & Holbrook, 1982). If a vegetarian diet is perceived as a symbolically superior to a diet that includes meat and fish, then consumers could possibly select a product labelled with a V-Label over one that is not.

The hedonic perception of vegetarian diet is clearly associated with emotions. What pushes a consumer to follow a vegetarian diet is, among many reasons, the experience of following that diet and eating meals based on plants. In a study from Papies,

et al. (2020), authors found that when plant-based meals were described with several simulation words including hedonic features like flavourful, rich, tasty, the attractiveness of plant-based foods were greater. These findings put the hypothesis that, when the hedonic perception of consumers is positive the better their attitude towards that diet. Once again, if the V-Label represents the vegetarian diet, then the attitude towards the labelled will be positively influenced by the consumers' hedonic perception about the vegetarian diet. This translates the next hypothesis that is hypothesis 2:

H2: Hedonic perception towards vegetarian diet is positively associated with attitude towards FOP V-Label.

A commonly theory that associates knowledge and consumers' response toward brands is the associative network memory. According to that theory, brand knowledge is theorized as comprising of a brand node in memory to which a diversity of associations are interconnected. Brand knowledge is composed mainly by two dimensions: brand awareness and brand image, which include non-product-related attributes like packaging and, consequently, labels (Keller, 1993). Those concepts were profoundly investigated by Keller (1993), which developed a conceptual model of brand equity, defining it as "*the differential effect of brand knowledge on consumer response to the marketing of the brand*" (Keller, 1993) If we think about FOP labels, since they belong to the marketing mix of the brand, then the attitude towards them arises from brand knowledge.

A study from Marietta, Welshimer, & Andersons (1999) examined knowledge, attitudes, and behaviours of college students regarding nutrition labels and relationships between these factors. Authors concluded that knowledge was positively correlated with attitude toward labels. Moreover, their study confirm that label-reading education is associated with vaster knowledge about labels and more positive attitudes toward them (Marietta et al., 1999). This indicates that knowledge could possibly be an antecedent of the attitude towards FOP vegetarian V-Label.

Taking into account the main conclusions, and straitening the concept of knowledge to the effective knowledge about vegetarian diet, the third purposed hypothesis is:

H3: Knowledge about vegetarian diet is positively associated with attitude towards FOP V-Label.

Bisogni et al., (2002) proved in their study that people identities or mental self-images both derived from and are influenced by eating choices. Dietary choices have, has

shown, a mutually shaping relationship with a person's identities construction (Bisogni et al., 2002). This conclusion suggests that dietary choices and self-identity create a bond and fit with each other in a way that one does not exists without the other.

Besides, consumers dietary choices also guide consumers' behaviour regarding food label reading. Results from Kumar & Kapoor (2017) study revealed vegetarian individuals were more thoughtful about food labels and their concerns than non-vegetarian. Therefore, the attitude towards the labels is associated with the dietary choice.

If there is a fit of dietary choices and self-identity, it could be that both guide consumers' behaviour and, subsequentially, consumers attitude regarding food label and more specifically V-Label. Thus, the fifth hypothesis was translated to:

H4: Fit of vegetarian diet with self-identity is positively associated with attitude towards FOP V-Label.

Jong, et al. (2017) hypothesized that individuals who hold positive attitudes towards food marketing will be more expected to trust industry information. However, no relevant literature was found to support the relationship between attitude towards V-label and trust.

Morgan & Hunt (1994) mentioned that confidence, a positive attitude that arises from the consumer belief that the trustworthy party is reliable and has high integrity, has been stated has an important part of trust. Thus, if the trusting party (consumer) perceive the trustworthy party (FOP V-Label) as competent, honest, fair, and so on, it will gain confidence over them.

This could be applied to V-Label in the way that if consumers believe V-Label is reliable and trustworthy, having a positive attitude towards it, they will have confidence over the label and consequently forming the trust that the product labelled with it will be honest, sincere, and not disappoint them.

H5a): Attitude towards FOP V-Label has a positive impact on trust.

Although is exists considerable theoretical and empirical evidence that environmental attitude influence willingness to pay for environmental-related products (Gao et al., 2016; Qian et al., 2021), there is still a gap on how attitude towards FOP V-Label translates into willingness to pay.

For example, regarding carbon footprint labels, consumers were proved to have a positive attitude towards them which was translated to a higher willingness to pay for the average prices (Echeverría et al., 2014). On the other hand, Rödiger & Hamm (2015) revealed that consumers with a more positive attitude towards organic food had a higher

willingness to pay. Based on the results from mentioned research, the hypothesis 6 c) will be:

H5b): Attitude towards FOP V-Label has a positive influence on WTP.

According to the TPB, attitudes reveal an individual intention of buying, being considered a crucial predictor of the consumer's behaviour, especially regarding healthy food (Medina-Molina et al., 2021). Without a doubt, attitude have been established as the predictor of purchase intention with the highest influence over the past years (Sandra N. Leyva-Hernández & Hernández-Lara, 2021)

Having that in mind, consumers who hold positive attitudes towards vegetarian products, believe that significant others will support them if they engage in vegetarian consumerism, and believe that they can easily engage in vegetarian consumerism, are more probable to express greater intentions to perform the behaviour (Johe & Bhullar, 2016). Similarly, it could be proposed that consumers who hold positive attitudes towards FOP vegetarian labelling believe that relatives will support them if they buy products with that label and believe that they can easily engage in vegetarian consumption, are more likely to express bigger intention to buy products with a FOP vegetarian label. Therefore, the subsequent hypothesis developed was:

H5 c): Attitude towards FOP V-Label has a positive impact on Purchase Intention.

A consumer evaluates the balance between the "in-use value" and the "possession value" of a product when deciding to use it (Sheeman & Dommer, 2020). This evaluation is a consequence emotional, motivational, and cognitive beliefs tied with the consumer. This suggests that consumer's evaluation about products is the same as their attitude towards it. Thus, if the expected behaviour is the use of product, it is possible to adapt this condition to the TPB.

With this prospect in mind, it could be possible that, when consumers have a positive attitude towards a product with FOP V-Label, they will have a higher intention to use that product.

H5 d): Attitude towards FOP V-Label has a positive impact on Usage Intention.

A study about green purchase intention found that when there is higher functional expectations and social association from a green product, the more they create green trust among consumers, which indicated that green trust indeed mediates the functional and social values with green purchase intention (Zaidi, Yifei, Bhutto, Ali, & Alam, 2019). This was the basis for considering the next hypothesis:

H6: Purchase intention of products labelled with FOP V-Label will be mediated by trust.

When an individual forms a positive attitude towards an act in means that, from his perspective, the act is good and desirable (Bagozzi et al., 1992).

Although favourable attitudes towards a product/act reveal they are valued, they do not structure the decision to act alone. As Bagozzi, et al. (1992, p. 507) hypothesized, "*the decision to act also requires that one be motivated to act (i.e., that one be action oriented)*". For a person to be action oriented, it means they are willing to act. Her degree of action orientation dictates whether attitudes will have straight effects on behaviour (Bagozzi et al., 1992). Thus, if an action-oriented person is categorized by an intrinsic willingness to act, she might be encouraged to act due to a positive attitude alone, especially if the attitude is particularly strong. In this case, an attitude can motivate action directly without triggering an intention (Bagozzi, 1991).

On the other hand, if a person has low degree of action orientation, called state orientation, they require a specific intention to act in order to translate their attitude into noticeable action. In these cases, behaviour is mediated by intention (Bagozzi et al., 1992). Taking this knowledge into account, consumers' degree of action towards products labelled with FOP V-Label will be assumed state. Moreover, the act towards this product will be considered usage intention, as it is expected that consumers give utility to the product they will purchase. For this reason, it is estimated that the intention to pay for the product labelled with FOP V-Label, called willingness to pay, will mediate the relationship between attitude towards the FOP V-Label and usage intention, which translates into:

H7: Usage intention of products labelled with FOP V-Label will be mediated by willingness to pay (WTP).

Methodology

Considering the research objectives and the literature review, the next step is to describe the methodology used to obtain the data to be analysed. Having in mind what has been exposed so far, and with the purpose of achieving the main goal for this research, the methodology chosen was quantitative research. The reason for this choice was the case-effect relationship nature of the study, which will benefit form a statistical analysis based on a process of crossing variables.

1. Research Approach

1.2 Research Design

As the methodology chosen for this research was quantitative, the most advantageous technique to use is a structured questionnaire spread to a sample of the population. By creating a questionnaire, respondents will be asked a range of questions about their intentions, attitudes, and demographic characteristics. The advantage of choosing this method is the simplicity for the respondent and the consistency of data obtained (Malhotra & Birks, 2006).

1.2.1 Method for Data Collection and Script Development

The quantitative method chosen given the research objectives was an online questionnaire, since it allows a faster spread and response, low costs, high data quality as well as contacting the desired target groups (Malhotra & Birks, 2006). For collecting the larger number of responses possible, the questionnaires were shared via social media by the author and closed ones. The choice of following this distribution implies the possibility of biases, since it could not result in the more diversified and larger sample.

Previous research and analysis of literature was crucial for the script development.

1.2.2 Sampling Method

The sampling technique chosen for this research was the non-probabilistic for convenience technique, as there was a conscious selection of the sample predominantly (Malhotra & Birks, 2006).

1.2.3 Sampling Profile

The target for this study will consist in both female and male Portuguese consumers, from 18 to 70 years old, that do regular food shopping either for them or for all family. As the objective of the study is to understand the impact of the FOP V-Label, it would be interesting to include people who are familiar with the label as well as people who are not, so that some conclusions could be taken regarding the knowledge and familiarity. The study should also focus on people who do not follow either a vegetarian or a vegan diet, since consumers who have that dietary pattern already value the label in their purchases.

2. Primary Data

Primary and secondary data were considered. More specifically, data obtained from the online questionnaires is primary data, and literature about the topic and concepts is secondary data.

Concerning primary data, two different surveys were developed. The first was a pilot study, in a form of simple questionnaire with two questions. Grounded on the results from the pilot study to form the stimuli and the previous insights from the qualitative research it was established the principal study of this report. The principal study was an online questionnaire as well, but more complex and organized to be able to meet the expectations for the result of this dissertation.

2.2.1 Pilot Study
2.2.1.1 Data Collection

The data collection method for the pilot study was based on an online questionnaire design and performed in Qualtrics. Since it aimed to identify which products people identify more and less with Vegetarian, 26 product categories were used according to Nielsen's 2020 Food Yearbook structure of food products in retail (NielsenIQ, 2021) (*See Appendix E*). It was established the distribution of the questionnaire between 5th and 6th of July and a total of 127 answers were collected, were 126 were valid and 1 invalid.

Respondents were first presented with a description about the aim of the questionnaire and then with a definition for the vegetarian diet. On the first question, respondents were asked to select the two product categories they associated more easily to a vegetarian diet among the list. On the other hand, the second question requested to select the opposite, which was the two product categories they do not associated vegetarian diet.

2.2.1.2 Results

Results from the first question showed that, the two product categories respondents highly associate to the vegetarian diet are plant-based protein with 38% and plant-based drink with 34%. Together, those two product categories represent 72% of the responses, meaning there is evidence of the association of them to vegetarian diet *(See Appendix K)*.

In contrast to, and as expected, the results from the second question revealed that Animal protein, Cow milk and Cheese are the product categories with lower association to the vegetarian diet. Those three product categories include parts of animals or are products derived from animals, which means they could not be considered in a vegetarian strict diet. Since the objective of the pilot study was to extract two products, one with high and another with low association with vegetarian, it would not be equal to choose one of the three mentioned product categories, since they could be confused and incoherent for the responded when faced with the V-Label stimuli. For that reason, the fourth more expressive (7%) product category was chosen, which was the Chips. (*See Appendix K*)

2.2.2 Principal Study

2.2.2.1 Data Collection

To analyse how consumers react to the presence of a FOP V-Label on a product and make reliable conclusions about the antecedents of the attitude towards it, it was established the distribution of the principal questionnaire between August in social networks owned by the author and her network *(See Appendix J)*

The stimuli for the principal questionnaire were designed according to the results from the pilot study. Moreover, the principal study followed a 2 (V-Label: yes, no) x 2 (Vegetarian association: high, low) randomization. Each participant was randomly assigned to one of the answering groups (*See Table 1*) and was asked to evaluate one stimuli, each one representing one of the possible V-Label and Vegetarian association combinations under analysis (e.g., non-V-Label & high association). This approach was based on a study conducted by Herédia-Colaço, et al. (2017) in order to maximize the number of product categories being evaluated and avoiding an evaluation restricted to one single product category.

Table 1 - Stimuli used in the Principal Study design / Source: Own Production

	High Association with Vegetarian	Low association with Vegetarian
	Oat Milk	Chips
Group 1	xV-Label	
Group 2	xNon-V-label	
Group 3		xV-Label
Group 4		xNon-V-Label

A total of 397 answers were collected, were 238 were valid and 159 invalid. It should be noted that respondents who have reported a dietary pattern that exclude all the food groups were excluded, since it was assumed that they were vegetarian or vegan thus having a different attitude and ponderation to the V-Label than "normal" consumers. Respondents that failed the manipulation question and did not complete the questionnaire 100% were also excluded.

2.2.2.2 Measurement/Indicators

The survey questionnaire started with an explanation about the aim of the study. Then, respondents were randomly assigned to the respective stimuli, among the four possible. They were asked to imagine they were in front of a supermarket shelf and below it was the image of the packages. The questions following the stimuli aimed to understand purchase and usage intention, willingness to pay and trust as well as the attitude towards the product. Respondents were also asked a control/manipulation question as well as a question to evaluate the frequency of purchase of those product categories.

The other sections were dedicated to evaluating the antecedents of the attitude towards the product, namely hedonic and utilitarian perception towards vegetarian diet, knowledge about vegetarian diet and fit of vegetarian diet with self-identity, as well as demographic characteristics. The constructs used as a reference to design the survey questionnaire and measure each variable are displayed in Table 2 (*See Appendix L).*

Table 2 - List of Items/Measurement Model | Source: Own Production

Measure	Items	Scale	Reference
Utilitarian perception towards vegetarian diet	5	7-point Likert scale	Voss, Spangenberg & Grohmann (2003)
Hedonic perception towards vegetarian diet	5	7-point Likert scale	Voss, Spangenberg & Grohmann (2003)
Knowledge about vegetarian diet	5	7-point Likert scale	Faber, Castellanos-Feijoó, Sompel, Davydova, Perez-Cueto (2020)
Familiarity regarding the V-Label	1	4-point scale	Herpen, Seiss & Trijp (2012)
Fit of vegetarian diet with self-identity	7	7-point Likert scale	Rosenfeld, Rothgerber and Tomiyama (2020)
Attitude towards FOP V-Label	5	7-point Likert scale	Spears, N. & Singh, S. (2004)
Trust	8	7-point Likert scale	Delgado-Ballester, E. (2004)
WTP	1	Slider Bar (from 0 to 5€)	Herédia-Colaço, V & Vale, R. (2016)
Purchase Intention	3	7-point Likert scale	Spears, N. & Singh, S. (2004)
Usage Intention	5	7-point Likert scale	Yoo and Donthu (2001)
Dietary pattern	1	6-point scale	Rosenfeld and Burrow (2018)

3. Data Analysis

After collecting all the data from the principal questionnaire, data was extracted from Qualtrics and carried out through SPSS (version 28.0.0.0 (190)) to be analysed subsequently.

Firstly, using descriptive techniques to treat demographic variables in the data set, the sample were characterized in terms of gender, age, level of education, occupation, area of residence and dietary pattern.

Afterwards, to summarize information represented by large-items variables into one factor that contained most of the information from the original set, factor analysis was conducted to 5 variables: Utilitarian perception towards vegetarian diet, Hedonic perception towards vegetarian diet, Knowledge about vegetarian diet, Fit of vegetarian diet with self-identity, Attitude towards FOP V-Label, Trust, Purchase Intention and Usage Intention.

With the variables ready to conduct statistical tests, it established to use the following to test each hypothesis:

- Linear Regression Model – Study how antecedents impact attitude towards the FOP V-Label, Purchase Intention and Usage Intention.
- Independent-sample t-Test – Analyse consumers' attitude, trust, WTP, purchase and usage intention for products labelled with FOP V-Label.
- Hayes' macro PROCESS – Analyse the mediation roll of Trust and WTP for products with FOP V-Label impact on consumers' purchase intention and usage intention (Hayes A. F., Part II. Mediation Analysis, 2018).

Results

Results from the principal survey questionnaire will be presented in advance. They arise from the data collected from Qualtrics, processed and handle through SPSS. Before presenting the results that aim to answer the research questions established in the begging of this study, a brief explanation about the validation of responses together with a characterization of the sample will be described.

1. Results

1.1 Outliers

As mentioned previously, it was collected a total of 397 responses, from which 238 were considered valid and 159 invalid. The choice of excluding 159 responses was based on three criteria: unfinished questionnaires, respondents with a vegetarian strict dietary pattern and fail on the manipulation question.

From the 397 responses, 150 were not finished totally, resulting in an elimination of those responses. Looking at the responses regarding dietary pattern, 5 respondents were excluded as they shown a dietary pattern that excludes all animal products or containing parts of animals, being considered as people who follow a vegetarian strict (commonly known as vegan) diet. Finally, 4 respondents failed the manipulation question, choosing options that were not close to the product they faced. This elimination was necessary to prevent inaccurate responses due to lack of focus executing the survey.

1.2 Sample Characterization

Having proceeded with the elimination of the outliers, it was possible to establish a sample with 238 respondents. As this study seeks to understand the impact of FOP V-Label in vegetarian products purchase intention, it was mandatory to divide the respondents into two groups: respondents that were exposed to a stimuli with V-Label (labelled in the category V-Label at table 1) and respondents exposed to a stimuli without V-Label (labelled as Non V-Label in table 1) *(See Appendix M)*. It should be noted that the decision to group the respondents into only two groups, even if there were four different stimuli conducted in the questionnaire, it was based on the fact that the study pursues to understand the impact of the V-Label and rather than the impact of product category. With that being said, Table 3 two was developed.

From the 238 respondents, 63% are female. Regarding the age group, it could be noticed that 49,60% of the respondents are aged between 18 and 24 years old, followed

by 16% of respondents that are aged between 45 and 54 years old. Most of the respondents are highly educated, around 82%, and most own at least a Bachelor degree or equivalent (45%). This goes in line with respondents' occupation, as half of the sample is a posted worker. The large majority of the respondents live in the Metropolitan Area of Lisbon (74,40%).

As for the Dietary Pattern, more than half of the respondents (59,40%) eat all food groups, which means the majority do not have any food restriction or deviation from the usual Mediterranean diet. However, a significant percentage of respondents (23,60%) do not eat red meat, which could potentially be a sign of the rise in awareness of health concerns related to this product.

Table 3 - Sample Characterization | Source: Own Production

		V-Label	Non V-Label	Total
Respondents		116	122	238
Gender	Female	59,50%	66,40%	63,00%
	Male	37,90%	33,60%	35,70%
	Prefer not to say	2,60%	0,00%	1,30%
Age Group	18 -24	50,00%	49,20%	49,60%
	25 - 34	12,90%	12,30%	12,60%
	35 - 44	8,60%	10,70%	9,70%
	45 - 54	15,50%	16,40%	16,00%
	55 - 64	6,00%	9,00%	7,60%
	65 - 74	6,90%	2,50%	4,60%
Education Level	Elementary School	0,00%	0,80%	0,40%
	High School	15,50%	19,70%	17,60%
	Bachelor or equivalent	46,60%	43,40%	45,00%
	Post-Graduation	6,00%	9,00%	7,60%
	Master	29,30%	26,20%	27,70%
	Phd	2,60%	0,80%	1,70%
Occupation	Student	17,20%	21,30%	19,30%
	Working Student	19,80%	18,00%	18,90%
	Posted Worker	51,70%	48,40%	50,00%
	Self-employed	3,40%	4,90%	4,20%
	Unemployed	1,70%	4,10%	2,90%
	Retired/Pensioner	6,00%	3,30%	4,60%
Area of Residence	North	5,20%	4,90%	5,00%
	Centre	12,90%	9,80%	11,30%
	Metropolitan Area of Lisbon	72,40%	76,20%	74,40%

	South	6,90%	9,00%	8,00%
	Açores	2,60%	0,00%	1,30%
	Madeira	0,00%	0,00%	0,00%
Dietary Pattern	Do Not Eat Red Meat	20,50%	26,40%	23,60%
	Do Not Eat White Meat	4,50%	4,90%	4,70%
	Do Not Eat Fish	1,50%	3,50%	2,50%
	Do Not Eat Dairy	8,30%	9,00%	8,70%
	Do Not Eat Eggs	0,00%	2,10%	1,10%
	Eats All Food Groups	65,20%	54,20%	59,40%

1.2.1 Frequency of Purchase of products with V-Label

Concerning respondents' frequency of purchase of products labelled with a V-Label, asked in the questionnaire as "In general, how often do you buy products with a V-Label", it is evident from the graph 1 that is relatively low, as most responses (62,18%) were either "Never", "Very Rarely" or "Rarely" *(See Appendix N)*.

From the analysis of the graph, it was recognized that "Never" was the most frequent response (26,07%), translating a lower frequency of purchase of these products as mentioned before. However, it is interesting to see that the second most chosen option was "Occasionally" (23,95%), which could tell us that almost a quarter of the respondents purchase a product with a V-Label from time to time.

1.2.2 Familiarity with the V-Label

To evaluate respondents' familiarity with the V-Label, and regardless the stimuli they faced in the beginning of the questionnaire, they were faced with an image of the V-Label and asked two different questions: "Have you seen this label before?" and "From the following alternatives, which one corresponds to the label you just saw?".

The outputs below reveal two different and interesting things *(See Appendix O)*. Firstly, to the question "Have you seen this label before", 53,78% of the sample answered they have never seen it before *(See Appendix P)*. This reveals that there is a low level of familiarity with the V-Label.

On the other hand, to the question "From the following alternatives, which one corresponds to the label you just saw?", a large number of respondents (78,57%) chose the right definition for the label (Registered label for vegetarian services and products), which can indicate that, even though there is a low familiarity to the label, it could possible that when consumers are faced with the it they can easily understand what it stands for *(See Appendix Q)*.

1.3 Reliability

Considering that all the constructs were adapted for the purpose of this study, even if being grounded on literature, it was necessary to study the reliability of them.

To study reliability, Cronbach's alpha should be measured and analyzed. As mentioned by Marôco (2014) this indicator varies between 0 and 1. When the value of the Cronbach's alpha is at least 0,70 or higher, it indicates an adequate reliability (Mooi & Sarstedt, 2011).

When performing the Reliability Analysis in SPSS, outputs reveal an average of values for the Cronbach's alpha of each construct high (*See Appendix R to KK*). However, two constructs (Knowledge about vegetarian diet and Fit-of-vegetarian diet with the self-identity) both revealed a value bellow 0,70. This indicated a requirement for deleting items in each construct to improve reliability. Thus, in case of Knowledge, only the items "Whole grains, nuts, seeds and legumes are part of a vegetarian diet" and "Eggs and dairy are part of a vegetarian diet" were pondered. As for Fit of vegetarian diet with the self-identity, the items "People who follow a vegetarian diet should take pride in their food choices"; "Following a vegetarian diet is associated with negative stereotypes" and "It bothers me when people eat meat, poultry and fish" were deleted. It should be also noted that, since Willingness to Pay was composed exclusively by one item, it was not taken into account in this analysis.

Table 4 was developed to interpret Cronbach's alpha for each construct and make final conclusions about reliability. It should be noted that the value of Knowledge is lower than 0,70, which indicates a low reliability. For that reason, further conclusions in this study should be taken carefully as this construct is not the best.

Table 4 - Cronbach's alpha analysis | Source: Own Production

Construct	V-Label (Yes/No)	Before Item Deletion		After Item Deletion	
		Number of Items	Cronbach's alpha	Number of Items	Cronbach's alpha
Utilitarian perception towards vegetarian diet	Yes	5	0,921		
	No	5	0,950		
Hedonic perception towards vegetarian diet	Yes	5	0,945		
	No	5	0,946		
Knowledge about vegetarian diet	Yes	5	0,070	2	0,458
	No	5	0,195		0,477
Fit of vegetarian diet with self-identity	Yes	7	0,516	4	0,803
	No	7	0,602		0,796
Attitude towards FOP V-Label	Yes	5	0,930		
	No	5	0,907		
Trust	Yes	8	0,919		
	No	8	0,915		
Purchase Intention	Yes	3	0,925		
	No	3	0,955		
Usage Intention	Yes	5	0,880		
	No	5	0,871		

A last analysis about the reliability was done, grouping all the nine constructs. As expected, the results reveal that the group of constructs used are highly reliable, as they have a value of 0,812 and 0,794, therefore higher than 0,70 *(See Appendix LL and MM)*.

2. **Results from the Hypotheses Tests**

To examine hypothesis and understand if a situation might be true or false, parametric tests are used. As so, it was necessary to understand if the data considered was parametric. Four criteria, established by Thornhill, Saunders, & Lewis (2015) were taken into consideration to validate the use of parametric tests, specifically:

- The data are independent – Since the data was collected through an online questionnaire, and exactly one observation comes from each respondent, it is possible to conclude that observations are unrelated, so independent.
- The data are normally distributed - To test whether the data are normally distributed, two tests can be used *Kolmogorov-Smirov* and *Shapiro Wilk* tests. Since the sample in larger than 30 ($116 < N < 122$), *Kolmogorov-Smirov* was more appropriate. The test was performed to all nine constructs, resulting in diverse outputs for each of them. The null hypothesis that the variable follows a normal

distribution was rejected for all variables except Attitude towards FOP V-Label and Trust, since Sig. < *p.value* (0,05). According to Mooi & Sarstedt (2011), if the test statistic reached is much lower than the critical value, deviations from normality do not matter so significantly, which was in fact what the *Kolmogorov-Smiro*v outputs reveals for most of the variables. On the other hand, all Normal Q-Q Plots for each of the nine variables tend to the diagonal, which indicates that the data is in fact normally distributed. Thus, it was considered to have significant statistical evidence that the data are normally distributed (*See Appendix NN to EEE*).

- The sample was collected from a population with equal variances – this criterion was assumed and confirmed with the use of Levene's Test for Equality of Variances. Since Sig. > *p.value* (0,05), it was not rejected the hypothesis that the sample comes from a population with equal variance of the variables (*See Appendix FFF*).

- The data is numerical – As mentioned previously, all data was measured in scales and coded into numerical values in SPSS.

With that being said, data was considered parametric and appropriate for conducting hypothesis testing.

2.1 The impact of Antecedents on Attitude Towards FOP V-Label

To analyse relationships between one dependent variable and one or more independent variables, regression analysis is commonly used (Mooi & Sarstedt, 2011). Since the first aim was to understand if the Antecedents are positively associated with Attitude Towards FOP V-Label, a Simple Linear Regression models were estimated to each one of the hypotheses from 1 to 4. This will allow a further conclusion about significant relationships among the variables, the strength of different independent variables' effect on, this case, Attitude Towards FOP V-Label as well as make some projections.

Before that, several assumptions were necessarily checked: linearity of the relationship between each dependent and independent variable, the expected mean error of the regression model is zero, the independent variable are not correlated with the residual terms, there is no correlation among the residual terms, the variance of the random term is constant and there is no correlation among the explanatory variables

(Mooi & Sarstedt, 2011). Regarding linearity, by construction, the theoretical models assume linearity, since:

- Simple Linear Regression Model 1: Attitude Towards products with FOP V-Label $= \beta_0 + \beta_1 *$ Utilitarian perception towards vegetarian diet $+ \varepsilon$

- Simple Linear Regression Model 2: Attitude Towards products with FOP V-Label $= \beta_0 + \beta_1 *$ Hedonic perception towards vegetarian diet $+ \varepsilon$

- Simple Linear Regression Model 3: Attitude Towards products with FOP V-Label $= \beta_0 + \beta_1 *$ Knowledge about vegetarian diet $+ \varepsilon$

- Simple Linear Regression Model 4: Attitude Towards products with FOP V-Label $= \beta_0 + \beta_1 *$ Fit of vegetarian diet with self-identity $+ \varepsilon$

Looking at the Residuals Statistics output, since the Residual's Mean value is zero, the assumption that the expected mean error of the regression model is zero is confirmed. Regarding the independent variable, Correlations tables show that they are not correlated with the residual term, since the Pearson Correlation value between the Residual Term and each Independent Variable is zero. Since the value of Durbin-Watson in Model Summary is close to two, residuals are assumed to be independent, and thus, there is no correlation among the residual terms. Analysing the Scatterplots, since most points are condensed between two values, it could be affirmed that the variance of the random term is constant. Finally, since Tolerance (TOL) in coefficients output is higher than 0,1 for all independent variables, it can be assumed that there is no correlation among themselves. This conclusion is also reinforced since the Variance Inflactor Factor is lower than 10 *(See Appendix GGG to JJJ)*.

Therefore, all assumptions were checked, and it was possible to conduct the Simple Linear Regression analysis for each hypothesis.

2.1.1 *The impact of Utilitarian perception towards vegetarian diet on Attitude towards products with FOP V-Label*

Regarding the Simple Linear Regression Model 1, the R Square value made possible to affirm that 7,4% of the variance of Attitude towards products with FOP V-Label was explained by the estimated regression model *(See Appendix GGG)*.

The linear regression model was expressed by the equation:

*fittedAttitude towards products with FOP V-Label = 3,463 + 0,237 * Utilitarian perception towards vegetarian diet*

As for the t-tests to the coefficients, for both Constant term and Utilitarian, the null hypothesis that the coefficients β_k are zero were rejected since Sig. $< p.value = 0,05$. Thus, there was statistical evidence that the constant term should be included in the equation's model and that Utilitarian perception towards vegetarian diet significantly influences Attitude Towards products with FOP V-Label. The intercept value of 3,463 indicates that, on a scale from 1 to 7, Attitude Towards products with FOP V-Label is 3,463 when the level of Utilitarian perception towards vegetarian diet is zero. On the other hand, $\beta_1 = 0,237$, meaning that a unit increase in the Utilitarian perception score leads to an increase of 0,237 on the Attitude score. Thus, <u>Hypothesis 1 was validated</u>.

2.1.2 The impact of Hedonic perception towards vegetarian diet on Attitude towards products with FOP V-Label

In the case of Simple Linear Regression Model 2, a higher variance of Attitude towards products with FOP V-Label was explained by the estimated regression model (10,3%), compared to the previous model *(See Appendix HHH)*. The following equation expressed the model:

fittedAttitude towards products with FOP V-Label = 3,492 + 0,266* Hedonic perception towards vegetarian diet

As the Sig. $< 0,001$, the both null hypothesis for the t-tests to the coefficients were rejected. There was statistical evidence that Hedonic perception towards vegetarian diet significantly influences Attitude Towards products with FOP V-Label and for that reason, <u>Hypothesis 2 was validated</u>. On a scale from 1 to 7, Attitude Towards products with FOP V-Label is 3,492 (lower than middle value) when the level of Hedonic perception towards vegetarian diet is zero, according to the intercept value obtained. If Hedonic score rises one unite, an increase of 0,266 on Attitude will occur.

2.1.3 The impact of Knowledge about vegetarian diet on Attitude towards products with FOP V-Label

Simple Linear Regression Model 3 explains 6,1% of the variance in Attitude towards products with FOP V-Label, as seen in Model Summary output (*See Appendix III*).

In this case, the equation of the linear regression model was:

fittedAttitude towards products with FOP V-Label = 3,336 + 0,225* Knowledge about vegetarian diet

The results revealed there is statistical evidence that Knowledge about vegetarian diet significantly influences Attitude Towards products with FOP V-Label, because Sig. 0,008 < *p.value* = 0,05 and null hypothesis was rejected. These results suggest those with a higher knowledge about vegetarian diet have higher level of Attitude Towards products with FOP V-Label than those with lower knowledge. When knowledge about vegetarian diet is zero, the Attitude Towards products with FOP V-Label is expected to be 3,336. Since β_1 is positive, this suggests that Knowledge could have a positive impact on Attitude, that is lower than average when this variable is not present. Therefore, Hypothesis 3 was validated.

2.1.4 *The impact of Fit of vegetarian diet with self-identity on Attitude towards products with FOP V-Label*

The last Simple Linear Regression Model to be estimated from the set of Antecedents was number 4. This model the lower value of the variance in Attitude towards products with FOP V-Label (3,1%) *(See Appendix JJJ)*. For Simple Linear Regression Model 4, the fitted equation was:

*fittedAttitude towards products with FOP V-Label = 4,194 + 0,130**Fit of vegetarian diet with self-identity

Because the Sig. 0,06 for Fit with self-identity is higher than the *p.value*, the decision was to not reject the null hypothesis that the coefficient is zero. For that reason, there is no statistical evidence to prove that Fit of vegetarian diet with self-identity significantly influences Attitude towards products with FOP V-Label, which was the ground for not validating hypothesis 4.

2.2 Attitude Towards products with FOP V-Label

To test if the mean of Attitude Towards products with FOP V-Label is the same in the population for two independent groups, independent samples t-test was conducted. This test allowed conclusions if there were differences in the Attitude Towards the product between the two groups, in this case, respondents that were assigned to the stimuli with the V-Label, and the ones that were assigned to the stimuli Non V-Label *(See Appendix KKK)*.

Previously to conclusions about the t test, Levene's test for the equality of variances of Attitude Towards products with FOP V-Label in the two groups was performed to confirm the assumption regarding existence of homogeneity of variances. Since Sig. =

$0,925 > p.value = 0,05$, the null hypothesis that there was homogeneity of variances was not rejected. As so, the test that assumes the equality of means was chosen to test. It should also be mentioned that other assumptions about the Independent t test were checked, namely the fact that the two samples are independent and come from a population with a normal distribution as mentioned previously.

As the Sig. $= 0,858 > p.value = 0,05$, the null hypothesis that the mean of the group with the V-Label and the group with the Non V-Label stimuli are equal was not rejected. In fact, the means had immediate values, despite the mean for the Attitude towards the product being slightly higher (4,6190 vs. 4,5918). Thus, there was no significant statistical evidence that the Attitude towards the product was not the same for the two groups, suggesting the presence of the FOP V-Label might not be as relevant as thought for forming an attitude towards a product *(See Appendix KKK)*.

2.3 The impact of Attitude towards FOP V-Label on Trust, WTP, Purchase Intention and Usage Intention of products with FOP V-Label

To analyse the impact of Attitude towards FOP V-Label on Trust, WTP, Purchase Intention and Usage, the same method was used. Hence, four Simple Linear Regression models (numbered 5, 6, 7 and 8) were estimated, using Attitude as the independent variable. For that reason, it was necessary to check the assumptions, earlier mentioned. The linearity of the relationship between variables is confirmed, since the theoretical models assume linearity, as proved by the equations:

- Simple Linear Regression Model 5: Trust on products with FOP V-Label $= \beta_0 + \beta_1 *$ Attitude Towards products with FOP V-Label $+ \varepsilon$

- Simple Linear Regression Model 6: WTP for products with FOP V-Label $= \beta_0 + \beta_1 *$ Attitude Towards products with FOP V-Label $+ \varepsilon$

- Simple Linear Regression Model 7: Purchase Intention of products with FOP V-Label $= \beta_0 + \beta_1 *$ Attitude Towards products with FOP V-Label $+ \varepsilon$

- Simple Linear Regression Model 8: Usage Intention of products with FOP V-Label $= \beta_0 + \beta_1 *$ Attitude Towards products with FOP V-Label $+ \varepsilon$

Regarding the expected mean error of the regression model, Residual's Statistics outuputs show that the value correspondent is zero, confirming the assumption. The output for the correlation between the residual term and the independent variables show that the Pearson Correlation value is zero, meaning they are not correlated. Since the value

of the Durbin-Watson is close to two, there is no correlation among the residual terms. The dispersion of the points obtained on the scatterplot output told that the variance of the random term is constant. Lastly, the TOL's value was higher than 0,1 and the VIF's value is lower than 10, validating the assumptions that there is no correlation among the explanatory variables. *(See Appendix LLL to OOO).* Therefore, all the assumptions for the Simple Linear Regression models 5 to 8 were confirmed and analysis was executed.

2.3.1   *The impact of Attitude Towards products with FOP V-Label on Trust*

Regarding Simple Linear Regression Model 5, the value obtained for the R Squared told that 35,3% of the variance in Trust on products with FOP V-Label was explained by this model *(See Appendix LLL).* The model could be expressed in the following fitted equation:

fittedTrust on products with FOP V-Label = 1,372 + 0,582 * Attitude Towards products with FOP V-Label

The results for the t-test to the coefficients was having in account for the following decisions. The null hypothesis that the constant term's coefficient is zero was rejected, because Sig. < 0,001 < *p.value*, translating the evidence that this term is relevant on the regression model. Similarly, since the Sig < 0,001 < *p.value*, the null hypothesis that Trust's coefficients is zero was rejected, translating the statistical evidence that Attitude Towards products with FOP V-Label has a positive impact on Trust on products with FOP V-Label. When the value of Attitude Towards products with FOP V-Label is zero, Trust on products with FOP V-Label would assume a low value of 1,372, in a scale from 1 to 7. The β_1 assumed a value of 0,582 which translates the impact on Trust score for each unit increase in Attitude towards products with FOP V-Label. As so, <u>hypothesis 5 a) was validated.</u>

2.3.2   *The impact of Attitude Towards products with FOP V-Label on WTP*

Simple Linear Regression Model 6 explained 7,2% of the variance in Willingness to Pay for products with FOP V-Label (*See Appendix MMM*). The obtained regression model equation was:

fittedWTP for products with FOP V-Label = 0,737 + 0,166 * Attitude Towards products with FOP V-Label

A different decision as the above mentioned was done, regarding the t-test to the coefficient. Once the Sig. = 0,06 > *p.value* = 0,05, the null hypothesis for the constant

term's coefficient was not rejected. However, this hypothesis was rejected for the WTP coefficient, telling that there was statistical proof that Attitude Towards products with FOP V-Label positively impacts WTP (Sig. = 0,004 < *p.value* = 0,005). The positive value of $\beta_1 = 0,166$ suggests that a unit increase on Attitude score will create an increase of 0,166 on WTP score. When this impact is not present, meaning Attitude assumes the value of zero, WTP would be 0,737. Hypothesis 5 b) was validated as well.

2.3.3 *The impact of Attitude Towards FOP V-Label on Purchase Intention of products with FOP V-Label*

Looking at the Model Summary of the Simple Linear Regression Model 7 it was possible to conclude that 48,8% of the variance in Purchase Intention of products with FOP V-Label is explained by the model (*See Appendix NNN*). The estimated equation of the Simple Linear Regression Model 5 was:

fittedPurchase Itention of products with FOP V-Label = - 0,521 + 0,925 * Attitude Towards products with FOP V-Label

The Sig. values obtained lead to different decisions about the null hypothesis. As for the null hypothesis that the constant's coefficient is zero, since Sig. = 0,220 > *p.value* = 0,05, it was not rejected. On the other hand, since Sig. < 0,001 < *p.value*, the null hypothesis that Attitude Towards products with FOP V-Label's coefficient is zero was rejected, proving there was statistical evidence that the Attitude Towards products with FOP V-Label significantly influences the Purchase Intention of products with V-Label. When the score of Attitude Towards products with FOP V-Label rises one unit, the score for Purchase Intention increases a significant value of 0,925. Thus, hypothesis 5 c) was validated.

2.3.4 *The impact of Attitude towards FOP V-Label on Usage Intention of Products with FOP V-Label*

The last Simple Linear Regression Model runed was number 8. This model explained 13,5% of the variance in Usage Intention of products with FOP V-Label (*See Appendix OOO*). The values obtained led to the estimation of the regression model equation bellow:

fittedUsage Itention of products with FOP V-Label = 1,970 + 0,401 * Attitude Towards products with FOP V-label

The decision about the t-test to the coefficient was the same for the two terms since Sig. < 0,001 < *p.value*. Thus, the null hypothesis that the constant term as well as the

attitude's term was zero was rejected, revealing statistical evidence that both of them should be kept in the model as they have a significant impact on Usage Intention. If Attitude Towards products with FOP V-Label is absence, Usage Intention would be 1,970. And, if Attitude Towards products with FOP V-Label's score raises one unit, then Usage Intention score would also rise by 0,401. For that reason, hypothesis 5 d) was validated.

2.4 Trust on products with FOP V-Label

Similarly, to the analysis done for Attitude, an analysis to compare the mean value of Trust between the group with V-Label and the group with Non-V-Label stimuli was done. The test chosen was an independent samples t-test (*See Appendix PPP*). The assumptions were verified, once the two groups are independent and are prevenient from a population with a normal distribution. The results from Levene's Test for equality of variances lead to the decision of not rejecting the null hypothesis that the two groups come from a population with equal variances (Sig = 0,184 > *p.value* = 0,05). Thus, the outputs were analysed based on the line "Equal variances not assumed".

The final decision regarding the null hypothesis that the two groups have qual means for Trust was for not rejecting it, because Sig. = 0,435 > *p.value* = 0,05. Therefore, there was no statistical evidence that the two groups present different mean values, meaning there were no evidences that Trust on products with FOP V-Label is higher than for products without FOP V-Label.

2.5 Willingness to Pay for products with FOP V-Label

Again, an independent samples t-test was done to compare the mean for willingness to pay for products with FOP V-Label (*See Appendix QQQ*). The assumptions were checked and confirmed, with the same reasons mentioned before. The null hypothesis that there was homogeneity of variances was not rejected, because Sig. = 0,758 < *p.value* = 0,05. As so, equal variances were not assumed.

Looking at the values obtained, since the Sig. = 0,968 < *p.value* = 0,05, the null hypothesis that the mean for the WTP for products with FOP V-Label is equal for the two groups was not rejected. The results showed the WTP for products without the FOP V-Label tends to be higher, but in low value.

2.6 Purchase Intention for products with FOP V-label

Another analysis considered was the comparison between means of the Purchase Intention for products with FOP V-Label for the two different groups submitted to the questionnaire. To do the analysis, an independent samples t-test was conducted (*See Appendix RRR*). This test requires a validation of several assumptions, that were checked and confirmed, since the two samples are independent and derived from a population with a normal distribution. To confirm the assumption for the homogeneity of variances, Levene's test was studied. As Sig. = 0,080 > *p.value* = 0,05, the null hypothesis that the two groups come from populations with equal variances was not rejected. Due to that, independent samples t-test was analysed not assuming equal variances.

The results lead to the decision of not rejecting the null hypothesis that the two groups have equal means for Purchase Intention, once Sig. = 0,542 < *p.value* = 0,05. This goes in line with the mean values obtained. Both values for Purchase Intention are close to the middle of the scale, which can suggest that there were no relevant elements in the products used as stimuli that could make respondents "desire" to purchase them. However, the average purchase intention for products with V-Label appears to be is higher than for products without it, might indicating this had a role on rising the purchase intention score.

2.7 Usage Intention of products with FOP V-Label

Finally, the last variable to be under analysis was usage intention. The same method and test were chosen since the objective was to understand if the usage intention was different for products with or without FOP V-Label (*See Appendix SSS*). Hence, the assumptions were validated, and outputs were extracted. Because Sig. = 0,813 > *p.value = 0,05*, the decision was to not reject the null hypothesis that there was homogeneity of variances.

According to the null hypothesis that the mean for usage intention of products with FOP V-Label is equal for the two groups, the decision was to not reject it, based on the fact that Sig. = 0,941 > *p.value* = 0,05. There was no statistical evidence that usage intention is different for products with FOP V-Label.

2.8 Mediation Model (PROCESS Model 4)

When a variable X influences a variable Y in a way that variable X casually influences a variable M and M in result influences Y, it is proven by research that a mediation effect is present. (Hayes & Rockwood, 2020) Thus, variable X foster change in a mediator variable M that in turn transfers the effect of variable X on to variable Y. Since the aim

was to analyse trust and WTP play that role of mediators in the relationship between Attitude and Purchase intention or Usage Intention, mediation process was used. Plus, to analyse that process, PROCESS v.4 extension to SPSS was used and model 4 was chosen. (Hayes A. F., 2018)

2.8.1   *Trust Mediation Role*

As previously mentioned, the aim of the analysis was to understand if Trust is a mediator between attitude towards a product with FOP V-Label and purchase intention of products with FOP V-Label. This mediation process occurs in two distinct paths by which Attitude influences Purchase: path a * b, that is the indirect effect of Attitude on Purchase through Trust; and path c, that is the direct effect of Attitude on Purchase Intention. The total effect of Attitude on Purchase Intention is given by c' = a*b + c. Figure 3 represents the mediation model explained.
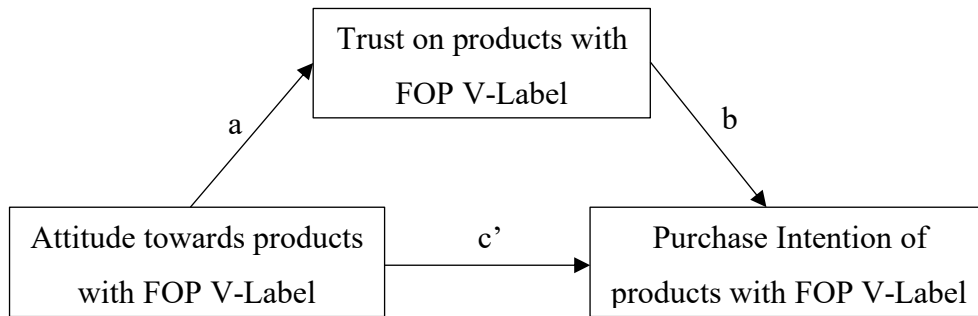
Figure 3 - Mediation effect of Trust | Source: Own Production

Looking at the output (*See Appendix TTT*), the following estimated equation was developed to translate the effect of attitude on trust:

Trust on products with FOP V-Label = 1,372 + 0,582*Attitude towards products with FOP V-Label

This went in line with the results previously presented from the simple regression model 5, given statistical evidence that Attitude towards products with FOP V-Label have an effect on Trust on products with FOP V-Label, as Sig. = 0,000 < *p.value* = 0,05. The results also revealed that Trust had a significant impact on purchase intention of products with FOP V-Label, since Sig. = 0,000 < *p.value* =0,05. This relationship was expressed on the equation:

Purchase Intention = - 1,09 + 0,4146 * Trust on products with FOP V-Label

In fact, this result implies that, when consumers do not own Trust on products with FOP V-Label (meaning they are zero), the purchase intention towards a product with

FOP V-Label is negative. On the other hand, when the score for Trust rises one unit, Purchase Intention's score would be 0,4146 units higher.

With both results it was possible to affirm that, when respondents have a positive Attitude towards products with FOP V-Label and have high trust on products with FOP V-Label are, on average, 0,241 units (0,582 * 0,4146) higher in their purchase intention.

Finally, to understand if a full mediation through Trust was proven, it was necessary to look for the values in the 95% bootstrap confidence interval and well as the direct effect of Attitude on Purchase Intention towards products with FOP V-Label. (Hayes A. F., 2018). Since the Lower Limit is 0,1127 and the Upper Limit 0,4049 and did not include neither the value zero nor the *p.value*, it was possible to confirm that there was a significant indirect effect of Trust on products with FOP V-Label. However, since a direct effect of Attitude on Purchase Intention was also demonstrated, as Sig = 0,000 < *p.value* = 0,05 and 0,6838 (Attitude's coefficient) > 0,2415 (Trust's coefficient), Trust could not be considered as full mediator but a partial mediator instead. Thus, Hypothesis 6 was validated.

2.8.2   *WTP Mediation Role*

Subsequently, WTP mediation effect was analysed. In this case, Attitude towards products with FOP V-Label was expected to influence Usage Intention through WTP. Following the same logic as before, Figure 4 translates the mediation effect of WTP.
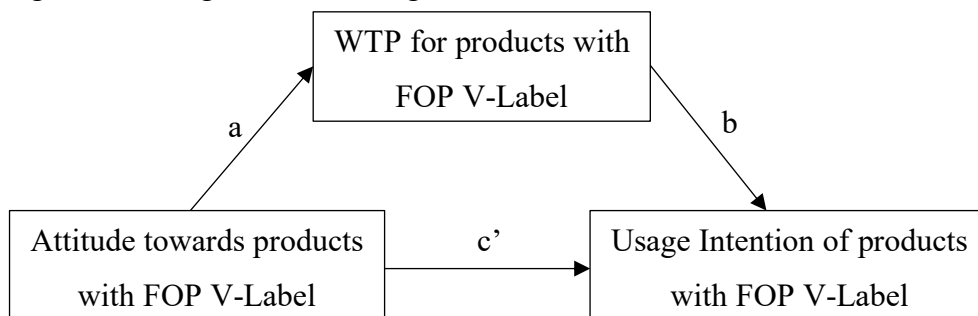
Figure 4 - Mediation effect of WTP | Source: Own Production

Based on the outputs obtained (*See Appendix UUU*), the influence of Attitude towards products with FOP V-Label on Willingness to Pay for those products was expressed by the equation:

*WTP for products with FOP V-Label = 0,737 + 0,166 * Attitude Towards products with FOP V-label*

Again, this result had been discussed and presented previously in Simple Linear Regression Model 6, proving there was statistical evidence that Attitude Towards

products with FOP V-label have a positive impact on WTP for products with FOP V-Label.

Regarding the impact of WTP on Usage Intention of products with FOP V-Label, the following equation was developed:

*Usage Intention = 1,930 + 0,0537 * Willingness to Pay*

However, regarding the null hypothesis that WTP's coefficient is zero, the null hypothesis was not rejected because Sig. = 0,7380 > *p.value* = 0,05. This result was an indicator that there was no statistical evidence that WTP has an impact on Usage Intention.

This conclusion was also reaffirmed further, when analysing the results for the mediation through WTP. Looking at the Lower and Upper Values of the 95% confidence interval for the Indirect effect of Attitude on Usage Intention, it was noticed that the value zero was included on the interval, meaning there was no statistical indirect effect between those variables. The direct effect of Attitude towards products with FOP and Usage Intention was proven to be relevant, as the null hypothesis that Attitude's coefficient is zero was rejected (Sig. = 0,001 < *p.value* = 0,05), regardless the mediation of WTP on the relationship between Attitude and Usage Intention. For those reasons, *hypothesis 7 was not validated*.

3. Hypotheses Testing Overview

Table 5 - Summary of the hypotheses testing results | Source: Own Production

	Hypothesis	Outcome
H1	*Utilitarian perception towards vegetarian diet is positively associated with attitude towards FOP V-label.*	Validated
H2	*Hedonic perception towards vegetarian diet is positively associated with attitude towards FOP V-label.*	Validated
H3	*Knowledge about vegetarian diet is positively associated with attitude towards FOP V-label.*	Validated
H4	*Fit of vegetarian diet with self-identity is positively associated with attitude towards FOP V-label.*	Not validated
H5 a)	*Attitude towards FOP V-label has a positive impact on trust.*	Validated
H5 b)	*Attitude towards FOP V-label has a positive impact on WTP.*	Validated
H5 c)	*Attitude towards FOP V-label has a positive impact on Purchase Intention.*	Validated
H5 d)	*Attitude towards FOP V-label has a positive impact on Usage Intention.*	Validated
H6	*Purchase intention of products labelled with FOP V-label will be mediated by trust.*	Validated
H7	*Usage intention of products labelled with FOP V-label will be mediated by willingness to pay (WTP).*	Not validated

Conclusions and Recommendations

1. Discussion of Results

The results from the study were presented previously and analysed from a statistical perspective through IBM SPSS outputs. As so, those will be discussed in the following topics, having in consideration the research questions established in the begging of the dissertation. Managerial and theoretical implications were also outlined, together with limitations and further research.

1.1 Consumers' familiarity with the V-Label

The first research question aimed to understand if consumers were familiar with the V-Label. Through the analysis of Graph 2, it was clear that consumers have a low level of familiarity with the V-Label, as 53,78% of the respondents said they have never seen the label before. This show that, according to literature, consumers do not own a long-term memory or experience about the V-Label (Alba & Hutchinson, 1987, p.411).

The reason for this could be that the V-Label is not immediately visible to them, as it is used on the back of the package, or due to low labelling practice regarding this label and products inside vegetarian category.

However, when asked about what the label was, 78,57% of the respondents were correct. This show that, when consumers do a self-report on how much they know about the V-label, they can use their previously knowledge to understand what the V-Label translates (Lichtenstein & Fishhoff, 1977; Park & Lessig, 1981).

Therefore, it could be affirmed that consumers are not so familiar with the V-Label, but they have prior knowledge that help them when facing the label in cause.

1.2 Utilitarian and hedonic perception, knowledge and fit with self-identity regarding vegetarian diet as antecedents of consumers' attitude towards FOP V-Label

Regarding consumers' attitude towards FOP V-Label, different results were obtained to each variable.

When looking at the Utilitarian perception towards vegetarian diet, it was possible to affirm that that variable is, in fact, positively associated with Attitude Towards products with FOP V-Label. This association was not as significant as it could, since the increase in Attitude Towards products with FOP V-label is only 0,237 units, maintaining the

attitude in a median-negative level (3,700) in a scale from 1 to 7. Hence, consumers' perception about functional benefits and utility of vegetarian diet is still not considerably high.

Similar results were obtained for Hedonic perception towards vegetarian diet. The association with Attitude Towards products with FOP V-Label was positive, since it occurs an increase of 0,266 units in Attitude when Hedonic perception towards vegetarian diet is present. Hedonic perception had larger strength than utilitarian, which means consumer's perceive vegetarian diet in a more emotional and experiential level (Batra & Ahtola, 1990; Kempf, 1999).

Knowledge about vegetarian diet was also found to be positively associated with Attitude Towards products with FOP V-Label. Thus, for each unit increase in Knowledge, it will occur an increase of 0,225 units in Attitude.

The only variable that was not proven to be positively associated with Attitude Towards products with FOP V-Label was Fit of vegetarian diet with self-identity. Besides literature indicate that self-identity influence attitude towards a product, in the case of Fit of vegetarian diet with self-identity there was not statistical influence presented (Sirgy, 1982).

For all that had been mentioned, the answer for the second research question is that utilitarian and hedonic perception as well as knowledge about vegetarian diet are indeed antecedents for Attitude Towards products with FOP V-Label, contrary to Fit of vegetarian diet with self-identity.

1.3 Impact of FOP V-Label on consumer's attitude towards products

To answer the third research question, a test to compare mean values between two groups was done. The results showed that there was no significant difference on the mean values from the group under the stimuli with the V-Label than from the group with Non V-Label. In contrast to what literature had propose, FOP V-Label does not appear to draw attention and influence consumers' perception towards products (Newman et al., 2016). Therefore, displaying a FOP V-Label does not impact consumers' attitude towards products.

1.4 Impact of attitude towards FOP V-Label on Trust, WTP, Purchase Intention and Usage Intention for products with FOP V-Label

The influence of attitude towards FOP V-Label as an antecedent of Trust, WTP, Purchase Intention and Usage Intention for products with FOP V-Label was tested through several Simple Linear Regression Models.

Considering Trust, it was evident from the statistic results that Attitude Towards products with FOP V-Label has a positive impact on Trust. This goes in line with the conclusions from literature, that when consumers have a positive attitude towards products with FOP V-Label in a way that they think the product is reliable, they will gain trust over the product itself. (Morgan & Hunt, 1994)

Similarly, Attitude Towards products with FOP V-Label was also proven to have a positive impact on WTP. This result was similar to the results from Rödiger & Hamm (2015), as in this case, consumers with a positive attitude towards products with FOP V-Label will have a higher willingness to pay for the product.

As for Purchase Intention, it was clear how Attitude Towards products with FOP V-Label performs an important influence. Results shown that purchase intention for product with FOP V-Label is negative when attitude towards those products is not positive. However, when a positive attitude is expressed, purchase intention will immediately become positive.

Lastly, Attitude Towards products with FOP V-Label was also manifested as an antecedent of Usage Intention of products with FOP V-Label. This makes sense with previous inputs from literature, that when consumers have a positive opinion, or attitude, of the trade-off between the utility from using and the utility received from possessing the product with FOP V-Label, they will be more willing to use it (Sheeman & Dommer, 2020).

To conclude, attitude towards FOP V-label have a positive impact on Trust, WTP, Purchase Intention and Usage Intention for products with FOP V-Label.

1.5 Impact of FOP V-Label on consumers' Trust, WTP, Purchase Intention and Usage Intention for products with FOP V-Label

Fifth research question's answer was based on the same method previously used on third one: comparison of mean values. The results were similar to all components. Contrary to what was expected from literature review, there was no statistical evidence that Trust, WTP, Purchase Intention or Usage Intention are different when V-label is presented on a product's front of package.

It is possible that this result comes from the low level of familiarity with the V-Label and, since it is an unknown or uncommon element of the package, consumer's do not pay attention to it or value its presence in a significant level that, ultimately, makes difference on Trust, WTP, Purchase Intention and Usage Intention.

1.6 Impact of Trust on products with FOP V-Label on the relationship between Attitude towards products with FOP V-Label and Purchase Intention for products with FOP V-Label

The impact of Trust on the relationship between Attitude towards products with FOP V-Label and Purchase Intention for products with FOP V-Label was assessed through a mediation model. The model gave relevant insight, as it has shown that, even though Attitude towards products with FOP V-Label plays a direct effect on Purchase Intention for products with FOP V-Label, it raises its impact when Trust on products with FOP V-Label is present. Comparably to what Chaudhuri & Holbrook (2001) found in there study, this study reinforced the fact that when a consumer is committed to a product with FOP V-Label because his attitude towards that product is positive, they will do more purchases of that product.

Thus, Trust is a mediator of the relationship between Attitude towards products with FOP V-Label and Purchase Intention for products with FOP V-Label.

1.6 Impact of WTP for products with FOP V-Label on the relationship between Attitude towards products with FOP V-Label and Usage Intention for products with FOP V-Label

The last research question was also grounded on the influence of a mediator, WTP, on the relationship between two variables, Attitude towards products with FOP V-Label and Usage Intention for products with FOP V-Label. Results were different than those

mentioned above. In fact, there were no statistical evidence that WTP has an impact on the indirect effect of Attitude towards products with FOP V-Label on Usage Intention for products with FOP V-Label. This was mainly due to the fact that, there was no significant influence of WTP on Usage Intention, and therefore, this path will not contribute in any form to the mediation between Attitude towards products with FOP V-Label and Usage Intention for products with FOP V-Label. It is possible that this happens because the evaluation done by the consumer on the utility of a product with FOP V-Label is not compatible to the sacrifice he is willing to do to obtain that product (ZeithamI, 1998, p.10).

So, the answer to the seventh question is that WTP was not proven to have an impact on on the relationship between Attitude towards products with FOP V-Label and Usage Intention for products with FOP V-Label.

2. Managerial Contributions

The present study displays relevant findings to be considered by companies. Firstly, companies should have in mind that if they opt to use an FOP V-Label, they should first educate consumer on what does this label represents, instead of using it only as a promotion tool. Even though the V-Label is a reliable certification for identifying vegetarian products, it does not have a meaningful power to raise attitude, trust, WTP, purchase and usage intention for itself.

However, that power could expand if applying some alternatives. For example, if companies promote the product aligned with an education about the composition of the vegetarian diet, the practical benefits of opting for it or the enjoyment and pleasure associated with a "greener" diet, they could boost consumers' attitude towards a product that is labelled with the FOP V-Label. Plus, if they thrive on changing consumers' attitude positively, they will be much more successful on increasing purchases and willingness to pay for those products.

Finally, companies should take these results into account if they intend to invest on a certification from V-Label. As this certification implies monetary sacrifice, they should balance the effort they are willing to put on this investment because the V-Label will not be an isolated communication tool, but rather an additional tool to all the promotion strategy of the company.

3. Theoretical Implications

Concerning theoretical implications, this dissertation contributed to the current gap in literature about vegetarian products.

The difference of this study from all the ones published until now is that it was focused on the FOP V-Label, rather than on FOP nutrition labelling or health/ethical claims as it has been extensively done lately.

Furthermore, this study was developed having in mind a wide range of products that could choose for a FOP V-Label, and not to just products inside vegetarian-labelled category, providing more broaden results.

It should be mentioned that this study went in a direction more related to the promotional strength of FOP, hoping to make consumers' behaviour towards products with FOP clearer.

4. Limitations and Further Research

One limitation was the fact that the stimuli was done through the online questionnaire and not on a real-life situation, where consumers are faced with various situational and market factor that influence attitude formulations about a product.

There were also some limitations regarding the designing of the principal questionnaire. More specifically, Knowledge construct was not properly adapted from literature to this study, which has an implication on its reliability. Also, control question 1 was not effective, as each option was really similar to other, confusing respondents and creating diverse patterns of response instead of clear wrong answers.

Although this study has highlighted key insights about the level of familiarity with the V-Label, it remains the further task of linking the effect of this variable on the consumers' attitude towards products with FOP V-Label.

It could be also interesting to study the impact of this label together with other labels, especially healthy related labels like Nutrition Score, to understand if there is any relationship between then and/or impact on purchase intention of vegetarian products.

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Appendix

Appendix A - Dissertation Structure | Source: Own Production

Introduction	
Literature Review	- Front-of-Package V-label - Consumer Attitude - Utilitarian and Hedonic - Knowledge - Self-identity - Familiarity - Purchase Intention - Trust - Usage Intention - Willingness to Pay
Methodology	- Conceptual Model - Research Hypothesis - Research Approach - Data Collection
Results	- Data Analysis - Hypothesis validation
Conclusions and Recommendations	- Discussion of results - Theoretical Contributions - Managerial Implications and Contributions - Limitations - Suggestions to future research

Appendix B - Product with vegetarian V-label | Source: https://loja.froiz.com/product/22848/

Appendix C - Product with Vegan V-Label | Source: https://www.donaldscreamices.co.uk/magnum-classic-vegan

Appendix D - Vegan V-label | Source: https://www.swissveg.ch/v-label

Appendix E -Pilot Study - Source: Qualtrics (Own Production)

▼   Default Question Block

Bem-vindo!

O presente questionário é elaborado no âmbito da realização de uma dissertação de Mestrado em Marketing pelo ISCTE Business School. Tem por objetivo compreender quais as categorias de produtos que os consumidores mais associam à dieta vegetariana e quais as que, pelo contrário, não são tão associadas. Não existem respostas certas ou erradas, pelo que se pede a maior sinceridade possível durante a sua realização. O mesmo tem uma duração aproximada de 2 min.

Agradeço desde já o tempo disponibilizado.

-- Intervalo de página --

Q5

Note a seguinte definição:

A dieta vegetariana corresponde a um padrão alimentar onde predominam alimentos derivados de plantas e onde o peixe e a carne são excluídos. Nesta dieta estão incluídos alimentos como os vegetais, frutas, tubérculos, produtos lácteos, ovos, leguminosas, cereais, frutos secos, ou quaisquer outros que não sejam constituídos por animais ou partes de animais (ex: carne, ossos, ovas).

☐

Com base na lista a seguir, quais são os **dois** tipos de produtos que **associa mais** facilmente a uma dieta vegetariana.

☆

- ☐ Açúcar
- ☐ Arroz
- ☐ Azeite
- ☐ Batatas fritas
- ☐ Bebida Vegetal (ex: aveia, arroz, soja)
- ☐ Bolachas
- ☐ Café
- ☐ Cereais Pequeno Almoço
- ☐ Chocolates
- ☐ Especiarias
- ☐ Farinhas (trigo, alfarroba, arroz, mandioca, etc)
- ☐ Gelados
- ☐ Iogurtes
- ☐ Leite de vaca
- ☐ Manteiga
- ☐ Margarina
- ☐ Massa
- ☐ Molhos (Ketchup, Maionese e Mostarda)
- ☐ Óleos Alimentares
- ☐ Pão embalado
- ☐ Produtos Tomate (Polpa de Tomate, Tomate Pelado, etc)
- ☐ Proteína Animal (ex:carne vermelha, carne branca, peixe)
- ☐ Proteína Vegetal (ex: tofu, seitan, soja texturizada)
- ☐ Queijos de ovelha, vaca ou cabra.
- ☐ Sobremesas em pó (ex: pudins, mousses, gelatinas)
- ☐ Sopas desidratadas

☐ Q4

Agora, indique quais são os **dois** tipos de produtos que **não associa** a uma dieta vegetariana.

☆ ···

- ☐ Açúcar
- ☐ Arroz
- ☐ Azeite
- ☐ Batatas fritas
- ☐ Bebida Vegetal (ex: aveia, arroz, soja)
- ☐ Bolachas
- ☐ Café
- ☐ Cereais Pequeno Almoço
- ☐ Chocolates
- ☐ Especiarias
- ☐ Farinhas (trigo, alfarroba, arroz, mandioca, etc)
- ☐ Gelados
- ☐ Iogurtes
- ☐ Leite de vaca
- ☐ Manteiga
- ☐ Margarina
- ☐ Massa
- ☐ Molhos (Ketchup, Maionese e Mostarda)
- ☐ Óleos Alimentares
- ☐ Pão embalado
- ☐ Produtos Tomate (Polpa de Tomate, Tomate Pelado, etc)
- ☐ Proteína Animal (ex: carne vermelha, carne branca, peixe)
- ☐ Proteína Vegetal (ex: tofu, seitan, soja texturizada)
- ☐ Queijos de ovelha, vaca ou cabra
- ☐ Sobremesas em pó (ex: pudins, mousses, gelatinas)
- ☐ Sopas desidratadas

Appendix F - Stimuli Group 1 (Oat Drink x V-label) | Source: Own Production

Appendix G - Stimuli Group 2 (Oat Drink x non-V-label) | Source: Own Production

Appendix H - Stimuli Group 3 (Chips x V-label) | Source: Own Production

Appendix I - Stimuli Group 4 (Chips x non-V-label) | Source: Own Production

Appendix J -Survey Questionnaire - Source: Qualtrics (Own Production)

▼   Intro

O presente questionário é elaborado no âmbito da realização de uma
dissertação para o Mestrado em Marketing pelo ISCTE Business School. Tem
por objetivo compreender os hábitos alimentares dos consumidores, no que
diz respeito a produtos vegetarianos.

Não existem respostas certas ou erradas, pelo que se pede a maior
sinceridade possível durante a sua realização. O mesmo é anónimo e tem
uma duração aproximada de 10 minutos.

Agradeço desde já o tempo disponibilizado.

▲ | Importar da biblioteca | | + Adicionar nova pergunta |

Q9

Imagine que está perante uma estante do supermercado e se depara com o
seguinte produto:

-- Intervalo de página --

Q41   ✶

Selecione a resposta que melhor descreve o produto que acabou de ver:

○ Embalagem cor de laranja, de bebida de soja, capacidade de 1L, sem nenhum selo.

○ Embalagem castanha de bebida de soja, capacidade de 1 L, com selo V-label.

○ Embalagem amarela de bebida de aveia, capacidade de 1L, sem nenhum selo

○ Embalagem bege de bebida de aveia, capacidade de 1L, com selo V-label.

Q48   iQ ✶

Com que frequência compra Bebida de Aveia?

1 - Nunca	2	3	4 - De vez em quando	5	6	7 - Sempre
○	○	○	○	○	○	○

Q11

Imagine que está perante uma estante do supermercado e se depara com o
seguinte produto:

-- Intervalo de página --

Q42   ★

Selecione a resposta que melhor descreve o produto que acabou de ver:

○ Embalagem cor de laranja, de bebida de soja, capacidade de 1L, sem nenhum selo.

○ Embalagem castanha de bebida de soja, capacidade de 1 L, com selo V-label.

○ Embalagem bege de bebida de aveia, capacidade de 1L, sem nenhum selo

○ Embalagem amarela de bebida de aveia, capacidade de 1L, com selo V-label.

Q49   iQ   ★

Com que frequência compra Bebida de Aveia?

1 - Nunca	2	3	4 - De vez em quando	5	6	7 - Sempre
○	○	○	○	○	○	○

Q13

Imagine que está perante uma estante do supermercado e se depara com o
seguinte produto:

-- Intervalo de página --

Q43   ★

Selecione a resposta que melhor descreve o produto que acabou de ver:

○ Embalagem de 250g de tiras de milho, com selo V-label.

○ Embalagem de 150g de cereais integrais, sem qualquer selo.

○ Embalagem de 150g de batatas fritas "Originais", com selo V-label.

○ Embalagem de 250g de pipocas salgadas, sem qualquer selo.

Q50   iQ   ★

Com que frequência compra Batatas Fritas?

1 - Nunca	2	3	4 - De vez em quando	5	6	7 - Sempre
○	○	○	○	○	○	○

Q15

Imagine que está perante uma estante do supermercado e se depara com o seguinte produto:

--- Intervalo de página ---

Q44 ★

Selecione a resposta que melhor descreve o produto que acabou de ver:

○ Embalagem de 250g de tiras de milho, com selo V-label.
○ Embalagem de 150g de batatas fritas "Originais", sem qualquer selo.
○ Embalagem de 150g de cereais integrais, com selo V-label.
○ Embalagem de 250g de pipocas salgadas, sem qualquer selo.

Q51 iQ ★

Com que frequência compra Batatas Fritas?

1 - Nunca	2	3	4 - De vez em quando	5	6	7 - Sempre
○	○	○	○	○	○	○

▾   Atitude

Q17 iQ ★

Por favor, descreva os seus sentimentos gerais sobre o produto que acabou de ver.

1 - Hediondo	2	3	4	5	6	7 - Apelativo
○	○	○	○	○	○	○

Q37 iQ ★

1 - Mau	2	3	4	5	6	7 - Bom
○	○	○	○	○	○	○

Q38 iQ ★

1 - Desagradável	2	3	4	5	6	7 - Agradável
○	○	○	○	○	○	○

Q39 iQ ★

1 - Desfavorável	2	3	4	5	6	7 - Favorável
○	○	○	○	○	○	○

Q40 iQ ★

1 - Odiável	2	3	4	5	6	7 - Apreciável
○	○	○	○	○	○	○

Trust

iQ ★

Tendo em conta que X representa o produto que acabou de ver, por favor indique o grau de concordância com as seguintes afirmações.

	1 - Discordo completamente	2	3	4	5	6	7 - Concordo completamente
X é um produto que parece corresponder às minhas expectativas.	○	○	○	○	○	○	○
Sinto confiança no produto X.	○	○	○	○	○	○	○
X é um produto que parece nunca desiludir.	○	○	○	○	○	○	○
X parece garantir a minha satisfação.	○	○	○	○	○	○	○
X parece que seria honesto e sincero a atender aos meus interesses.	○	○	○	○	○	○	○
Perece-me que podia contar com o produto X para solucionar o problema.	○	○	○	○	○	○	○
X parece fazer qualquer esforço para me satisfazer.	○	○	○	○	○	○	○
X parece que iria compensar-me de alguma forma se ocorresse um problema.	○	○	○	○	○	○	○

-- Intervalo de página --

Usage Intention

iQ ★

Novamente, indique o grau de concordância com as seguintes afirmações

	1 - Discordo completamente	2	3	4	5	6	7 - Concordo completamente
Faz sentido usar produtos como X em vez de um outro, mesmo que sejam semelhantes.	○	○	○	○	○	○	○
Mesmo que outro produto tenha as mesmas características do produto X, eu prefiro usar o produto X.	○	○	○	○	○	○	○
Se houver outro produto tão bom como o produto X, eu prefiro usar o produto X.	○	○	○	○	○	○	○
Eu prefiro usar um produto como o produto X.	○	○	○	○	○	○	○
Se outro produto não for diferente do produto X de forma alguma, parece mais inteligente usar o produto X.	○	○	○	○	○	○	○

Purchase Intention

iQ ★

Classifique a sua intenção de compra relativa ao produtos que viu.

1 - Definitivamente que não tenciono comprar	2	3	4	5	6	7 - Definitivamente que tenciono comprar
○	○	○	○	○	○	○

Q41

iQ ★

Classifique o seu interesse em comprar produtos como o que viu.

1 - Muito baixo	2	3	4	5	6	7 - Muito elevado
○	○	○	○	○	○	○

Q21

iQ ★

Classifique probabilidade de comprar um produto como o que viu.

1 - Provavelmente não compraria	2	3	4	5	6	7 - Provavelmente compraria
○	○	○	○	○	○	○

-- Intervalo de página --

WTP

★

Tendo em conta que produtos tal como o que viu, apresentam um preço entre 1€ e 3€, por favor, indique quanto estaria disposto a pagar pelo produto X.

	0	0.5	1	1.5	2	2.5	3	3.5	4	4.5	5
€											
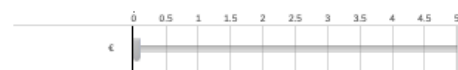
▾ Antecedentes

Contexto

Durante os últimos anos, têm surgido vários tipos de padrões alimentares, entre eles a dieta vegetariana.

Knowleadge   iQ ★

Por favor, indique em que medida concorda ou discorda com cada uma das seguintes afirmações.

	1 - Discordo completamente	2	3	4	5	6	7 - Concordo completamente
A dieta vegetariana é composta exclusivamente por produtos derivados de plantas.	○	○	○	○	○	○	○
A dieta vegetariana consiste numa quantidade limitada de carne, peixe, ovos e produtos lácteos consumidos.	○	○	○	○	○	○	○
A dieta vegetariana é dominada por um consumo de frutas e vegetais minimamente processados.	○	○	○	○	○	○	○
Grãos, frutos secos, sementes e legumes fazem parte da dieta vegetariana.	○	○	○	○	○	○	○
Ovos e produtos lácteos fazem parte da dieta vegetariana.	○	○	○	○	○	○	○

Utilitarian   iQ ★

Descreva os seus sentimentos em relação à dieta vegetariana.

1 - Ineficaz	2	3	4	5	6	7- Eficaz
○	○	○	○	○	○	○

Utilitarian   iQ ★

1 - Inútil	2	3	4	5	6	7 - Útil
○	○	○	○	○	○	○

Utilitarian   iQ ★

1 - Disfuncional	2	3	4	5	6	7 - Funcional
○	○	○	○	○	○	○

Utilitarian   iQ ★

1 - Desnecessária	2	3	4	5	6	7 - Necessária
○	○	○	○	○	○	○

Utilitarian   iQ ★

1 - Impraticável	2	3	4	5	6	7 - Praticável
○	○	○	○	○	○	○

Hedonic
iQ ★

1 - Chata	2	3	4	5	6	7 - Excitante
○	○	○	○	○	○	○

Hedonic
iQ ★

1 - Horrível	2	3	4	5	6	7 - Deliciosa
○	○	○	○	○	○	○

Hedonic
iQ ★

1 - Desinteressante	2	3	4	5	6	7 - Emocionante
○	○	○	○	○	○	○

Hedonic
iQ ★

1 - Desagradável	2	3	4	5	6	7 - Agradável
○	○	○	○	○	○	○

Fit with the self
iQ ★

Por favor, indique o quanto concorda ou discorda com cada uma das seguintes afirmações.

	1 - Discordo completamente	2	3	4	5	6	7 - Concordo completamente
Evitar carne, aves e peixe é uma parte importante de quem eu sou.	○	○	○	○	○	○	○
Pessoas que seguem uma dieta vegetariana devem ter orgulho nas suas escolhas alimentares.	○	○	○	○	○	○	○
Preocupações sobre questões sociais motivam-me a seguir uma dieta vegetariana.	○	○	○	○	○	○	○
Sigo uma dieta vegetariana porque me preocupo com os efeitos das minhas escolhas alimentares no meu bem-estar.	○	○	○	○	○	○	○
Sinto que tenho a obrigação moral de seguir uma dieta vegetariana.	○	○	○	○	○	○	○
Seguir uma dieta vegetariana está associado a estereótipos negativos.	○	○	○	○	○	○	○
Incomoda-me quando as pessoas comem carne, aves e peixe.	○	○	○	○	○	○	○

Q37

Atente o seguinte Selo:

Q39 ★

Já viu este Selo anteriormente?

○ Não, nunca tinha visto.

○ Não, mas vi algo semelhante.

○ Sim, já tinha visto mas não sei exatamente do que se trata.

○ Sim, já tinha visto e sei do que se trata.

Q39 ★

Das alternativas seguintes, qual corresponde ao Selo que acabou de ver?

○ Símbolo registado para rotular produtos e serviços vegetarianos.

○ Símbolo registado para rotular produtos e serviços veganos.

○ Símbolo independente para rotular produtos e serviços vegetarianos.

○ Símbolo independente para rotular produtos e serviços veganos.

▾ Demografico

Genero ★

Qual o seu género?

○ Feminino

○ Masculino

○ Prefiro não revelar

Idade ★

Qual a sua idade?

○ 18 - 24

○ 25 - 34

○ 35 - 44

○ 45 - 54

○ 55 - 64

○ 65 - 74

Escolaridade ★

Qual é o seu grau de escolaridade?

○ Ensino básico

○ Ensino secundário

○ Licenciatura (ou equivalente)

○ Pós-graduação

○ Mestrado

○ Phd

Situação profissiona ★

Qual é a sua ocupação atual?

○ Estudante

○ Trabalhador-estudante

○ Trabalhador por conta de outrém

○ Trabalhador por conta própria

○ Desempregado

○ Reformado/pensionista

Appendix K - Pilot Study Results - Source: Own Production

Product Categories (High Association with Vegetarian)	ID Count	Percentage
Plant-based protein (ex: tofu, seitan, textured soy)	95	38%
Plant-based drink (ex: oat, rice, soy)	86	34%
Rice	20	8%
Spices	14	6%
Flour (wheat, carob, rice, cassava, etc)	11	4%
Olive Oil	7	3%
Pasta	5	2%
Dehydrated soups	4	2%
Tomato products (Tomato Pulp, Peeled tomato, etc)	3	1%
Chips	1	0%
Powdered desserts (ex: pudding, mousses, jelly)	1	0%
Yoghurts	1	0%
Cookies	1	0%
Cereals flakes	1	0%
Sheep, cow or goat cheese	1	0%
Chocolates	1	0%
Total	**252**	**100%**

Product Categories (Low Association with Vegetarian)	ID Count	Percentage
Animal protein (ex: red meat, white meat, fish)	99	39%
Cow milk	54	21%
Sheep, cow or goat cheese	29	12%
Chips	18	7%
Sugar	11	4%
Powdered desserts (ex: pudding, mousses, jelly)	8	3%
Dressings (Ketchup, Mayonnaise e Mustard)	7	3%
Margarine	5	2%
Dehydrated soups	5	2%
Cookies	4	2%
Cereals flakes	2	1%
Chocolates	2	1%
Plant-based drink (ex: oat, rice, soy)	1	0%
Yoghurts	1	0%
Butter	1	0%
Flour (wheat, carob, rice, cassava, etc)	1	0%
Ice cream	1	0%
Pasta	1	0%
Edible oils	1	0%
Plant-based protein (ex: tofu, seitan, textured soy)	1	0%
Total	**252**	**100%**

Appendix L - Constructs Development | Source: Own Production

	Source	Original Items	Adaptation Sugestion
Gender			What is your gender? Male Female Prefer not do say
Age			How old are you? 18-24 25-34 35-44 45-54 55-64 65-74
Level of education			What is your last level of education? Primary or Elementary School High School Bachelor (or equivelent) Post-graduation Master PhD
Occupation			What is your current occupation? Student Student-Employee Employee Self-employed Unemployed Pensioner/Retired
Area of residence			Please indicate your area of residence North Centre Metropolitan Area of Lisbon South Azores Madeira
Dietary pattern	Rosenfeld and Burrow (2018) Appetite	In general, which of the following food groups do you not eat? Please select all that apply. If you generally eat all of these food groups, please select the last response I generally do not eat red meat I generally do not eat poultry I generally do not eat fish I generally do not eat dairy I generally do not eat egg I generally eat all of these food groups For the rest of this survey, please note that your "dietary pattern" represents those foods you indicated above. For example, if you selected "red meat" and "dairy," your dietary pattern excludes red meat and dairy. If you selected the last response, your dietary pattern includes all of these	In general, which of the following food groups do you not eat? Please select all that apply to you. If you generally eat all of these food groups, please select the last response I generally do not eat red meat I generally do not eat poultry I generally do not eat fish I generally do not eat dairy I generally do not eat eggs I generally eat all of these food groups

	Source	Original Items	Adaptation Sugestion
Utilitarian perception towards vegetarian diet	Voss, Spangenberg & Grohmann (2003) Journal of Marketing Research	Effective/ineffective Helpful/unhelpful Functional/not functional Necessarry/unnecessary Practical/impractical	Please describe your overall feelings about a vegetarian diet. (7 likert scale) 1. Effective/ineffective 2. Helpful/unhelpful 3. Functional/not functional 4. Necessarry/unnecessary 5. Practical/impractical
Hedonic perception towards vegetarian diet	Voss, Spangenberg & Grohmann (2003) Journal of Marketing Research	Not fun/fun Dult/exciting Not delightful/delightful Not thrilling/thrilling Enjoyable/unenjoyable	6. Not fun/fun 7. Dult/exciting 8. Not delightful/delightful 9. Not thrilling/thrilling 10. Enjoyable/unenjoyable
Knowleadge about vegetarian diet	Faber, Castellanos-Feijoó, Sompel, Davydova, Perez-Cueto (2020) Appetite	Please express your level of agreement with the 4 statements (5-point Likert scale ranging from "totally disagree" to "totally agree"): A plant-based diet is composed exclusively of plant-originated products A plant-based diet consists of a limited amount of meat, fish, eggs and dairy consumption A plant-based diet is dominated by the consumption of fresh and minimally processed fruits and vegetables Whole grains, nuts, seeds and legumes are part of a plant-based diet	Please express your level of agreement with the 4 statements (5-point Likert scale ranging from "totally disagree" to "totally agree"): 1. A vegetarian diet is composed exclusively by products derived from plants. 2. A vegetarian diet consists of a restricted portion of meat, fish, eggs and dairy consumption. 3. A vegetarain diet is dominated by the consumption of fresh and minimally processed fruits and vegetables 4. Whole grains, nuts, seeds and legumes are part of a vegetarian diet. 5. Eggs and dairy are part of a vegetarian diet.
Familiarity regarding the V-label	Herpen; Seiss & Trijp Food Quality and Preference	Participants saw a picture of each of the labels in random order and indicated if they had seen this type of label before it was described in the leaflet no, I have never seen it before no, but I have seen something like it yes, I have seen this label before	Participants saw a picture of the vegetarian label and indicated if they had seen this type of label before. (3 point scale) no, I have never seen it before no, but I have seen something like it yes, I have seen this label before
Fit of vegetarian diet with self-identity	Rosenfeld, Rothgerber and Tomiyama (2020) Food Quality and Preference	Please indicate how strongly you agree or disagree with each of the following statements. (Responses to all items range from 1 (Strongly Disagree) to 7 (Strongly Agree). "(R)" indicates a reverse-scored item) Centrality - Avoiding meat is an important part of who I am. Private Regard - People who avoid meat should take pride in their food choices. Public Regard - Avoiding meat is associated with negative stereotypes. (reverse-scored) Omnivoros Regard - It bothers me when people eat meat. (reverse-scored) Prosocial Motivation - Concerns about social issues motivate me to avoid meat. Personal Motivation - I avoid meat because I am concerned about the effects of my food choices on my own well-being. Moral Motivation - I feel that I have a moral obligation to avoid meat	Please indicate how strongly you agree or disagree with each of the following statements. (Responses to all items range from 1 (Strongly Disagree) to 7 (Strongly Agree). "(R)" indicates a reverse-scored item) Centrality - Avoiding meat, poultry and fish is an important part of who I am. Private Regard - People who follow a vegetarian diet should take pride in their food choices. Public Regard - Following a vegetarian diet is associated with negative stereotypes. (R) Omnivoros Regard - It bothers me when people eat meat, poultry and fish. (R) Prosocial Motivation - Concerns about social issues motivate me to follow a vegetarian diet. Personal Motivation - I follow a vegetarian diet because I am concerned about the effects of my food choices on my own well-being. Moral Motivation - I feel that I have a moral obligation to follow a vegetarian diet.

	Fonte	Item Original	Sugestão de Adaptação
Attitude towards FOP of plant-based diet	Spears, N. & Singh, S. (2004) Journal of Current Issues and Research in Advertising	Please describe your overall feelings about the brand described in the ad you just read. 1. Unappealing / appealing 2. Bad/good 3. Unpleasant /pleasant 4. Unfavorable /favorable 5. Unlikable / likable	Please describe your overall feelings about the product you just saw. (7 likert scale) 1 - Unappealing / 7- appealing 1 - Bad/ 7 - good 1 - Unpleasant / 7- pleasant 1 - Unfavorable / 7- favorable 1- Unlikable / 7 - likable

	Fonte	Item Original		Sugestão de Adaptação
Trust	Delgado-Ballester, E. (2004) European Journal of Marketing	Reliability items desciption (X) is a brand name that meets my expectations I feel confidence in (X) brand name (X) is a brand name that never disappoints me (X) brand name guarantees my satisfaction	Intentions items description (X) brand name would be honest and sincere in addressing my concerns I could rely on (X) brand name to solve the problem (X) brand name would make any effort to satisfy me (X) brand name would compensate me in some way for the problem with the (product)	Having in mind that X represents the product you just saw, please indicate your degree of agreement (1-completely disagree / 7 - completely agree) 1. (X) is a product that meets my expectations 2. I feel confidence in (X) 3. (X) is a product that never disappoints me 4. (X) guarantees my satisfaction 5. (X) would be honest and sincere in addressing my concerns 6. I could rely on (X) to solve the problem 7. (X) would make any effort to satisfy me 8. (X) would compensate me in some way for the problem with it.
WTP	Herédia-Colaço, V & Vale, R. (2016) Journal of Business Ethics	Slider Bar ranged from 0 to 10 euros)		Please indicate how much were you willing to pay for this product. Slider Bar ranged from 0 to 5 euros
Purchase Intention	Spears, N. & Singh, S. (2004) Journal of Current Issues and Research in Advertising	Please describe your overall feelings about the brand described in the ad you just read. 1. Never / definitely 2. Definitely do not intend to buy/definitely intend 3. Very low/high purchase interest 4. Definitely not buy it/definitely buy it 5. Probably not/probably buy it		Rate your intention of purchasing products with a FOP vegetarian label (7 likert scale) 1. Definitely do not intend to buy/definitely intend Rate your purchase interest of products with FOP vegetarian label 2. Very low/high purchase interest Rate your probability for buying a product with FOP vegetarian label 3. Probably not/probably buy it
Usage Intention	Yoo and Donthu (2001) Journal of Business Research	1. It makes sense to use brand X instead of any other brand even if they are the same 2. Even in any other brand has the same features as brand X, I would prefer to use brand X If there is another brand as good as brand X, I prefer to use brand X I prefer to use brand X If another brand is not different from brand X in any way, it seems smarter to use brand X		Please indicate your degree of agreement (1-completely disagree / 7 - completely agree) 1. It makes sense to use products with FOP vegetarian label instead of any product wihout the label even if they are very similar. 2. Even if any other product has the same features as the product with FOP vegetarian label, I prefer to use the product with the FOP vegetarian label. 3. If there is another product as good as the product with FOP vegetarian label, I prefer to use the product with the FOP vegetarian label. 4. I prefer to use a product with FOP vegetarian label 5. If anoher product is not different from the product with FOP vegetarian label in any way, it seems smarter to use the product with the FOP vegetarian label

Appendix M - Output from Descriptives Statistics Frequencies | Source: IBM SPSS

Statistics

Label Stimuli			Gender	Age Group	Education Level	Ocupation	Area of Residence
V–Label	N	Valid	116	116	116	116	116
		Missing	0	0	0	0	0
	Mean		1,43	2,35	3,57	2,71	2,89
Non V–Label	N	Valid	122	122	122	122	122
		Missing	0	0	0	0	0
	Mean		1,34	2,31	3,43	2,62	2,89

Gender

Label Stimuli			Frequency	Percent	Valid Percent	Cumulative Percent
V–Label	Valid	Female	69	59,5	59,5	59,5
		Male	44	37,9	37,9	97,4
		Prefer not to say	3	2,6	2,6	100,0
		Total	116	100,0	100,0	
Non V–Label	Valid	Female	81	66,4	66,4	66,4
		Male	41	33,6	33,6	100,0
		Total	122	100,0	100,0	

Age Group

Label Stimuli			Frequency	Percent	Valid Percent	Cumulative Percent
V–Label	Valid	18 –24	58	50,0	50,0	50,0
		25 – 34	15	12,9	12,9	62,9
		35 – 44	10	8,6	8,6	71,6
		45 – 54	18	15,5	15,5	87,1
		55 – 64	7	6,0	6,0	93,1
		65 – 74	8	6,9	6,9	100,0
		Total	116	100,0	100,0	
Non V–Label	Valid	18 –24	60	49,2	49,2	49,2
		25 – 34	15	12,3	12,3	61,5
		35 – 44	13	10,7	10,7	72,1
		45 – 54	20	16,4	16,4	88,5
		55 – 64	11	9,0	9,0	97,5
		65 – 74	3	2,5	2,5	100,0
		Total	122	100,0	100,0	

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Education Level

Label Stimuli			Frequency	Percent	Valid Percent	Cumulative Percent
V–Label	Valid	High School	18	15,5	15,5	15,5
		Bachelor or equivalent	54	46,6	46,6	62,1
		Post-Graduation	7	6,0	6,0	68,1
		Master	34	29,3	29,3	97,4
		Phd	3	2,6	2,6	100,0
		Total	116	100,0	100,0	
Non V–Label	Valid	Elementary School	1	,8	,8	,8
		High School	24	19,7	19,7	20,5
		Bachelor or equivalent	53	43,4	43,4	63,9
		Post-Graduation	11	9,0	9,0	73,0
		Master	32	26,2	26,2	99,2
		Phd	1	,8	,8	100,0
		Total	122	100,0	100,0	

Ocupation

Label Stimuli			Frequency	Percent	Valid Percent	Cumulative Percent
V–Label	Valid	Student	20	17,2	17,2	17,2
		Working Student	23	19,8	19,8	37,1
		Posted Worker	60	51,7	51,7	88,8
		Self-employed	4	3,4	3,4	92,2
		Unemployed	2	1,7	1,7	94,0
		Retired/Pensioner	7	6,0	6,0	100,0
		Total	116	100,0	100,0	
Non V–Label	Valid	Student	26	21,3	21,3	21,3
		Working Student	22	18,0	18,0	39,3
		Posted Worker	59	48,4	48,4	87,7
		Self-employed	6	4,9	4,9	92,6
		Unemployed	5	4,1	4,1	96,7
		Retired/Pensioner	4	3,3	3,3	100,0
		Total	122	100,0	100,0	

Area of Residence

Label Stimuli			Frequency	Percent	Valid Percent	Cumulative Percent
V–Label	Valid	North	6	5,2	5,2	5,2
		Centre	15	12,9	12,9	18,1
		Metropolitan Area of Lisbon	84	72,4	72,4	90,5
		South	8	6,9	6,9	97,4
		Açores	3	2,6	2,6	100,0
		Total	116	100,0	100,0	
Non V–Label	Valid	North	6	4,9	4,9	4,9
		Centre	12	9,8	9,8	14,8
		Metropolitan Area of Lisbon	93	76,2	76,2	91,0
		South	11	9,0	9,0	100,0
		Total	122	100,0	100,0	

$DietaryPattern Frequencies

Label Stimuli			Responses N	Responses Percent	Percent of Cases
V–Label	Respondents Dietary Pattern[a]	Do Not Eat Red Meat	27	20,5%	23,3%
		Do Not Eat White Meat	6	4,5%	5,2%
		Do Not Eat Fish	2	1,5%	1,7%
		Do Not Eat Dairy	11	8,3%	9,5%
		Eats All Food Groups	86	65,2%	74,1%
	Total		132	100,0%	113,8%
Non V–Label	Respondents Dietary Pattern[a]	Do Not Eat Red Meat	38	26,4%	31,1%
		Do Not Eat White Meat	7	4,9%	5,7%
		Do Not Eat Fish	5	3,5%	4,1%
		Do Not Eat Dairy	13	9,0%	10,7%
		Do Not Eat Eggs	3	2,1%	2,5%
		Eats All Food Groups	78	54,2%	63,9%
	Total		144	100,0%	118,0%

a. Dichotomy group tabulated at value 1.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	150	63,0	63,0	63,0
	Male	85	35,7	35,7	98,7
	Prefer not to say	3	1,3	1,3	100,0
	Total	238	100,0	100,0	

Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 –24	118	49,6	49,6	49,6
	25 – 34	30	12,6	12,6	62,2
	35 – 44	23	9,7	9,7	71,8
	45 – 54	38	16,0	16,0	87,8
	55 – 64	18	7,6	7,6	95,4
	65 – 74	11	4,6	4,6	100,0
	Total	238	100,0	100,0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementary School	1	,4	,4	,4
	High School	42	17,6	17,6	18,1
	Bachelor or equivalent	107	45,0	45,0	63,0
	Post–Graduation	18	7,6	7,6	70,6
	Master	66	27,7	27,7	98,3
	Phd	4	1,7	1,7	100,0
	Total	238	100,0	100,0	

Ocupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	46	19,3	19,3	19,3
	Working Student	45	18,9	18,9	38,2
	Posted Worker	119	50,0	50,0	88,2
	Self–employed	10	4,2	4,2	92,4
	Unemployed	7	2,9	2,9	95,4
	Retired/Pensioner	11	4,6	4,6	100,0
	Total	238	100,0	100,0	

Area of Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North	12	5,0	5,0	5,0
	Centre	27	11,3	11,3	16,4
	Metropolitan Area of Lisbon	177	74,4	74,4	90,8
	South	19	8,0	8,0	98,7
	Açores	3	1,3	1,3	100,0
	Total	238	100,0	100,0	

$DietaryPattern Frequencies

		Responses		Percent of Cases
		N	Percent	
Respondents Dietary Pattern[a]	Do Not Eat Red Meat	65	23,6%	27,3%
	Do Not Eat White Meat	13	4,7%	5,5%
	Do Not Eat Fish	7	2,5%	2,9%
	Do Not Eat Dairy	24	8,7%	10,1%
	Do Not Eat Eggs	3	1,1%	1,3%
	Eats All Food Groups	164	59,4%	68,9%
Total		276	100,0%	116,0%

a. Dichotomy group tabulated at value 1.

Appendix N - Frequency of Purchase of products with V-Label | Source: IBM SPSS

Frequency of Purchase of products with V-Label

_FrequencyOfPurchase_Vlabel
- Never
- Very Rarely
- Rarely
- Occasionally
- Frequently
- Very Frequently
- Always

Appendix O - Output from Familiarity Descriptives Statistics Frequency analysis | Source: IBM SPSS
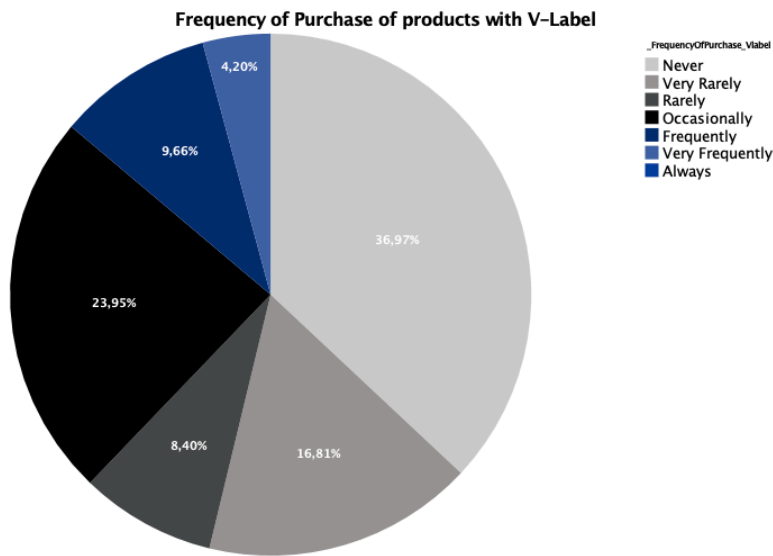
Familiarity1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, I have never seen it before	128	53,8	53,8	53,8
	No, but I have seen something like it	17	7,1	7,1	60,9
	yes, I have seen this label before but I do not know what it is	54	22,7	22,7	83,6
	yes, I have seen this label before and I know what is it	39	16,4	16,4	100,0
	Total	238	100,0	100,0	

Familiarity2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Registered label for vegetarian services and products	187	78,6	78,6	78,6
	Registered label for vegan services and products	18	7,6	7,6	86,1
	Independent label for vegetarian products and labels	31	13,0	13,0	99,2
	Independent label for vegan services and products	2	,8	,8	100,0
	Total	238	100,0	100,0	

Appendix P - Familiarity Question 1 Histogram | Source: IBM SPSS

Have you seen this label before?
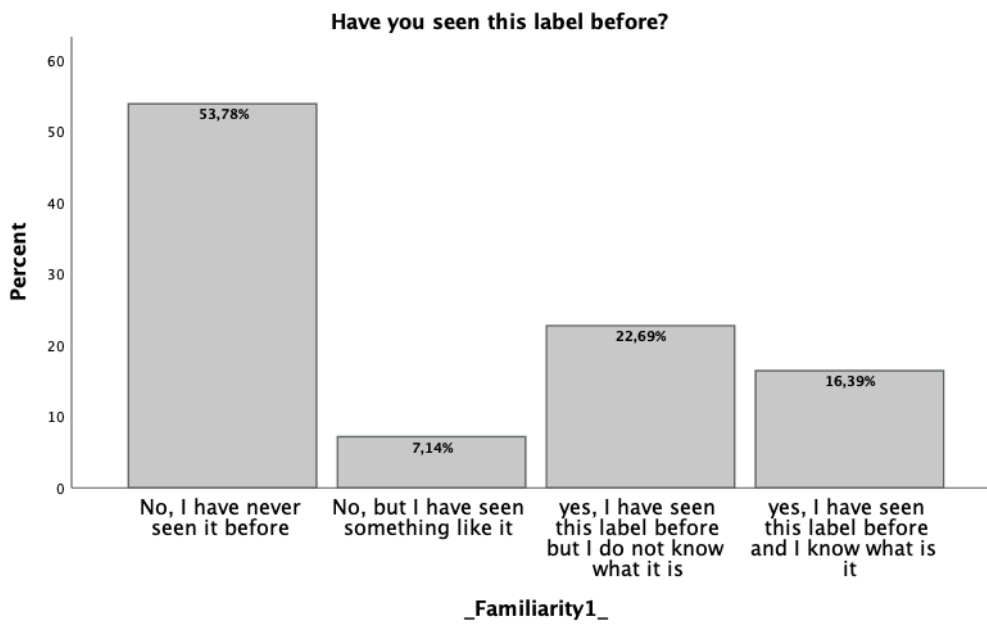
Appendix Q - Familiarity Question 2 Histogram | Source: IBM SPSS

From the following alternatives, which one corresponds to the label you just saw?

Case Processing Summary[a]

		N	%
Cases	Valid	116	100,0
	Excluded[b]	0	,0
	Total	116	100,0

a. Label Stimuli = V–Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,930	5

a. Label Stimuli = V–Label

Item Statistics[a]

	Mean	Std. Deviation	N
Attitude1	4,48	1,226	116
Attitude2	4,45	1,301	116
Attitude3	4,73	1,308	116
Attitude4	4,56	1,416	116
Attitude5	4,87	1,255	116

a. Label Stimuli = V–Label

Item–Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Attitude1	18,61	22,674	,766	,923
Attitude2	18,65	21,135	,861	,905
Attitude3	18,36	20,859	,884	,900
Attitude4	18,53	21,381	,744	,929
Attitude5	18,22	21,828	,830	,911

a. Label Stimuli = V–Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
23,09	33,130	5,756	5

a. Label Stimuli = V–Label

Case Processing Summary[a]

		N	%
Cases	Valid	122	100,0
	Excluded[b]	0	,0
	Total	122	100,0

a. Label Stimuli = Non V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,907	5

a. Label Stimuli = Non V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
Attitude1	4,40	1,334	122
Attitude2	4,38	1,307	122
Attitude3	4,83	1,389	122
Attitude4	4,53	1,500	122
Attitude5	4,82	1,373	122

a. Label Stimuli = Non V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Attitude1	18,56	23,389	,746	,890
Attitude2	18,58	23,452	,762	,887
Attitude3	18,13	22,214	,814	,876
Attitude4	18,43	22,528	,704	,901
Attitude5	18,14	22,369	,812	,876

a. Label Stimuli = Non V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
22,96	34,800	5,899	5

a. Label Stimuli = Non V-Label

Case Processing Summary[a]

		N	%
Cases	Valid	116	100,0
	Excluded[b]	0	,0
	Total	116	100,0

a. Label Stimuli = V–Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,919	8

a. Label Stimuli = V–Label

Item Statistics[a]

	Mean	Std. Deviation	N
Trust1	4,37	1,466	116
Trust2	4,47	1,309	116
Trust3	3,91	1,265	116
Trust4	4,19	1,389	116
Trust5	4,31	1,411	116
Trust6	3,78	1,475	116
Trust7	3,99	1,436	116
Trust8	3,48	1,541	116

a. Label Stimuli = V–Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Trust1	28,13	62,670	,719	,909
Trust2	28,03	64,286	,739	,908
Trust3	28,59	64,017	,785	,904
Trust4	28,31	61,938	,807	,902
Trust5	28,19	63,216	,727	,908
Trust6	28,72	63,436	,676	,913
Trust7	28,51	62,669	,738	,907
Trust8	29,02	62,782	,670	,914

a. Label Stimuli = V–Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
32,50	81,504	9,028	8

a. Label Stimuli = V–Label

Case Processing Summary[a]

		N	%
Cases	Valid	122	100,0
	Excluded[b]	0	,0
	Total	122	100,0

a. Label Stimuli = Non V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,915	8

a. Label Stimuli = Non V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
Trust1	4,17	1,747	122
Trust2	4,20	1,488	122
Trust3	4,01	1,423	122
Trust4	4,18	1,505	122
Trust5	4,28	1,528	122
Trust6	3,82	1,711	122
Trust7	3,55	1,444	122
Trust8	3,33	1,623	122

a. Label Stimuli = Non V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Trust1	27,37	74,995	,660	,910
Trust2	27,34	76,258	,752	,902
Trust3	27,53	77,391	,743	,903
Trust4	27,36	74,745	,807	,897
Trust5	27,26	74,129	,819	,896
Trust6	27,72	72,699	,768	,900
Trust7	27,99	77,050	,745	,902
Trust8	28,21	80,384	,515	,921

a. Label Stimuli = Non V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
31,54	98,019	9,900	8

a. Label Stimuli = Non V-Label

Appendix V - Usage Intention's V-Label Reliability Test | Source: IBM SPSS

Case Processing Summary[a]

		N	%
Cases	Valid	116	100,0
	Excluded[b]	0	,0
	Total	116	100,0

a. Label Stimuli = V–Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,880	5

a. Label Stimuli = V–Label

Item Statistics[a]

	Mean	Std. Deviation	N
UsageItention1	4,11	1,581	116
UsageItention2	3,49	1,518	116
UsageItention3	3,60	1,389	116
UsageItention4	3,83	1,573	116
UsageItention5	4,07	1,575	116

a. Label Stimuli = V–Label

Item–Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
UsageItention1	14,99	26,791	,625	,876
UsageItention2	15,61	24,866	,816	,830
UsageItention3	15,50	26,461	,779	,841
UsageItention4	15,28	24,601	,797	,834
UsageItention5	15,03	27,529	,575	,887

a. Label Stimuli = V–Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
19,10	39,520	6,286	5

a. Label Stimuli = V–Label

Case Processing Summary[a]

		N	%
Cases	Valid	122	100,0
	Excluded[b]	0	,0
	Total	122	100,0

a. Label Stimuli = Non V–Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,871	5

a. Label Stimuli = Non V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
UsageItention1	4,16	1,616	122
UsageItention2	3,67	1,644	122
UsageItention3	3,58	1,547	122
UsageItention4	3,89	1,413	122
UsageItention5	3,86	1,507	122

a. Label Stimuli = Non V–Label

Item–Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
UsageItention1	15,01	27,364	,564	,877
UsageItention2	15,49	25,012	,718	,839
UsageItention3	15,58	24,857	,795	,819
UsageItention4	15,27	26,976	,718	,840
UsageItention5	15,30	26,296	,708	,841

a. Label Stimuli = Non V–Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
19,16	39,510	6,286	5

a. Label Stimuli = Non V–Label

Appendix X - Purchase Intention's V-Label Reliability Test | Source: IBM SPSS

Case Processing Summary[a]

		N	%
Cases	Valid	116	100,0
	Excluded[b]	0	,0
	Total	116	100,0

a. Label Stimuli = V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,925	3

a. Label Stimuli = V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
PurchaseItention1	3,66	1,510	116
PurchaseItention2	3,82	1,671	116
PurchaseItention3	3,78	1,713	116

a. Label Stimuli = V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PurchaseItention1	7,60	10,781	,791	,937
PurchaseItention2	7,44	9,292	,866	,877
PurchaseItention3	7,47	8,843	,896	,853

a. Label Stimuli = V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
11,26	20,906	4,572	3

a. Label Stimuli = V-Label

Case Processing Summary[a]

		N	%
Cases	Valid	122	100,0
	Excluded[b]	0	,0
	Total	122	100,0

a. Label Stimuli = Non V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,955	3

a. Label Stimuli = Non V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
PurchaseItention1	3,61	1,674	122
PurchaseItention2	3,57	1,715	122
PurchaseItention3	3,70	1,902	122

a. Label Stimuli = Non V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PurchaseItention1	7,26	12,427	,891	,944
PurchaseItention2	7,31	11,886	,923	,920
PurchaseItention3	7,18	10,794	,907	,936

a. Label Stimuli = Non V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
10,88	25,745	5,074	3

a. Label Stimuli = Non V-Label

Case Processing Summary[a]

		N	%
Cases	Valid	116	100,0
	Excluded[b]	0	,0
	Total	116	100,0

a. Label Stimuli = V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,070	5

a. Label Stimuli = V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
Knowleadge1	2,86	1,942	116
Knowleadge2	2,45	1,876	116
Knowleadge3	3,94	1,966	116
Knowleadge4	6,37	1,009	116
Knowleadge5	5,05	1,973	116

a. Label Stimuli = V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Knowleadge1	17,81	14,416	-,079	,196
Knowleadge2	18,22	11,201	,183	-,160[b]
Knowleadge3	16,73	10,719	,189	-,184[b]
Knowleadge4	14,30	14,856	,148	-,017[b]
Knowleadge5	15,62	15,942	-,179	,315

a. Label Stimuli = V-Label

b. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
20,67	17,022	4,126	5

a. Label Stimuli = V-Label

Case Processing Summary[a]

		N	%
Cases	Valid	122	100,0
	Excluded[b]	0	,0
	Total	122	100,0

a. Label Stimuli = Non V–Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,195	5

a. Label Stimuli = Non V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
Knowleadge1	2,72	1,930	122
Knowleadge2	2,16	1,706	122
Knowleadge3	4,04	2,118	122
Knowleadge4	6,31	1,227	122
Knowleadge5	4,73	2,329	122

a. Label Stimuli = Non V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Knowleadge1	17,24	19,141	-,088	,336
Knowleadge2	17,80	16,027	,179	,074
Knowleadge3	15,92	13,960	,185	,038
Knowleadge4	13,65	18,346	,145	,131
Knowleadge5	15,23	14,707	,070	,189

a. Label Stimuli = Non V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
19,96	21,378	4,624	5

a. Label Stimuli = Non V-Label

Case Processing Summary[a]

		N	%
Cases	Valid	116	100,0
	Excluded[b]	0	,0
	Total	116	100,0

a. Label Stimuli = V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,458	2

a. Label Stimuli = V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
Knowleadge4	6,37	1,009	116
Knowleadge5	5,05	1,973	116

a. Label Stimuli = V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Knowleadge4	5,05	3,893	,366	.
Knowleadge5	6,37	1,018	,366	.

a. Label Stimuli = V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
11,42	6,368	2,523	2

a. Label Stimuli = V-Label

Case Processing Summary[a]

		N	%
Cases	Valid	122	100,0
	Excluded[b]	0	,0
	Total	122	100,0

a. Label Stimuli = Non V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,477	2

a. Label Stimuli = Non V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
Knowleadge4	6,31	1,227	122
Knowleadge5	4,73	2,329	122

a. Label Stimuli = Non V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Knowleadge4	4,73	5,422	,380	.
Knowleadge5	6,31	1,505	,380	.

a. Label Stimuli = Non V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
11,04	9,097	3,016	2

a. Label Stimuli = Non V-Label

Case Processing Summary[a]

		N	%
Cases	Valid	116	100,0
	Excluded[b]	0	,0
	Total	116	100,0

a. Label Stimuli = V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,921	5

a. Label Stimuli = V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
Utilitarian1	4,77	1,471	116
Utilitarian2	5,09	1,580	116
Utilitarian3	4,72	1,461	116
Utilitarian4	4,80	1,511	116
Utilitarian5	5,03	1,557	116

a. Label Stimuli = V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Utilitarian1	19,63	28,340	,846	,894
Utilitarian2	19,31	27,781	,809	,901
Utilitarian3	19,68	28,237	,862	,891
Utilitarian4	19,59	29,200	,752	,912
Utilitarian5	19,37	29,209	,720	,919

a. Label Stimuli = V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
24,40	43,754	6,615	5

a. Label Stimuli = V-Label

Case Processing Summary[a]

		N	%
Cases	Valid	122	100,0
	Excluded[b]	0	,0
	Total	122	100,0

a. Label Stimuli = Non V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,950	5

a. Label Stimuli = Non V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
Utilitarian1	4,97	1,631	122
Utilitarian2	5,19	1,688	122
Utilitarian3	4,95	1,710	122
Utilitarian4	5,02	1,611	122
Utilitarian5	5,21	1,682	122

a. Label Stimuli = Non V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Utilitarian1	20,37	37,772	,863	,938
Utilitarian2	20,15	36,672	,891	,933
Utilitarian3	20,39	36,503	,886	,934
Utilitarian4	20,32	38,170	,852	,940
Utilitarian5	20,12	37,927	,819	,946

a. Label Stimuli = Non V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
25,34	57,729	7,598	5

a. Label Stimuli = Non V-Label

Case Processing Summary[a]

		N	%
Cases	Valid	116	100,0
	Excluded[b]	0	,0
	Total	116	100,0

a. Label Stimuli = V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,945	5

a. Label Stimuli = V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
Hedonic1	3,91	1,668	116
Hedonic2	3,90	1,546	116
Hedonic3	4,44	1,511	116
Hedonic4	4,22	1,384	116
Hedonic5	4,70	1,534	116

a. Label Stimuli = V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Hedonic1	17,26	30,298	,811	,940
Hedonic2	17,27	30,545	,880	,926
Hedonic3	16,72	31,332	,848	,932
Hedonic4	16,94	32,666	,846	,933
Hedonic5	16,47	30,773	,872	,927

a. Label Stimuli = V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
21,16	47,964	6,926	5

a. Label Stimuli = V-Label

Case Processing Summary[a]

		N	%
Cases	Valid	122	100,0
	Excluded[b]	0	,0
	Total	122	100,0

a. Label Stimuli = Non V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,946	5

a. Label Stimuli = Non V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
Hedonic1	4,07	1,657	122
Hedonic2	4,06	1,512	122
Hedonic3	4,59	1,557	122
Hedonic4	4,42	1,442	122
Hedonic5	4,76	1,686	122

a. Label Stimuli = Non V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Hedonic1	17,83	32,656	,823	,940
Hedonic2	17,84	33,653	,858	,933
Hedonic3	17,31	32,663	,893	,927
Hedonic4	17,48	34,582	,844	,936
Hedonic5	17,14	31,774	,861	,933

a. Label Stimuli = Non V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
21,90	50,982	7,140	5

a. Label Stimuli = Non V-Label

Appendix HH - Hedonic's Non V-Label Reliability Test | Source: IBM SPSS

Case Processing Summary[a]

		N	%
Cases	Valid	116	100,0
	Excluded[b]	0	,0
	Total	116	100,0

a. Label Stimuli = V–Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,516	7

a. Label Stimuli = V–Label

Item Statistics[a]

	Mean	Std. Deviation	N
FitWithSelf1	3,0517	1,91036	116
FitWithSelf2	5,2155	1,64611	116
FitWithSelf3	3,7414	2,05626	116
FitWithSelf4	3,4655	2,01917	116
FitWithSelf5	2,7672	1,82427	116
FitWithSelf6	4,9483	1,95535	116
FitWithSelf7	6,3276	1,21423	116

a. Label Stimuli = V–Label

Item–Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
FitWithSelf1	26,4655	28,807	,452	,382
FitWithSelf2	24,3017	31,882	,384	,425
FitWithSelf3	25,7759	26,367	,527	,332
FitWithSelf4	26,0517	26,849	,516	,341
FitWithSelf5	26,7500	29,511	,449	,388
FitWithSelf6	24,5690	41,065	-,126	,631
FitWithSelf7	23,1897	47,459	-,431	,648

a. Label Stimuli = V–Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
29,5172	41,730	6,45989	7

a. Label Stimuli = V–Label

Case Processing Summary[a]

		N	%
Cases	Valid	122	100,0
	Excluded[b]	0	,0
	Total	122	100,0

a. Label Stimuli = Non V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,602	7

a. Label Stimuli = Non V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
FitWithSelf1	2,8361	2,00561	122
FitWithSelf2	5,2705	1,76297	122
FitWithSelf3	3,6066	2,06729	122
FitWithSelf4	3,7951	2,07280	122
FitWithSelf5	2,8443	1,93284	122
FitWithSelf6	5,2705	1,84989	122
FitWithSelf7	6,3197	1,22822	122

a. Label Stimuli = Non V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
FitWithSelf1	27,1066	32,162	,621	,441
FitWithSelf2	24,6721	39,412	,352	,553
FitWithSelf3	26,3361	33,514	,523	,481
FitWithSelf4	26,1475	32,871	,553	,467
FitWithSelf5	27,0984	36,850	,414	,528
FitWithSelf6	24,6721	48,255	-,053	,679
FitWithSelf7	23,6230	52,815	-,225	,681

a. Label Stimuli = Non V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
29,9426	50,302	7,09242	7

a. Label Stimuli = Non V-Label

Case Processing Summary[a]

		N	%
Cases	Valid	116	100,0
	Excluded[b]	0	,0
	Total	116	100,0

a. Label Stimuli = V–Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,803	4

a. Label Stimuli = V–Label

Item Statistics[a]

	Mean	Std. Deviation	N
FitWithSelf1	3,05	1,910	116
FitWithSelf3	3,74	2,056	116
FitWithSelf4	3,47	2,019	116
FitWithSelf5	2,77	1,824	116

a. Label Stimuli = V–Label

Item–Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
FitWithSelf1	9,97	23,869	,582	,769
FitWithSelf3	9,28	21,649	,654	,734
FitWithSelf4	9,56	22,944	,588	,767
FitWithSelf5	10,26	23,602	,647	,740

a. Label Stimuli = V–Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
13,03	38,391	6,196	4

a. Label Stimuli = V–Label

Case Processing Summary[a]

		N	%
Cases	Valid	122	100,0
	Excluded[b]	0	,0
	Total	122	100,0

a. Label Stimuli = Non V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,796	4

a. Label Stimuli = Non V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
FitWithSelf1	2,84	2,006	122
FitWithSelf3	3,61	2,067	122
FitWithSelf4	3,80	2,073	122
FitWithSelf5	2,84	1,933	122

a. Label Stimuli = Non V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
FitWithSelf1	10,25	23,179	,691	,704
FitWithSelf3	9,48	24,251	,591	,754
FitWithSelf4	9,29	24,768	,557	,771
FitWithSelf5	10,24	25,241	,596	,752

a. Label Stimuli = Non V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
13,08	40,555	6,368	4

a. Label Stimuli = Non V-Label

Case Processing Summary[a]

		N	%
Cases	Valid	116	100,0
	Excluded[b]	0	,0
	Total	116	100,0

a. Label Stimuli = V–Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,812	9

a. Label Stimuli = V–Label

Item Statistics[a]

	Mean	Std. Deviation	N
Attitude	4,6190	1,15117	116
Trust	4,0625	1,12850	116
Usage Itention	3,8207	1,25729	116
Purchase Intention	3,7529	1,52412	116
Knowledge about vegetarian diet	5,7112	1,26173	116
Utilitarian perception towards vegetarian diet	4,8793	1,32294	116
Hedonic perception towards vegetarian diet	4,2328	1,38512	116
Fit of vegetarian diet with self–identity	3,2565	1,54900	116

Item Statistics[a]

	Mean	Std. Deviation	N
Attitude	4,6190	1,15117	116
Trust	4,0625	1,12850	116
Usage Itention	3,8207	1,25729	116
Purchase Intention	3,7529	1,52412	116
Knowledge about vegetarian diet	5,7112	1,26173	116
Utilitarian perception towards vegetarian diet	4,8793	1,32294	116
Hedonic perception towards vegetarian diet	4,2328	1,38512	116
Fit of vegetarian diet with self–identity	3,2565	1,54900	116
WTP	1,5036	,71265	116

a. Label Stimuli = V–Label

Item–Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Attitude	31,2194	42,630	,578	,785
Trust	31,7759	42,790	,581	,785
Usage Itention	32,0177	44,239	,408	,805
Purchase Intention	32,0855	38,385	,632	,775
Knowledge about vegetarian diet	30,1272	45,900	,301	,817
Utilitarian perception towards vegetarian diet	30,9591	40,818	,596	,781
Hedonic perception towards vegetarian diet	31,6056	39,753	,628	,776
Fit of vegetarian diet with self–identity	32,5819	39,421	,556	,787
WTP	34,3348	49,251	,289	,814

Case Processing Summary[a]

		N	%
Cases	Valid	122	100,0
	Excluded[b]	0	,0
	Total	122	100,0

a. Label Stimuli = Non V-Label

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

Reliability Statistics[a]

Cronbach's Alpha	N of Items
,794	9

a. Label Stimuli = Non V-Label

Item Statistics[a]

	Mean	Std. Deviation	N
Attitude	4,5918	1,17983	122
Trust	3,9426	1,23756	122
Usage Itention	3,8328	1,25714	122
Purchase Intention	3,6257	1,69132	122
Knowledge about vegetarian diet	5,5205	1,50810	122
Utilitarian perception towards vegetarian diet	5,0672	1,51959	122
Hedonic perception towards vegetarian diet	4,3803	1,42803	122
Fit of vegetarian diet with self-identity	3,2705	1,59207	122
WTP	1,5071	,61475	122

a. Label Stimuli = Non V-Label

Item-Total Statistics[a]

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Attitude	31,1467	46,537	,593	,762
Trust	31,7959	45,796	,606	,759
Usage Itention	31,9058	48,222	,440	,780
Purchase Intention	32,1129	41,198	,618	,753
Knowledge about vegetarian diet	30,2181	51,520	,170	,818
Utilitarian perception towards vegetarian diet	30,6713	43,204	,599	,757
Hedonic perception towards vegetarian diet	31,3582	43,399	,640	,752
Fit of vegetarian diet with self-identity	32,4681	44,941	,469	,778
WTP	34,2314	54,459	,292	,796

a. Label Stimuli = Non V-Label

Scale Statistics[a]

Mean	Variance	Std. Deviation	N of Items
35,7386	57,482	7,58170	9

a. Label Stimuli = Non V-Label

Appendix NN - Attitude's V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov–Smirnov[b]			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Attitude	,075	116	,125	,985	116	,212

a. Label Stimuli = V–Label

b. Lilliefors Significance Correction

Attitude towards FOP V–label

Normal Q–Q Plot of Attitude
Label Stimuli= V–Label
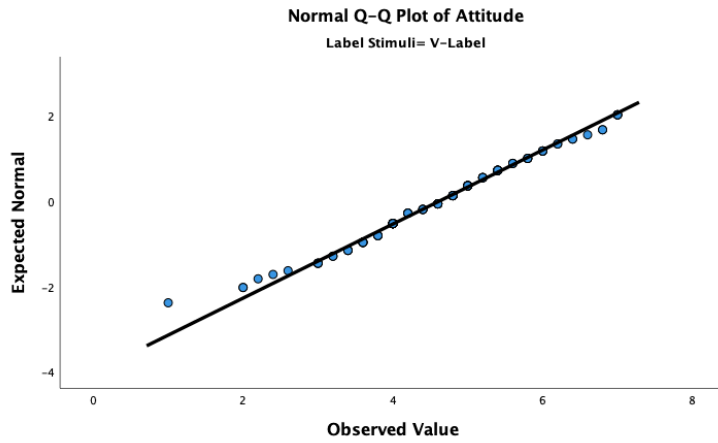
Appendix OO - Attitude's Non V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov–Smirnov[b]			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Attitude	,078	122	,067	,984	122	,145

a. Label Stimuli = Non V–Label

b. Lilliefors Significance Correction

Attitude towards FOP V–label

Normal Q–Q Plot of Attitude
Label Stimuli= Non V–Label
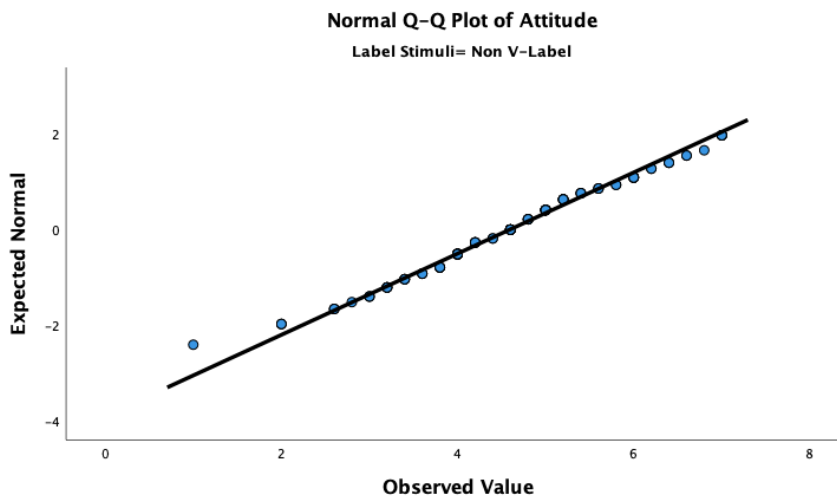
Appendix PP - Trust's V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov–Smirnov[b]			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Trust	,072	116	,200*	,981	116	,096

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

a. Label Stimuli = V-Label

b. Lilliefors Significance Correction

Trust

Normal Q–Q Plot of Trust

Label Stimuli= V-Label
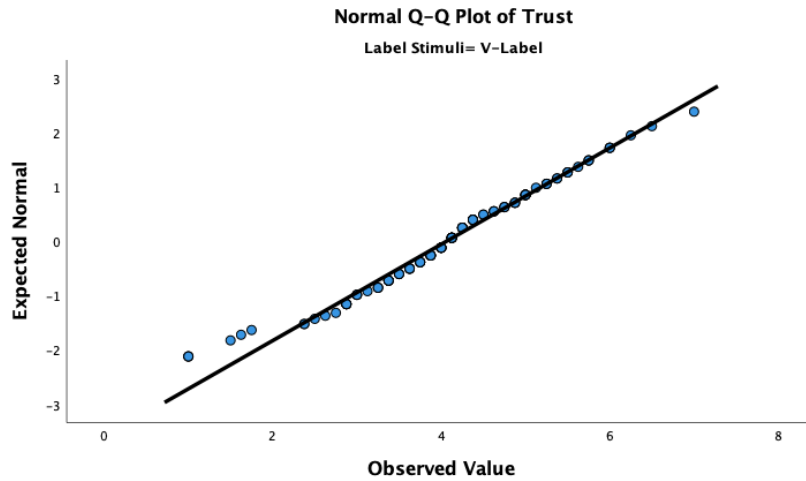
Appendix QQ - Trust's Non V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov–Smirnov[b]			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Trust	,060	122	,200*	,992	122	,756

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

a. Label Stimuli = Non V-Label
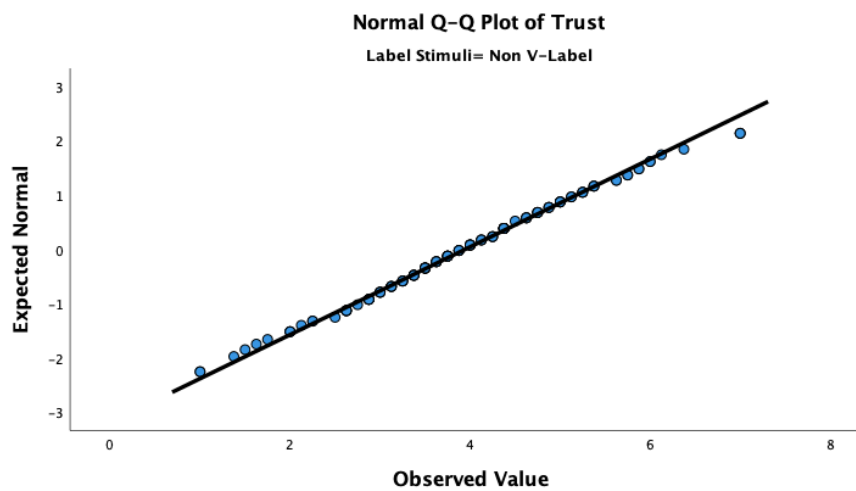
b. Lilliefors Significance Correction

Trust

Normal Q–Q Plot of Trust

Label Stimuli= Non V-Label

Appendix RR - Usage Intention's V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov–Smirnov[b]			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Usage Itention	,083	116	,050	,979	116	,073

a. Label Stimuli = V-Label
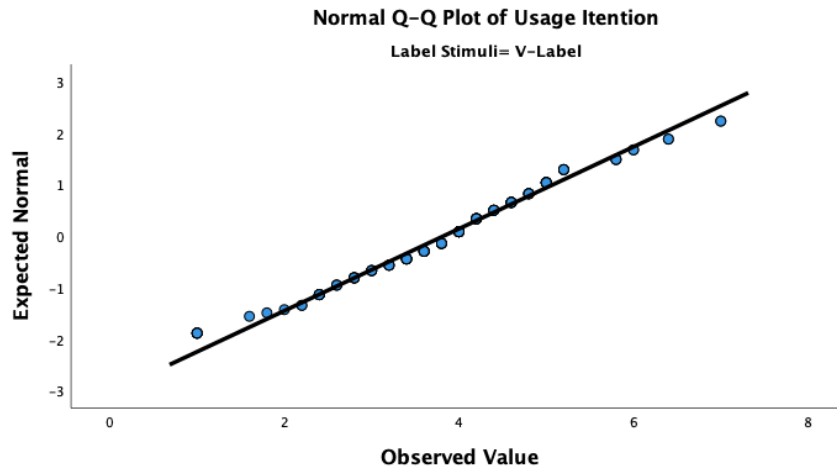
b. Lilliefors Significance Correction

Usage Itention

Normal Q–Q Plot of Usage Itention

Label Stimuli= V–Label

Appendix SS - Usage Intention's Non V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov–Smirnov[b]			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Usage Itention	,082	122	,044	,986	122	,242

a. Label Stimuli = Non V-Label

b. Lilliefors Significance Correction

Usage Itention

Normal Q–Q Plot of Usage Itention

Label Stimuli= Non V–Label
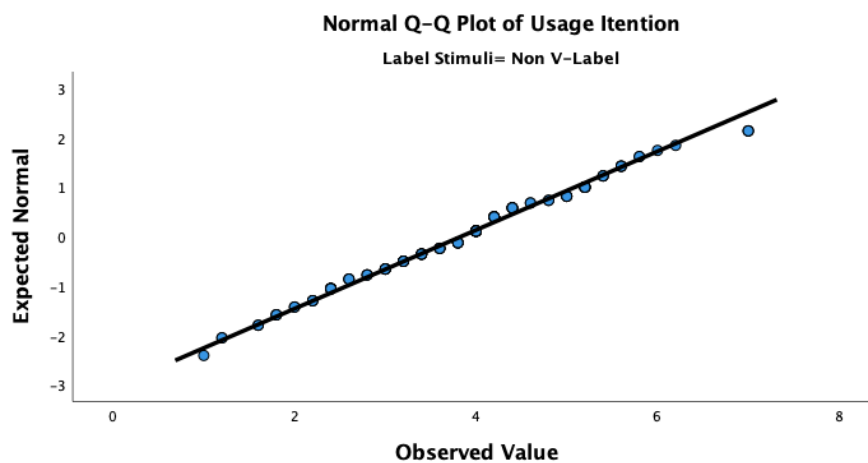
Appendix TT - Purchase Intention's V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov–Smirnov[b]			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Purchase Intention	,142	116	<,001	,954	116	<,001

a. Label Stimuli = V–Label

b. Lilliefors Significance Correction

Purchase Intention

Normal Q–Q Plot of Purchase Intention
Label Stimuli= V–Label
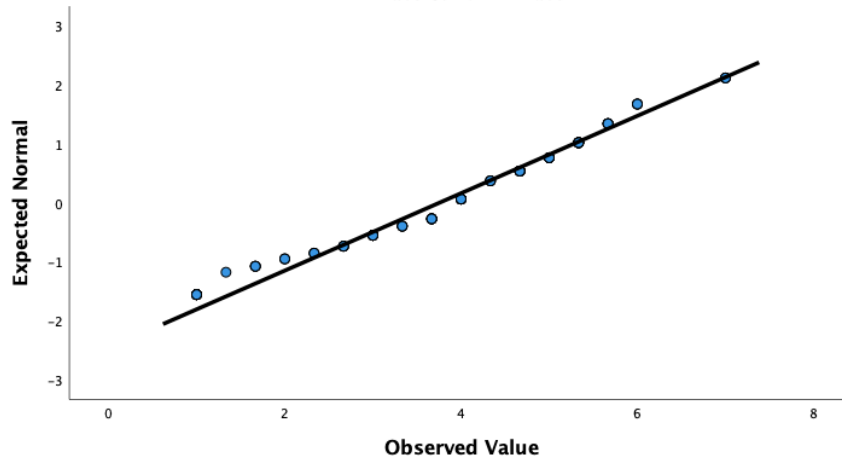
Appendix UU - Purchase Intention's Non V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov–Smirnov[b]			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Purchase Intention	,095	122	,009	,956	122	<,001

a. Label Stimuli = Non V–Label

b. Lilliefors Significance Correction

Purchase Intention

Normal Q–Q Plot of Purchase Intention
Label Stimuli= Non V–Label

Appendix VV - Knowledge's V-Label Test of Normality | Source: IBM SPSS
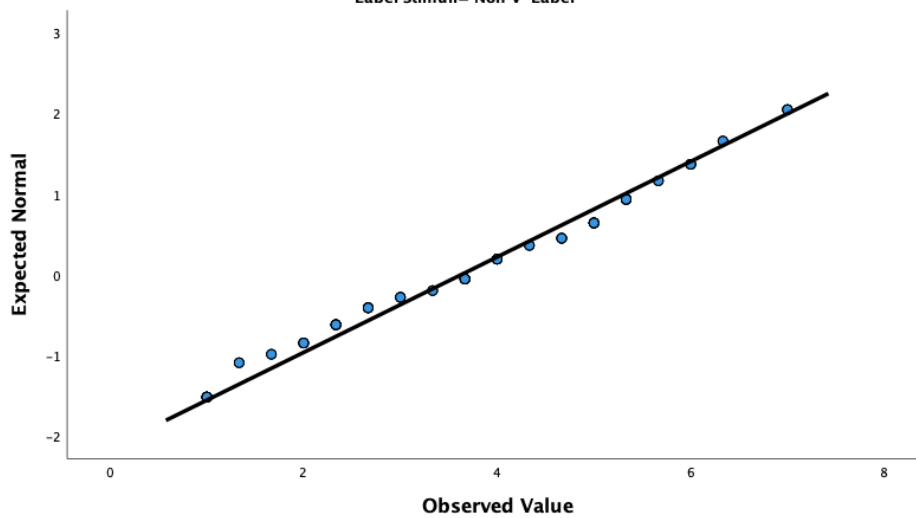
Tests of Normality[a]

	Kolmogorov-Smirnov[b]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Knowledge about vegetarian diet	,200	116	<,001	,871	116	<,001

a. Label Stimuli = V-Label

b. Lilliefors Significance Correction

Knowledge about vegetarian diet

Appendix WW - Purchase Intention's Non V-Label Test of Normality | Source: IBM SPSS
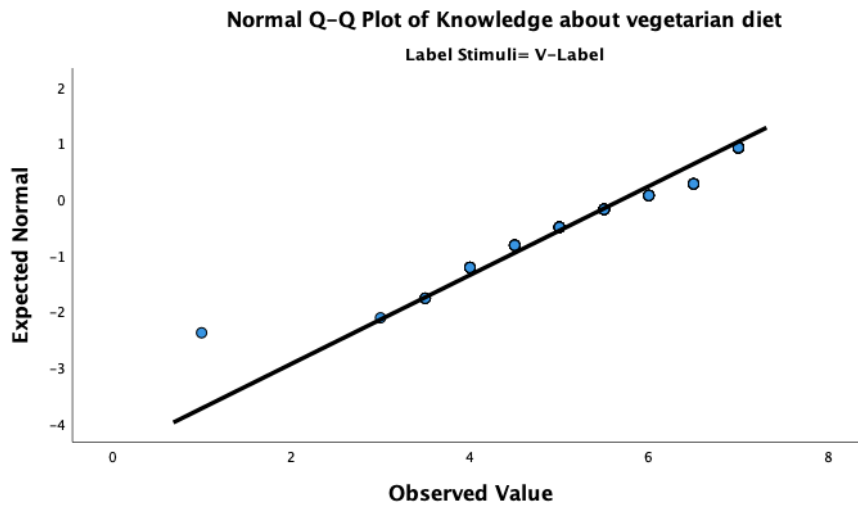
Tests of Normality[a]

	Kolmogorov-Smirnov[b]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Knowledge about vegetarian diet	,197	122	<,001	,849	122	<,001

a. Label Stimuli = Non V-Label

b. Lilliefors Significance Correction

Knowledge about vegetarian diet
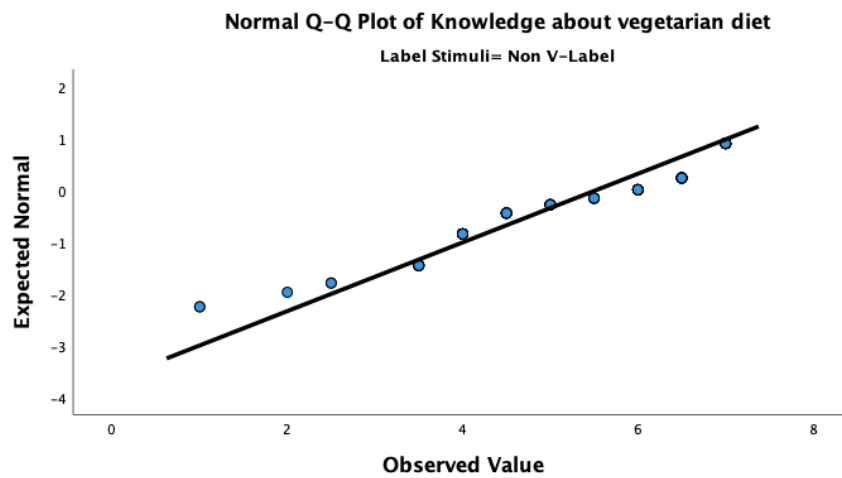
Appendix XX - Utilitarian's V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov–Smirnov[b]			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Utilitarian perception towards vegetarian diet	,084	116	,041	,971	116	,012

a. Label Stimuli = V–Label

b. Lilliefors Significance Correction

Utilitarian perception towards vegetarian diet
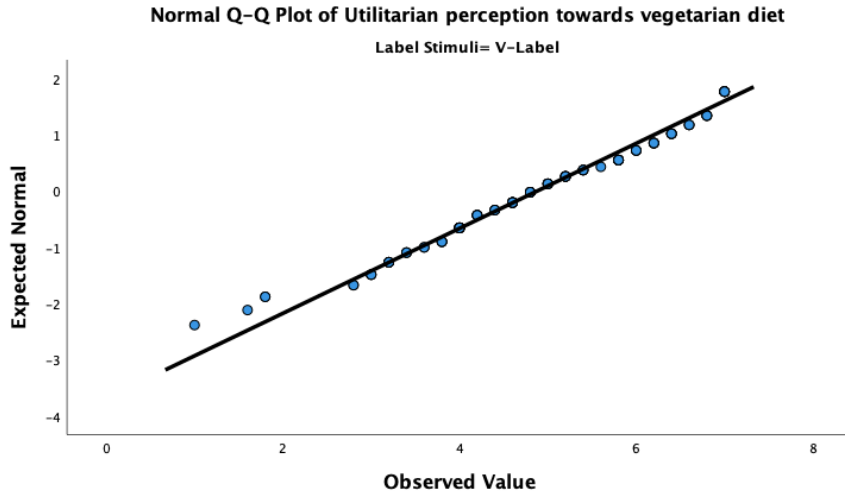
Appendix YY - Utilitarian's Non V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov–Smirnov[b]			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Utilitarian perception towards vegetarian diet	,102	122	,003	,931	122	<,001

a. Label Stimuli = Non V–Label

b. Lilliefors Significance Correction

Utilitarian perception towards vegetarian diet
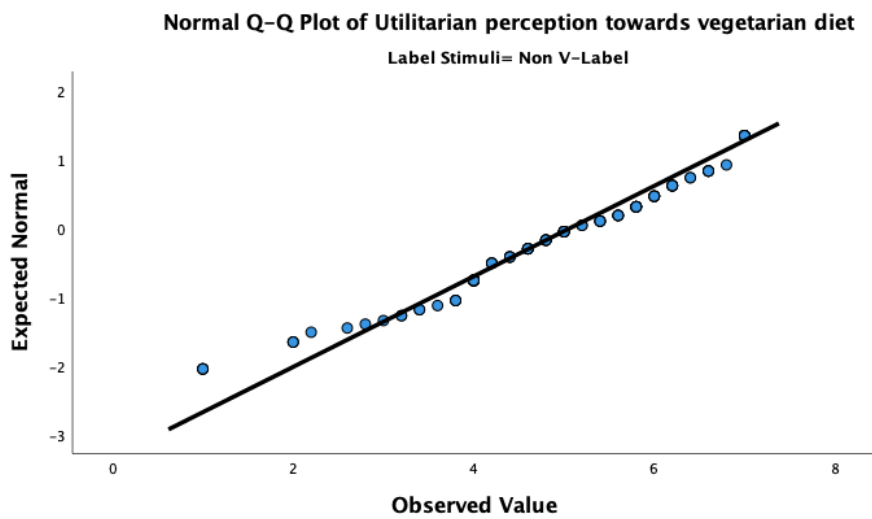
Appendix ZZ - Hedonic's V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov-Smirnov[b]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Hedonic perception towards vegetarian diet	,088	116	,026	,983	116	,141

a. Label Stimuli = V-Label

b. Lilliefors Significance Correction

Hedonic perception towards vegetarian diet

Normal Q-Q Plot of Hedonic perception towards vegetarian diet
Label Stimuli= V-Label
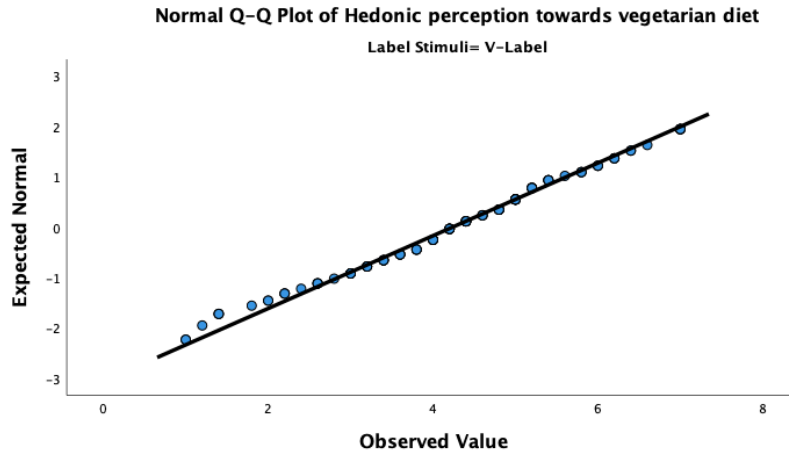
Appendix AAA - Hedonic's Non V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov-Smirnov[b]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Hedonic perception towards vegetarian diet	,080	122	,051	,977	122	,034

a. Label Stimuli = Non V-Label

b. Lilliefors Significance Correction

Hedonic perception towards vegetarian diet

Normal Q-Q Plot of Hedonic perception towards vegetarian diet
Label Stimuli= Non V-Label

Appendix BBB - Fit with Self-Identity's V-Label Test of Normality | Source: IBM SPSS
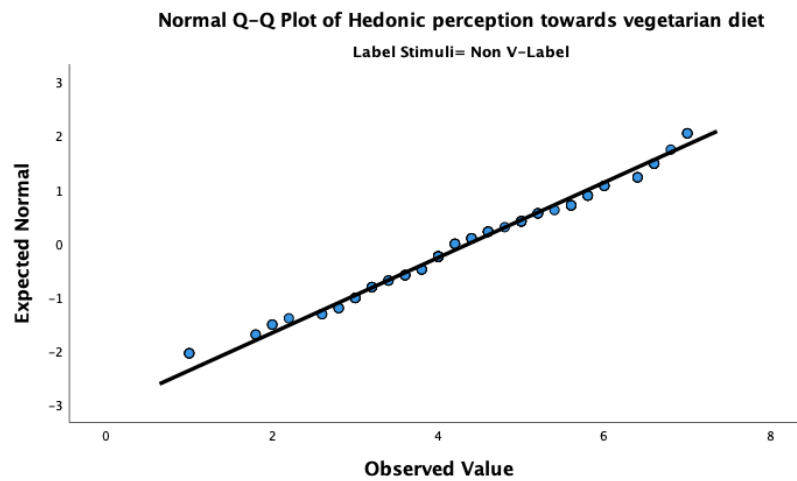
Tests of Normality[a]

	Kolmogorov-Smirnov[b]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Fit of vegetarian diet with self-identity	,076	116	,092	,961	116	,002

a. Label Stimuli = V-Label

b. Lilliefors Significance Correction

Fit of vegetarian diet with self-identity

Normal Q-Q Plot of Fit of vegetarian diet with self-identity
Label Stimuli= V-Label

Appendix CCC - Fit with Self-Identity's Non V-Label Test of Normality | Source: IBM SPSS
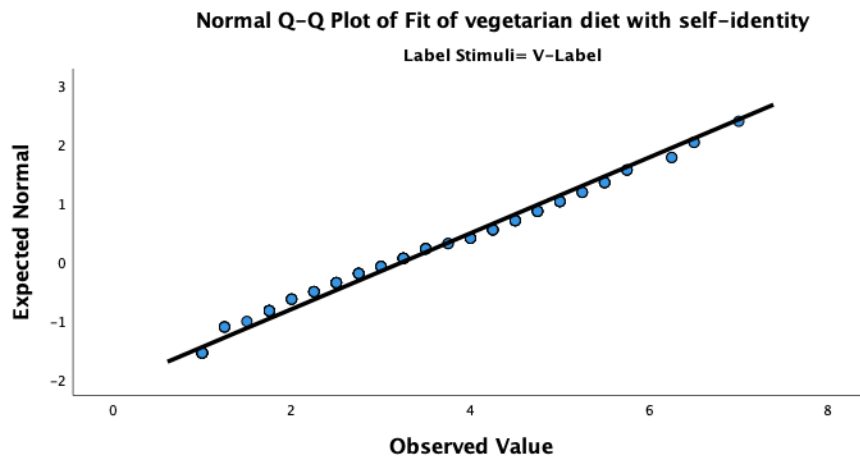
Tests of Normality[a]

	Kolmogorov-Smirnov[b]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Fit of vegetarian diet with self-identity	,136	122	<,001	,944	122	<,001

a. Label Stimuli = Non V-Label

b. Lilliefors Significance Correction

Fit of vegetarian diet with self-identity

Normal Q-Q Plot of Fit of vegetarian diet with self-identity
Label Stimuli= Non V-Label
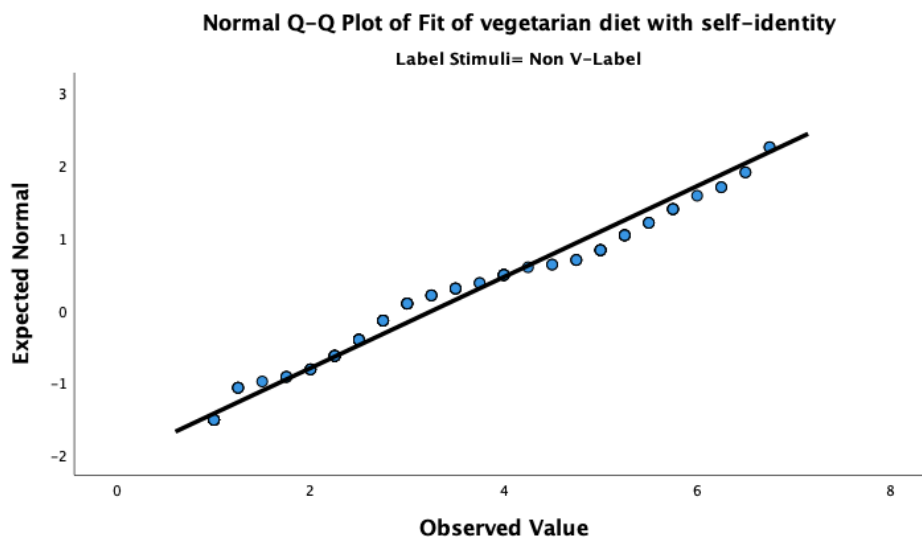
Appendix DDD - WTP's V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov–Smirnov[b]			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
WTP	,112	116	,001	,920	116	<,001

a. Label Stimuli = V–Label

b. Lilliefors Significance Correction

WTP
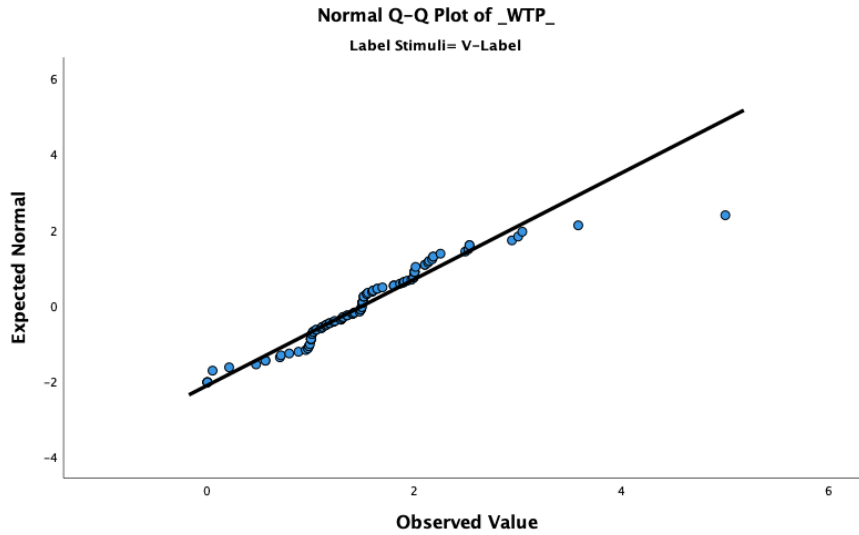
Appendix EEE - WTP's Non V-Label Test of Normality | Source: IBM SPSS

Tests of Normality[a]

	Kolmogorov–Smirnov[b]			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
WTP	,104	122	,003	,976	122	,029

a. Label Stimuli = Non V–Label

b. Lilliefors Significance Correction

WTP
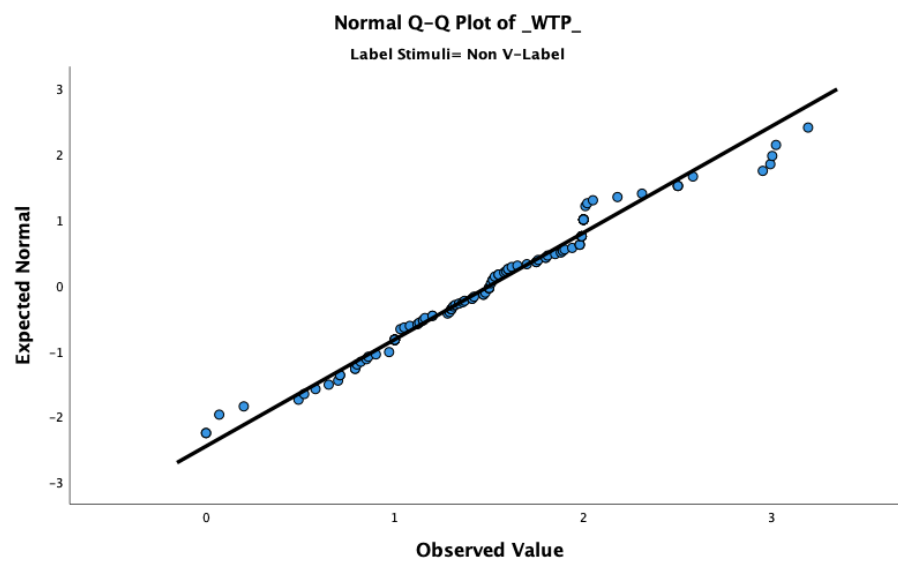
Appendix FFF - Sample Levene's Test for Equality of Variances | Source: IBM SPSS

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Attitude	Equal variances assumed	,009	,925	,180	236	,429	,858	,02716	,15120	-,27072	,32504
	Equal variances not assumed			,180	235,840	,429	,858	,02716	,15111	-,27053	,32486
Trust	Equal variances assumed	1,772	,184	,780	236	,218	,436	,11988	,15376	-,18304	,42279
	Equal variances not assumed			,781	235,594	,218	,435	,11988	,15340	-,18234	,42209
Usage Itention	Equal variances assumed	,056	,813	-,074	236	,470	,941	-,01210	,16304	-,33329	,30910
	Equal variances not assumed			-,074	235,393	,470	,941	-,01210	,16304	-,33330	,30910
Purchase Intention	Equal variances assumed	3,090	,080	,608	236	,272	,543	,12719	,20905	-,28465	,53903
	Equal variances not assumed			,610	235,331	,271	,542	,12719	,20850	-,28358	,53796
Knowledge about vegetarian diet	Equal variances assumed	8,060	,005	1,055	236	,146	,292	,19072	,18071	-,16530	,54673
	Equal variances not assumed			1,060	232,278	,145	,290	,19072	,17991	-,16374	,54517
Utilitarian perception towards vegetarian diet	Equal variances assumed	2,523	,114	-1,015	236	,156	,311	-,18790	,18508	-,55252	,17671
	Equal variances not assumed			-1,019	234,207	,155	,309	-,18790	,18443	-,55126	,17546
Hedonic perception towards vegetarian diet	Equal variances assumed	,344	,558	-,809	236	,210	,420	-,14757	,18250	-,50711	,21197
	Equal variances not assumed			-,809	235,904	,210	,419	-,14757	,18236	-,50683	,21169
Fit of vegetarian diet with self-identity	Equal variances assumed	,082	,775	-,069	236	,473	,945	-,01403	,20376	-,41545	,38740
	Equal variances not assumed			-,069	235,873	,473	,945	-,01403	,20362	-,41517	,38712
WTP	Equal variances assumed	,095	,758	-,041	236	,484	,968	-,00351	,08614	-,17322	,16620
	Equal variances not assumed			-,041	227,203	,484	,968	-,00351	,08646	-,17388	,16686

Appendix GGG - Simple Linear Regression Model 1 | Source: IBM SPSS

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	Utilitarian perception towards vegetarian diet[c]	.	Enter

a. Label Stimuli = V-Label

b. Dependent Variable: Attitude towards FOP V-label

c. All requested variables entered.

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,272[b]	,074	,066	1,11257	2,108

a. Label Stimuli = V-Label

b. Predictors: (Constant), Utilitarian perception towards vegetarian diet

c. Dependent Variable: Attitude towards FOP V-label

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,288	1	11,288	9,120	,003[c]
	Residual	141,110	114	1,238		
	Total	152,398	115			

a. Label Stimuli = V-Label

b. Dependent Variable: Attitude towards FOP V-label

c. Predictors: (Constant), Utilitarian perception towards vegetarian diet

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,463	,396		8,738	<,001		
	Utilitarian perception towards vegetarian diet	,237	,078	,272	3,020	,003	1,000	1,000

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

Collinearity Diagnostics[a,b]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Utilitarian perception towards vegetarian diet
1	1	1,965	1,000	,02	,02
	2	,035	7,541	,98	,98

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

Residuals Statistics – Utilitarian Perception towards vegetarian diet[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,7003	5,1212	4,6190	,31330	116
Residual	−2,70025	3,11029	,00000	1,10772	116
Std. Predicted Value	−2,932	1,603	,000	1,000	116
Std. Residual	−2,427	2,796	,000	,996	116

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

Histogram
Dependent Variable: Attitude towards FOP V–label

Mean = −7,14E-16
Std. Dev. = 0,996
N = 116

Normal P–P Plot of Regression Standardized Residual
Dependent Variable: Attitude towards FOP V–label

Scatterplot – Utilitarian perception towards vegetarian diet

Dependent Variable: Attitude towards FOP V–label

Label Stimuli: V–Label
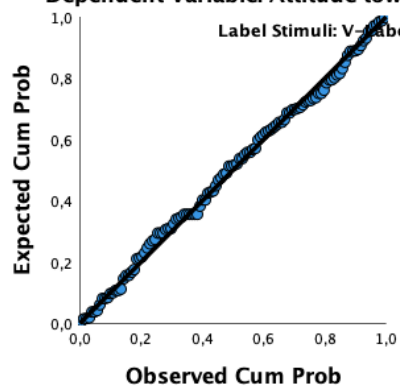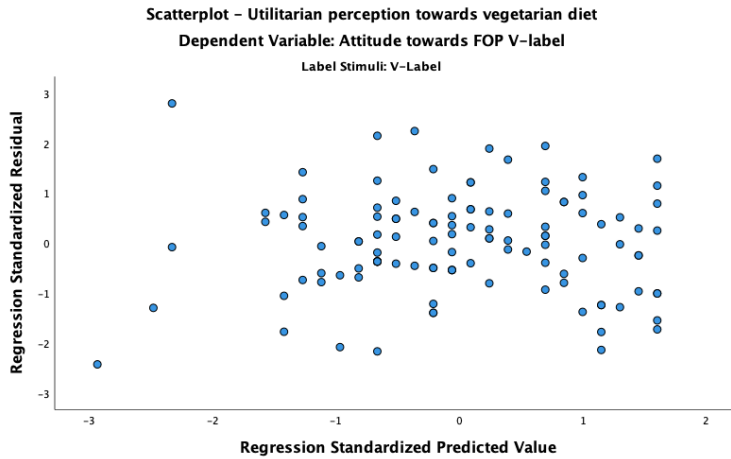
Correlations[a]

		Unstandardized Residual	Utilitarian perception towards vegetarian diet
Unstandardized Residual	Pearson Correlation	1	,000
Utilitarian perception towards vegetarian diet	Pearson Correlation	,000	1

a. Label Stimuli = V–Label

Appendix HHH - Simple Linear Regression Model 2 | Source: IBM SPSS

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	Hedonic perception towards vegetarian diet[c]	.	Enter

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

c. All requested variables entered.

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1	,320[b]	,103	,095	1,09522	2,162

a. Label Stimuli = V–Label

b. Predictors: (Constant), Hedonic perception towards vegetarian diet

c. Dependent Variable: Attitude towards FOP V–label

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,653	1	15,653	13,050	<,001[c]
	Residual	136,745	114	1,200		
	Total	152,398	115			

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

c. Predictors: (Constant), Hedonic perception towards vegetarian diet

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Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,492	,328		10,637	<,001		
	Hedonic perception towards vegetarian diet	,266	,074	,320	3,612	<,001	1,000	1,000

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

Collinearity Diagnostics[a,b]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Hedonic perception towards vegetarian diet
1	1	1,951	1,000	,02	,02
	2	,049	6,297	,98	,98

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

Residuals Statistics – Hedonic perception towards vegetarian diet[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,7579	5,3560	4,6190	,36894	116
Residual	−2,81117	2,44303	,00000	1,09045	116
Std. Predicted Value	−2,334	1,998	,000	1,000	116
Std. Residual	−2,567	2,231	,000	,996	116

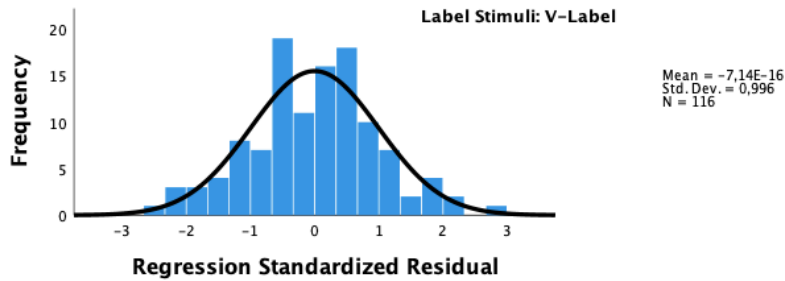a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

Histogram

Dependent Variable: Attitude towards FOP V–label

Mean = −9,06E–16
Std. Dev. = 0,996
N = 116

Normal P–P Plot of Regression Standardized Residual

Dependent Variable: Attitude towards FOP V–label

Scatterplot – Hedonic perception towards vegetarian diet

Dependent Variable: Attitude towards FOP V–label

Label Stimuli: V–Label
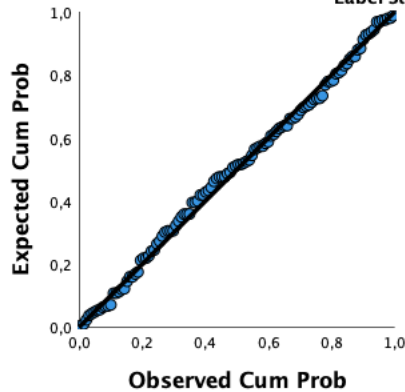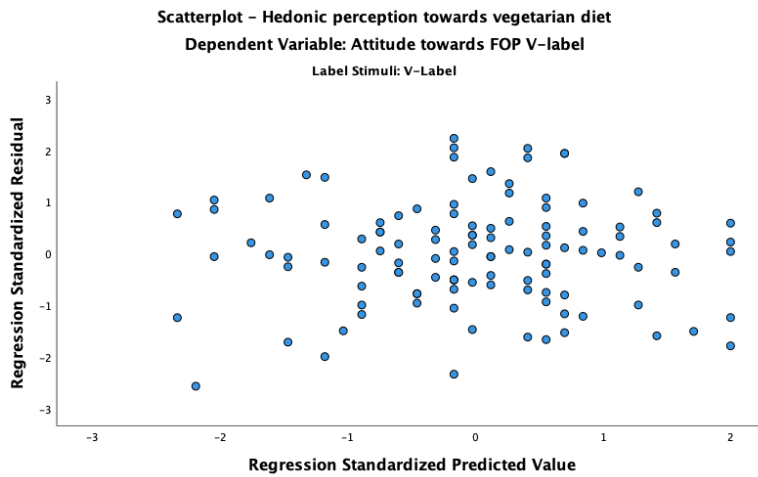
Correlationsᵃ

		Unstandardized Residual	Hedonic perception towards vegetarian diet
Unstandardized Residual	Pearson Correlation	1	,000
Hedonic perception towards vegetarian diet	Pearson Correlation	,000	1

a. Label Stimuli = V–Label

Appendix III - Simple Linear Regression Model 3 | Source: IBM SPSS

Variables Entered/Removedᵃ,ᵇ

Model	Variables Entered	Variables Removed	Method
1	Knowledge about vegetarian dietᶜ	.	Enter

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

c. All requested variables entered.

Model Summaryᵃ,ᶜ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1	,246ᵇ	,061	,052	1,12060	2,162

a. Label Stimuli = V–Label

b. Predictors: (Constant), Knowledge about vegetarian diet

c. Dependent Variable: Attitude towards FOP V–label

ANOVAᵃ,ᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,243	1	9,243	7,360	,008ᶜ
	Residual	143,156	114	1,256		
	Total	152,398	115			

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

c. Predictors: (Constant), Knowledge about vegetarian diet

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,336	,484		6,888	<,001		
	Knowledge about vegetarian diet	,225	,083	,246	2,713	,008	1,000	1,000

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

Collinearity Diagnostics[a,b]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Knowledge about vegetarian diet
1	1	1,977	1,000	,01	,01
	2	,023	9,201	,99	,99

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

Residuals Statistics – Knowledge about vegetarian diet[a,b]

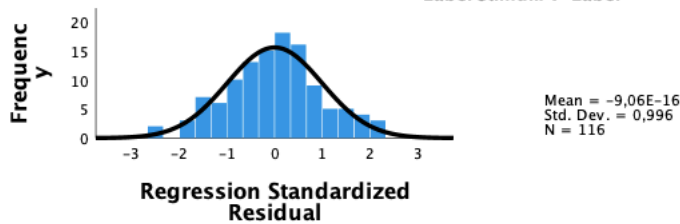|	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,5604	4,9085	4,6190	,28350	116
Residual	-2,68385	2,76553	,00000	1,11572	116
Std. Predicted Value	-3,734	1,021	,000	1,000	116
Std. Residual	-2,395	2,468	,000	,996	116

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

Histogram
### Dependent Variable: Attitude towards FOP V–label

Label Stimuli: V–Label

Mean = -4,67E-16
Std. Dev. = 0,996
N = 116

Normal P–P Plot of Regression Standardized Residual
Dependent Variable: Attitude towards FOP V–label

Label Stimuli: V–Label

Scatterplot – Knowledge about vegetarian diet

Dependent Variable: Attitude towards FOP V–label

Label Stimuli: V–Label
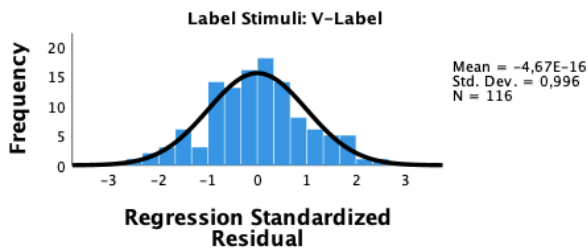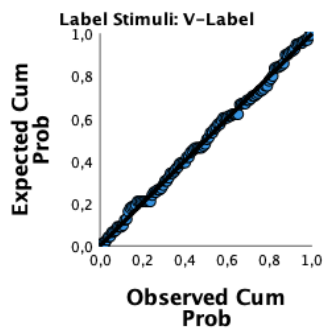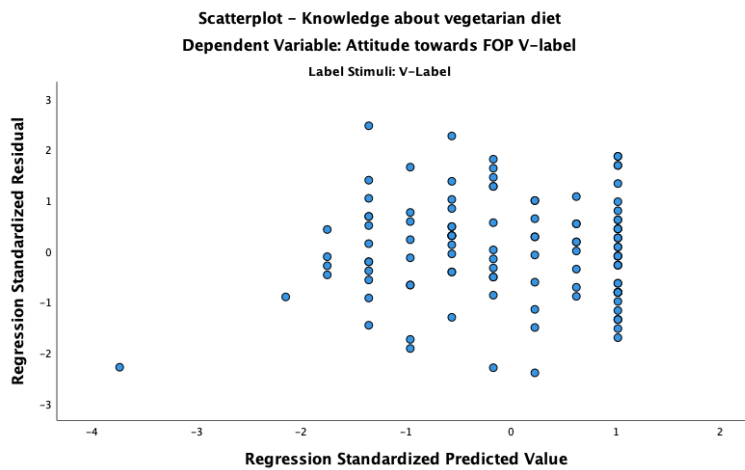
Correlations[a]

		Unstandardized Residual	Knowledge about vegetarian diet
Unstandardized Residual	Pearson Correlation	1	,000
Knowledge about vegetarian diet	Pearson Correlation	,000	1

a. Label Stimuli = V–Label

Appendix JJJ - Simple Linear Regression Model 4 | Source: IBM SPSS

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	Fit of vegetarian diet with self–identity[c]	.	Enter

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

c. All requested variables entered.

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1	,175[b]	,031	,022	1,13827	2,086

a. Label Stimuli = V–Label

b. Predictors: (Constant), Fit of vegetarian diet with self–identity

c. Dependent Variable: Attitude towards FOP V–label

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,693	1	4,693	3,622	,060[c]
	Residual	147,705	114	1,296		
	Total	152,398	115			

a. Label Stimuli = V–Label

b. Dependent Variable: Attitude towards FOP V–label

c. Predictors: (Constant), Fit of vegetarian diet with self–identity

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Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,194	,247		16,987	<,001		
	Fit of vegetarian diet with self-identity	,130	,069	,175	1,903	,060	1,000	1,000

a. Label Stimuli = V-Label

b. Dependent Variable: Attitude towards FOP V-label

Collinearity Diagnostics[a,b]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Fit of vegetarian diet with self-identity
1	1	1,904	1,000	,05	,05
	2	,096	4,448	,95	,95

a. Label Stimuli = V-Label

b. Dependent Variable: Attitude towards FOP V-label

Residuals Statistics – Fit of vegetarian diet with self-identity[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4,3247	5,1072	4,6190	,20201	116
Residual	-3,35729	2,57750	,00000	1,13331	116
Std. Predicted Value	-1,457	2,417	,000	1,000	116
Std. Residual	-2,949	2,264	,000	,996	116

a. Label Stimuli = V-Label

b. Dependent Variable: Attitude towards FOP V-label

Histogram

Dependent Variable: Attitude towards FOP V-label

Label Stimuli: V-Label

Mean = -4,22E-16
Std. Dev. = 0,996
N = 116

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Attitude towards FOP V-label

Label Stimuli: V-Label
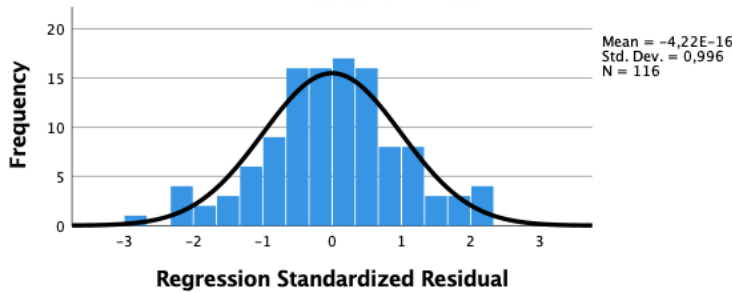
Scatterplot – Fit of vegetarian diet with self–identity

Dependent Variable: Attitude towards FOP V–label

Label Stimuli: V–Label
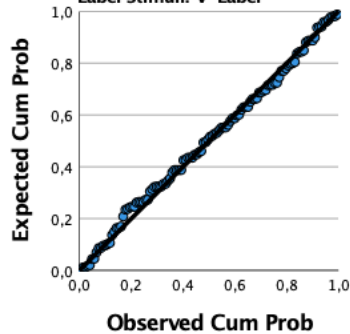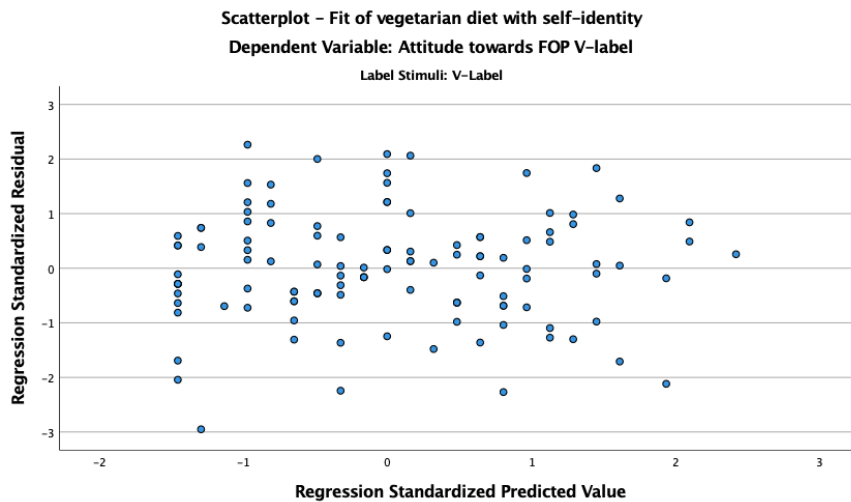
Correlations[a]

		Unstandardized Residual	Fit of vegetarian diet with self–identity
Unstandardized Residual	Pearson Correlation	1	,000
Fit of vegetarian diet with self–identity	Pearson Correlation	,000	1

a. Label Stimuli = V–Label

Appendix KKK - Attitude's Independent Sample t Test | Source: IBM SPSS

Group Statistics

	Label Stimuli	N	Mean	Std. Deviation	Std. Error Mean
Attitude towards FOP V–label	V–Label	116	4,6190	1,15117	,10688
	Non V–Label	122	4,5918	1,17983	,10682

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance One–Sided p	Significance Two–Sided p	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower	95% Confidence Interval of the Difference Upper
Attitude towards FOP V–label	Equal variances assumed	,009	,925	,180	236	,429	,858	,02716	,15120	-,27072	,32504
	Equal variances not assumed			,180	235,840	,429	,858	,02716	,15111	-,27053	,32486

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval Lower	95% Confidence Interval Upper
Attitude towards FOP V–label	Cohen's d	1,16595	,023	-,231	,277
	Hedges' correction	1,16968	,023	-,230	,277
	Glass's delta	1,17983	,023	-,231	,277

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

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	Attitude towards FOP V–label[c]	.	Enter

a. Label Stimuli = V–Label
b. Dependent Variable: Trust
c. All requested variables entered.

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1	,594[b]	,353	,347	,91169	1,869

a. Label Stimuli = V–Label
b. Predictors: (Constant), Attitude towards FOP V–label
c. Dependent Variable: Trust

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51,699	1	51,699	62,199	<,001[c]
	Residual	94,754	114	,831		
	Total	146,453	115			

a. Label Stimuli = V–Label
b. Dependent Variable: Trust
c. Predictors: (Constant), Attitude towards FOP V–label

Coefficients[a,b]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	1,372	,351		3,904	<,001		
	Attitude towards FOP V–label	,582	,074	,594	7,887	<,001	1,000	1,000

a. Label Stimuli = V–Label
b. Dependent Variable: Trust

Collinearity Diagnostics[a,b]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Attitude towards FOP V–label
1	1	1,971	1,000	,01	,01
	2	,029	8,182	,99	,99

a. Label Stimuli = V–Label
b. Dependent Variable: Trust

Residuals Statistics – Attitude Towards products with FOP V–label[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,9547	5,4493	4,0625	,67049	116
Residual	-2,35253	2,92032	,00000	,90772	116
Std. Predicted Value	-3,144	2,068	,000	1,000	116
Std. Residual	-2,580	3,203	,000	,996	116

a. Label Stimuli = V–Label
b. Dependent Variable: Trust

Histogram

Dependent Variable: Trust

Label Stimuli: V-Label

Mean = 3,79E-16
Std. Dev. = 0,996
N = 116

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Trust

Label Stimuli: V-Label

Scatterplot – Attitude Towards products with FOP V-label

Dependent Variable: Trust

Label Stimuli: V-Label

Correlations[a]

		Unstandardized Residual	Attitude towards FOP V-label
Unstandardized Residual	Pearson Correlation	1	,000
Attitude towards FOP V-label	Pearson Correlation	,000	1

a. Label Stimuli = V-Label

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Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	Attitude towards FOP V-label[c]	.	Enter

a. Label Stimuli = V-Label

b. Dependent Variable: _WTP_

c. All requested variables entered.

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1	,268[b]	,072	,064	,68959	2,410

a. Label Stimuli = V-Label

b. Predictors: (Constant), Attitude towards FOP V-label

c. Dependent Variable: _WTP_

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,193	1	4,193	8,818	,004[c]
	Residual	54,212	114	,476		
	Total	58,405	115			

a. Label Stimuli = V-Label

b. Dependent Variable: _WTP_

c. Predictors: (Constant), Attitude towards FOP V-label

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,737	,266		2,774	,006		
	Attitude towards FOP V-label	,166	,056	,268	2,970	,004	1,000	1,000

a. Label Stimuli = V-Label

b. Dependent Variable: _WTP_

Collinearity Diagnostics[a,b]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Attitude towards FOP V-label
1	1	1,971	1,000	,01	,01
	2	,029	8,182	,99	,99

a. Label Stimuli = V-Label

b. Dependent Variable: _WTP_

Residuals Statistics – Attitude Towards products with FOP V-label[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,9033	1,8986	1,5036	,19096	116
Residual	-1,40095	3,59905	,00000	,68659	116
Std. Predicted Value	-3,144	2,068	,000	1,000	116
Std. Residual	-2,032	5,219	,000	,996	116

a. Label Stimuli = V-Label

b. Dependent Variable: _WTP_

Histogram

Dependent Variable: _WTP_

Label Stimuli: V-Label

Mean = 6,68E−16
Std. Dev. = 0,996
N = 116

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: _WTP_

Label Stimuli: V-Label

Scatterplot – Attitude Towards products with FOP V-label

Dependent Variable: _WTP_

Label Stimuli: V-Label

Correlations[a]

		Attitude towards FOP V-label	Unstandardized Residual
Attitude towards FOP V-label	Pearson Correlation	1	,000
Unstandardized Residual	Pearson Correlation	,000	1

a. Label Stimuli = V-Label

Appendix NNN - Simple Linear Regression Model 7 | Source: IBM SPSS

Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	Attitude towards FOP V-label[c]	.	Enter

a. Label Stimuli = V-Label

b. Dependent Variable: Purchase Intention

c. All requested variables entered.

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,699[b]	,488	,484	1,09490	1,848

a. Label Stimuli = V-Label

b. Predictors: (Constant), Attitude towards FOP V-label

c. Dependent Variable: Purchase Intention

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130,473	1	130,473	108,836	<,001[c]
	Residual	136,665	114	1,199		
	Total	267,138	115			

a. Label Stimuli = V-Label

b. Dependent Variable: Purchase Intention

c. Predictors: (Constant), Attitude towards FOP V-label

Coefficients[a,b]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,521	,422		-1,234	,220		
	Attitude towards FOP V-label	,925	,089	,699	10,432	<,001	1,000	1,000

a. Label Stimuli = V-Label

b. Dependent Variable: Purchase Intention

Collinearity Diagnostics[a,b]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Attitude towards FOP V-label
1	1	1,971	1,000	,01	,01
	2	,029	8,182	,99	,99

a. Label Stimuli = V-Label

b. Dependent Variable: Purchase Intention

Residuals Statistics – Attitude Towards products with FOP V-label[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,4043	5,9560	3,7529	1,06515	116
Residual	-2,36522	3,48534	,00000	1,09013	116
Std. Predicted Value	-3,144	2,068	,000	1,000	116
Std. Residual	-2,160	3,183	,000	,996	116

a. Label Stimuli = V-Label

b. Dependent Variable: Purchase Intention

Histogram

Dependent Variable: Purchase Intention

Label Stimuli: V-Label

Mean = −1,25E−15
Std. Dev. = 0,996
N = 116

Regression Standardized Residual

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Purchase Intention

Label Stimuli: V-Label

Observed Cum Prob

Scatterplot – Attitude Towards products with FOP V-label

Dependent Variable: Purchase Intention

Label Stimuli: V-Label

Regression Standardized Predicted Value

Correlations[a]

		Unstandardized Residual	Attitude towards FOP V-label
Unstandardized Residual	Pearson Correlation	1	,000
Attitude towards FOP V-label	Pearson Correlation	,000	1

a. Label Stimuli = V-Label

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Variables Entered/Removed[a,b]

Model	Variables Entered	Variables Removed	Method
1	Attitude towards FOP V–label[c]	.	Enter

a. Label Stimuli = V–Label

b. Dependent Variable: Usage Itention

c. All requested variables entered.

Model Summary[a,c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1	,367[b]	,135	,127	1,17471	1,725

a. Label Stimuli = V–Label

b. Predictors: (Constant), Attitude towards FOP V–label

c. Dependent Variable: Usage Itention

ANOVA[a,b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24,476	1	24,476	17,737	<,001[c]
	Residual	157,314	114	1,380		
	Total	181,790	115			

a. Label Stimuli = V–Label

b. Dependent Variable: Usage Itention

c. Predictors: (Constant), Attitude towards FOP V–label

Coefficients[a,b]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	1,970	,453		4,349	<,001		
	Attitude towards FOP V–label	,401	,095	,367	4,212	<,001	1,000	1,000

a. Label Stimuli = V–Label

b. Dependent Variable: Usage Itention

Collinearity Diagnostics[a,b]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Attitude towards FOP V–label
1	1	1,971	1,000	,01	,01
	2	,029	8,182	,99	,99

a. Label Stimuli = V–Label

b. Dependent Variable: Usage Itention

Residuals Statistics – Attitude Towards products with FOP V–label[a,b]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,3704	4,7749	3,8207	,46134	116
Residual	-2,97339	4,62963	,00000	1,16959	116
Std. Predicted Value	-3,144	2,068	,000	1,000	116
Std. Residual	-2,531	3,941	,000	,996	116

a. Label Stimuli = V–Label

b. Dependent Variable: Usage Itention

Histogram

Dependent Variable: Usage Itention

Label Stimuli: V–Label

Mean = 1,01E−15
Std. Dev. = 0,996
N = 116

Regression Standardized Residual

Normal P–P Plot of Regression Standardized Residual

Dependent Variable: Usage Itention

Label Stimuli: V–Label

Observed Cum Prob

Scatterplot – Attitude Towards products with FOP V–label

Dependent Variable: Usage Itention

Label Stimuli: V–Label

Regression Standardized Predicted Value
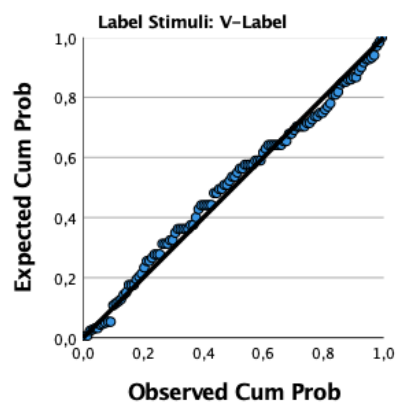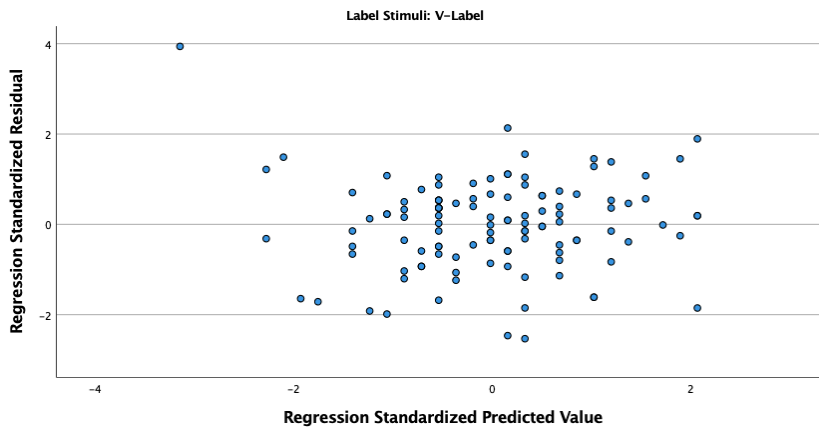
Correlations[a]

		Attitude towards FOP V–label	Unstandardized Residual
Attitude towards FOP V–label	Pearson Correlation	1	,000
Unstandardized Residual	Pearson Correlation	,000	1

a. Label Stimuli = V–Label

Appendix PPP - Trust's Independent Sample t Test | Source: IBM SPSS

Group Statistics

	Label Stimuli	N	Mean	Std. Deviation	Std. Error Mean
Trust	V-Label	116	4,0625	1,12850	,10478
	Non V-Label	122	3,9426	1,23756	,11204

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Trust	Equal variances assumed	1,772	,184	,780	236	,218	,436	,11988	,15376	-,18304	,42279
	Equal variances not assumed			,781	235,594	,218	,435	,11988	,15340	-,18234	,42209

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
Trust	Cohen's d	1,18567	,101	-,153	,355
	Hedges' correction	1,18945	,101	-,153	,354
	Glass's delta	1,23756	,097	-,158	,351

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

Appendix PPP - WTP's Independent Sample t Test | Source: IBM SPSS

Group Statistics

	Label Stimuli	N	Mean	Std. Deviation	Std. Error Mean
WTP	V-Label	116	1,5036	,71265	,06617
	Non V-Label	122	1,5071	,61475	,05566

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
WTP	Equal variances assumed	,095	,758	-,041	236	,484	,968	-,00351	,08614	-,17322	,16620
	Equal variances not assumed			-,041	227,203	,484	,968	-,00351	,08646	-,17388	,16686

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
WTP	Cohen's d	,66426	-,005	-,259	,249
	Hedges' correction	,66638	-,005	-,259	,248
	Glass's delta	,61475	-,006	-,260	,248

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

Appendix RRR- Purchase Intention's Independent Sample t Test | Source: IBM SPSS

Group Statistics

	Label Stimuli	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intention	V-Label	116	3,7529	1,52412	,14151
	Non V-Label	122	3,6257	1,69132	,15312

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Purchase Intention	Equal variances assumed	3,090	,080	,608	236	,272	,543	,12719	,20905	-,28465	,53903
	Equal variances not assumed			,610	235,331	,271	,542	,12719	,20850	-,28358	,53796

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
Purchase Intention	Cohen's d	1,61201	,079	-,175	,333
	Hedges' correction	1,61716	,079	-,175	,332
	Glass's delta	1,69132	,075	-,179	,329

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

Appendix SSS - Usage Intention Sample t Test | Source: IBM SPSS

Group Statistics

	Label Stimuli	N	Mean	Std. Deviation	Std. Error Mean
Usage Itention	V-Label	116	3,8207	1,25729	,11674
	Non V-Label	122	3,8328	1,25714	,11382

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Usage Itention	Equal variances assumed	,056	,813	-,074	236	,470	,941	-,01210	,16304	-,33329	,30910
	Equal variances not assumed			-,074	235,393	,470	,941	-,01210	,16304	-,33330	,30910

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
Usage Itention	Cohen's d	1,25722	-,010	-,264	,245
	Hedges' correction	1,26123	-,010	-,263	,244
	Glass's delta	1,25714	-,010	-,264	,245

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

Appendix TTT - Trust Mediation Model | Source: IBM SPSS

```
************************************************************************
Model  : 4
    Y  : PI
    X  : Attitude
    M  : Trust

Sample
Size:  116

************************************************************************
OUTCOME VARIABLE:
 Trust

Model Summary
          R          R-sq        MSE           F         df1         df2           p
      ,5941        ,3530        ,8312      62,1991      1,0000     114,0000        ,0000

Model (1)
              coeff          se            t           p         LLCI         ULCI
constant     1,3722        ,3515       3,9044        ,0002        ,6760       2,0685
Attitude      ,5824        ,0739       7,8866        ,0000        ,4361        ,7287

Standardized coefficients
              coeff
Attitude      ,5941

************************************************************************
OUTCOME VARIABLE:
 PI

Model Summary
          R          R-sq        MSE           F         df1         df2           p
      ,7412        ,5494       1,0653      68,8851      2,0000     113,0000        ,0000

Model (2)
              coeff          se            t           p         LLCI         ULCI
constant    -1,0899        ,4237      -2,5726        ,0114      -1,9292       -,2506
Attitude      ,6838        ,1039       6,5786        ,0000        ,4779        ,8897
Trust         ,4146        ,1060       3,9104        ,0002        ,2046        ,6247

Standardized coefficients
              coeff
Attitude      ,5165
Trust         ,3070
```

```
*************************** TOTAL EFFECT MODEL ***************************
OUTCOME VARIABLE:
 PI

Model Summary
          R        R-sq        MSE          F        df1        df2          p
      ,6989       ,4884     1,1988   108,8356     1,0000   114,0000      ,0000

Model (3)
            coeff         se          t          p       LLCI       ULCI
constant   -,5209       ,4221    -1,2342      ,2197    -1,3571      ,3152
Attitude    ,9253       ,0887    10,4324      ,0000      ,7496     1,1010

Standardized coefficients
            coeff
Attitude    ,6989

************* TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *************

Total effect of X on Y
    Effect         se          t          p       LLCI       ULCI       c_cs
     ,9253       ,0887    10,4324      ,0000      ,7496     1,1010      ,6989

Direct effect of X on Y
    Effect         se          t          p       LLCI       ULCI      c'_cs
     ,6838       ,1039     6,5786      ,0000      ,4779      ,8897      ,5165

Indirect effect(s) of X on Y:
          Effect     BootSE    BootLLCI   BootULCI
Trust      ,2415      ,0747       ,1127      ,4049

Completely standardized indirect effect(s) of X on Y:
          Effect     BootSE    BootLLCI   BootULCI
Trust      ,1824      ,0538       ,0868      ,2990

********************** ANALYSIS NOTES AND ERRORS **********************

Level of confidence for all confidence intervals in output:
  95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

------ END MATRIX -----
```

Appendix UUU - WTP Mediation Model | Source: IBM SPSS

```
*************************************************************************
Model  : 4
    Y  : UI
    X  : Attitude
    M  : @_WTP

Sample
Size:  116

*************************************************************************
OUTCOME VARIABLE:
 @_WTP

Model Summary
          R        R-sq        MSE          F        df1        df2          p
      ,2680       ,0718       ,4755     8,8184     1,0000   114,0000      ,0036

Model
            coeff         se          t          p       LLCI       ULCI
constant    ,7374       ,2658     2,7739      ,0065      ,2108     1,2641
Attitude    ,1659       ,0559     2,9696      ,0036      ,0552      ,2765

Standardized coefficients
            coeff
Attitude    ,2680
```

```
*************************************************************************
OUTCOME VARIABLE:
 UI

Model Summary
          R        R-sq        MSE          F        df1        df2          p
      ,3681       ,1355     1,3908     8,8556     2,0000   113,0000       ,0003

Model
              coeff         se          t          p        LLCI        ULCI
constant     1,9300       ,4697     4,1088       ,0001       ,9994     2,8606
Attitude      ,3918       ,0992     3,9518       ,0001       ,1954      ,5883
@_WTP         ,0537       ,1602      ,3354       ,7380     -,2636      ,3710

Standardized coefficients
              coeff
Attitude      ,3588
@_WTP         ,0304


*************************** TOTAL EFFECT MODEL ***************************
OUTCOME VARIABLE:
 UI

Model Summary
          R        R-sq        MSE          F        df1        df2          p
      ,3669       ,1346     1,3800    17,7368     1,0000   114,0000       ,0001

Model
              coeff         se          t          p        LLCI        ULCI
constant     1,9696       ,4529     4,3493       ,0000     1,0725     2,8667
Attitude      ,4008       ,0952     4,2115       ,0001       ,2122      ,5893

Standardized coefficients
              coeff
Attitude      ,3669

************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **************

Total effect of X on Y
     Effect         se          t          p        LLCI        ULCI        c_cs
      ,4008       ,0952     4,2115       ,0001       ,2122      ,5893       ,3669

Direct effect of X on Y
     Effect         se          t          p        LLCI        ULCI       c'_cs
      ,3918       ,0992     3,9518       ,0001       ,1954      ,5883       ,3588

Indirect effect(s) of X on Y:
          Effect     BootSE    BootLLCI    BootULCI
@_WTP      ,0089      ,0287      -,0526       ,0648

Completely standardized indirect effect(s) of X on Y:
          Effect     BootSE    BootLLCI    BootULCI
@_WTP      ,0082      ,0261      -,0510       ,0572

*********************** ANALYSIS NOTES AND ERRORS ***********************

Level of confidence for all confidence intervals in output:
  95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

------ END MATRIX -----
```