

ID	Size	Cluster label/theme (auto)	Representative quotes
C1	69	Top terms: care, scanned, code, check, want, certific	“I scanned the code to check animal welfare.” “I scanned the code to check origi
C2	34	Top terms: information, decision, purchase, influence	“The information could influence in the future my purchase decision.” “The inform
C3	24	Top terms: didn, scan, notice, hurry, sure, safe, wasn	“I didn't scan because I wasn't sure it was safe.” “I didn't scan because I wasn't s
C4	23	Top terms: scanning, straightforward, needed, confus	“Scanning was frustrating; I gave up.” “Scanning was straightforward; I got more