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* Encoding: UTF-8.

#sample descriptives

DATASET ACTIVATE DataSet1.
DESCRIPTIVES VARIABLES=age
  /STATISTICS=MEAN STDDEV MIN MAX.

FREQUENCIES VARIABLES=gender nationality
  /ORDER=ANALYSIS.

#manipulation check moral disgust

FREQUENCIES VARIABLES=Manipulation_check_p Manipulation_check_f
  /ORDER=ANALYSIS.

#manipulation check primal disgust

FREQUENCIES VARIABLES=Manipulation_check_p.0 Manipulation_check_f.0
  /ORDER=ANALYSIS.


#CRONBACH characteristics

RELIABILITY
  /VARIABLES=Animal_welfare_1 Animal_welfare_2
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

RELIABILITY
  /VARIABLES=Sustainability_1 Sustainability_2
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

#CRONBACH 1.1 pork*moral purchase intention

RELIABILITY
  /VARIABLES=Purchase_intention_p_1 Purchase_intention_p_2 Purchase_intention_p_3
    Purchase_intention_p_4 Purchase_intention_p_5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

#CRONBACH 1.2 pork*moral disgust

RELIABILITY
  /VARIABLES=Disgust_p_1 Disgust_p_2 Disgust_p_3 Disgust_p_4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

#CRONBACH 1.3 pork*moral empathy

RELIABILITY
  /VARIABLES=Empathy_p_1 Empathy_p_2 Empathy_p_3
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

#CRONBACH 2.1 fish*moral purchase intention
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RELIABILITY
  /VARIABLES=Purchase_intention_f_1 Purchase_intention_f_2 Purchase_intention_f_3
    Purchase_intention_f_4 Purchase_intention_f_5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

#CRONBACH 2.2 fish*moral disgust

RELIABILITY
  /VARIABLES=Disgust_f_1 Disgust_f_2 Disgust_f_3 Disgust_f_4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

#CRONBACH 2.3 fish*moral empathy

RELIABILITY
  /VARIABLES=Empathy_f_1 Empathy_f_2 Empathy_f_3
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

#CRONBACH 3.1 pork*primal purchase intention

RELIABILITY
  /VARIABLES=Purchase_intention_p_1.0 Purchase_intention_p_2.0 Purchase_intention_p_3.0
    Purchase_intention_p_4.0 Purchase_intention_p_5.0
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

#CRONBACH 3.2 pork*primal disgust

RELIABILITY
  /VARIABLES=Disgust_p_1.0 Disgust_p_2.0 Disgust_p_3.0 Disgust_p_4.0
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

#CRONBACH 3.3 pork*primal empathy

RELIABILITY
  /VARIABLES=Empathy_p_1.0 Empathy_p_2.0 Empathy_p_3.0
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

#CRONBACH 4.1 fish*primal purchase intention

RELIABILITY
  /VARIABLES=Purchase_intention_f_1.0 Purchase_intention_f_2.0 Purchase_intention_f_3.0
    Purchase_intention_f_4.0 Purchase_intention_f_5.0
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

#CRONBACH 4.2 fish*primal disgust

RELIABILITY
  /VARIABLES=Disgust_f_1.0 Disgust_f_2.0 Disgust_f_3.0 Disgust_f_4.0
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.

#CRONBACH 4.3 fish*primal empathy
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```
RELIABILITY
  /VARIABLES=Empathy_f_1.0 Empathy_f_2.0 Empathy_f_3.0
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.


#SCALE MEAN

COMPUTE animal_welfare=MEAN(Animal_welfare_1, Animal_welfare_2)

EXECUTE

COMPUTE sustainability=MEAN(Sustainability_1, Sustainability_2)

EXECUTE

#pork*moral

COMPUTE purchase_intention_pmoral=MEAN(Purchase_intention_p_1, Purchase_intention_p_2,
Purchase_intention_p_3, Purchase_intention_p_4, Purchase_intention_p_5)

EXECUTE

COMPUTE disgust_pmoral=MEAN(Disgust_p_1, Disgust_p_2, Disgust_p_3, Disgust_p_4)

EXECUTE

COMPUTE empathy_pmoral=MEAN(Empathy_p_1, Empathy_p_2, Empathy_p_3)

EXECUTE

#fish*moral

COMPUTE purchase_intention_fmoral=MEAN(Purchase_intention_f_1, Purchase_intention_f_2,
Purchase_intention_f_3, Purchase_intention_f_4, Purchase_intention_f_5)

EXECUTE

COMPUTE disgust_fmoral=MEAN(Disgust_f_1, Disgust_f_2, Disgust_f_3, Disgust_f_4)

EXECUTE

COMPUTE empathy_fmoral=MEAN(Empathy_f_1, Empathy_f_2, Empathy_f_3)

EXECUTE

#pork*primal

COMPUTE purchase_intention_pprimal=MEAN(Purchase_intention_p_1.0, Purchase_intention_p_2.0,
Purchase_intention_p_3.0, Purchase_intention_p_4.0, Purchase_intention_p_5.0)

EXECUTE

COMPUTE disgust_pprimal=MEAN(Disgust_p_1.0, Disgust_p_2.0, Disgust_p_3.0, Disgust_p_4.0)

EXECUTE
```

```
COMPUTE empathy_pprimal=MEAN(Empathy_p_1.0, Empathy_p_2.0, Empathy_p_3.0)

EXECUTE

#fish*primal

COMPUTE purchase_intention_fprimal=MEAN(Purchase_intention_f_1.0, Purchase_intention_f_2.0,
Purchase_intention_f_3.0, Purchase_intention_f_4.0, Purchase_intention_f_5.0)

EXECUTE

COMPUTE disgust_fprimal=MEAN(Disgust_f_1.0, Disgust_f_2.0, Disgust_f_3.0, Disgust_f_4.0)

EXECUTE

COMPUTE empathy_fprimal=MEAN(Empathy_f_1.0, Empathy_f_2.0, Empathy_f_3.0)

EXECUTE


#PURCHASE INTENTION aggregate

COMPUTE purchase_intention_P=purchase_intention_pmoral

if missing(purchase_intention_pmoral) purchase_intention_P=purchase_intention_pprimal

EXECUTE

COMPUTE purchase_intention_F=purchase_intention_fprimal

if missing(purchase_intention_fprimal) purchase_intention_F=purchase_intention_fmoral

EXECUTE

#DISGUST aggregate

COMPUTE disgust_P=disgust_pmoral

if missing(disgust_pmoral) disgust_P=disgust_pprimal

EXECUTE

COMPUTE disgust_F=disgust_fmoral

if missing(disgust_fmoral) disgust_F=disgust_fprimal

EXECUTE

#EMPATHY aggregate

COMPUTE empathy_P=empathy_pmoral

if missing(empathy_pmoral) empathy_P=empathy_pprimal

EXECUTE

COMPUTE empathy_F=empathy_fmoral
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if missing(empathy_fmoral) empathy_F=empathy_fprimal

EXECUTE

#PURCHASE INTENTION

DATASET ACTIVATE DataSet1.
GLM purchase_intention_P purchase_intention_F BY Condition
  /WSFACTOR=capacity 2 Polynomial
  /METHOD=SSTYPE(3)
  /EMMEANS=TABLES(Condition) COMPARE ADJ(LSD)
  /EMMEANS=TABLES(capacity) COMPARE ADJ(LSD)
  /EMMEANS=TABLES(Condition*capacity) COMPARE(Condition) ADJ(LSD)
  /EMMEANS=TABLES(Condition*capacity) COMPARE(capacity) ADJ(LSD)
  /PRINT=DESCRIPTIVE ETASQ HOMOGENEITY
  /CRITERIA=ALPHA(.05)
  /WSDESIGN=capacity
  /DESIGN=Condition.

#DISGUST

GLM disgust_P disgust_F BY Condition
  /WSFACTOR=capacity 2 Polynomial
  /METHOD=SSTYPE(3)
  /EMMEANS=TABLES(Condition) COMPARE ADJ(LSD)
  /EMMEANS=TABLES(capacity) COMPARE ADJ(LSD)
  /EMMEANS=TABLES(Condition*capacity) COMPARE(Condition) ADJ(LSD)
  /EMMEANS=TABLES(Condition*capacity) COMPARE(capacity) ADJ(LSD)
  /PRINT=DESCRIPTIVE ETASQ HOMOGENEITY
  /CRITERIA=ALPHA(.05)
  /WSDESIGN=capacity
  /DESIGN=Condition.

#EMPATHY

GLM empathy_P empathy_F BY Condition
  /WSFACTOR=capacity 2 Polynomial
  /METHOD=SSTYPE(3)
  /EMMEANS=TABLES(Condition) COMPARE ADJ(LSD)
  /EMMEANS=TABLES(capacity) COMPARE ADJ(LSD)
  /EMMEANS=TABLES(Condition*capacity) COMPARE(Condition) ADJ(LSD)
  /EMMEANS=TABLES(Condition*capacity) COMPARE(capacity) ADJ(LSD)
  /PRINT=DESCRIPTIVE ETASQ HOMOGENEITY
  /CRITERIA=ALPHA(.05)
  /WSDESIGN=capacity
  /DESIGN=Condition.

#COVARIATES purchase intention

GLM purchase_intention_P purchase_intention_F BY Condition WITH animal_welfare Diet
    gender
  /WSFACTOR=capacity 2 Polynomial
  /METHOD=SSTYPE(3)
  /PRINT=ETASQ
  /CRITERIA=ALPHA(.05)
  /WSDESIGN=capacity
  /DESIGN=animal_welfare Diet gender Condition.
```

```
#COVARIATES disgust

GLM disgust_P disgust_F BY Condition WITH animal_welfare Diet gender
  /WSFACTOR=capacity 2 Polynomial
  /METHOD=SSTYPE(3)
  /PRINT=ETASQ
  /CRITERIA=ALPHA(.05)
  /WSDESIGN=capacity
  /DESIGN=animal_welfare Diet gender Condition.

#COVARIATES empathy

GLM empathy_P empathy_F BY Condition WITH animal_welfare Diet gender
  /WSFACTOR=capacity 2 Polynomial
  /METHOD=SSTYPE(3)
  /PRINT=ETASQ
  /CRITERIA=ALPHA(.05)
  /WSDESIGN=capacity
  /DESIGN=animal_welfare Diet gender Condition.

GLM empathy_P empathy_F BY gender
  /WSFACTOR=capacity 2 Polynomial
  /METHOD=SSTYPE(3)
  /EMMEANS=TABLES(gender*capacity) COMPARE(gender) ADJ(LSD)
  /PRINT=DESCRIPTIVE HOMOGENEITY ETASQ
  /CRITERIA=ALPHA(.05)
  /WSDESIGN=capacity
  /DESIGN=gender.
```