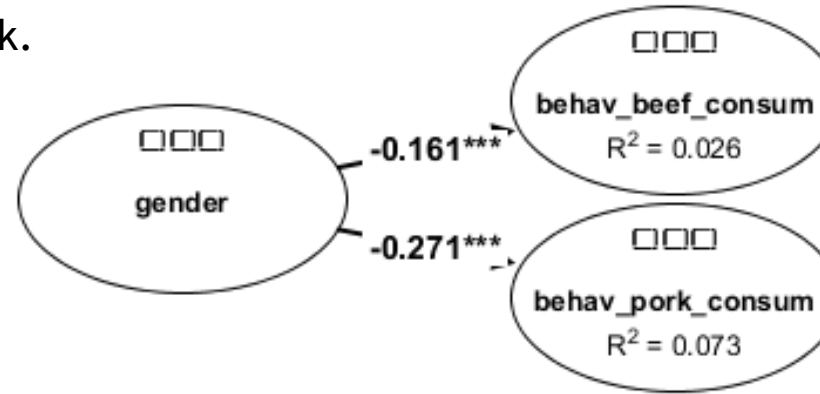


# PLS-Tutorials

Dominic Lemken

# Tutorial 1

There is a gender gap in red meat consumption. Women consume less beef and particularly pork.

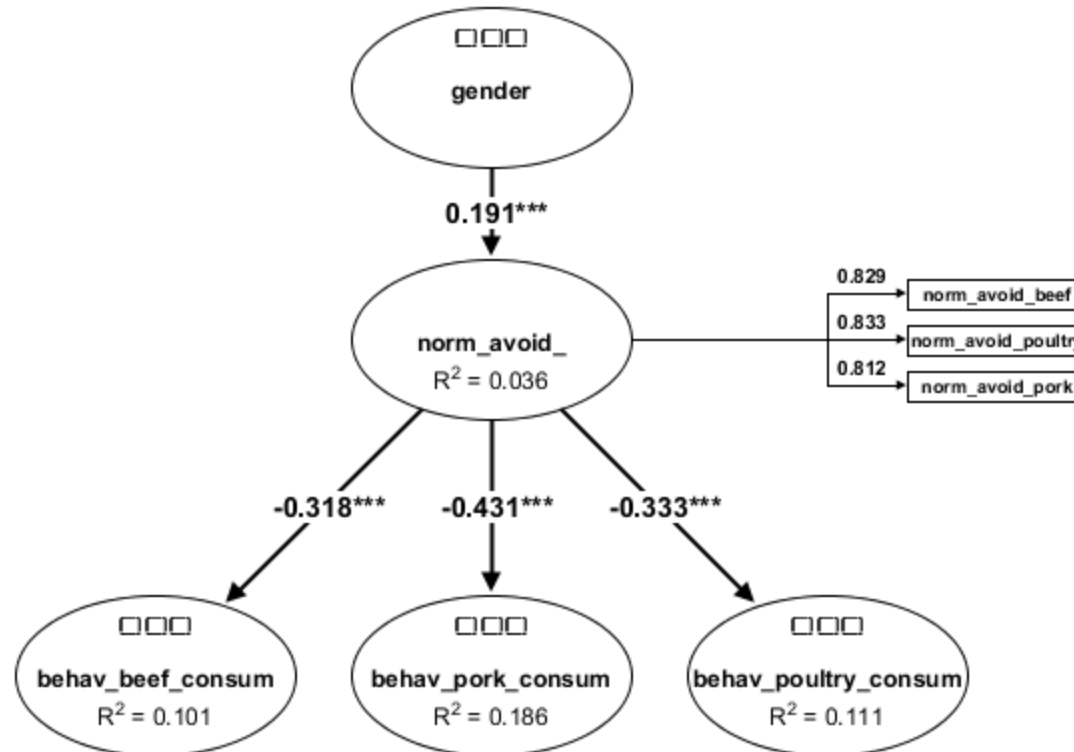


1. Can animal welfare related concepts (here: socio\_worldview2 and 5) explain the gender gap in red meat consumption?
2. What type of mediation relationship has to be concluded?

Item name	Wording (Likert-Scale)
Socio_worldview2	Tiere sind mit Würde und Respekt zu behandeln
Socio_worldview5	Es sollte der Anspruch der Menschheit sein, dass Tiere zunehmend besser leben können

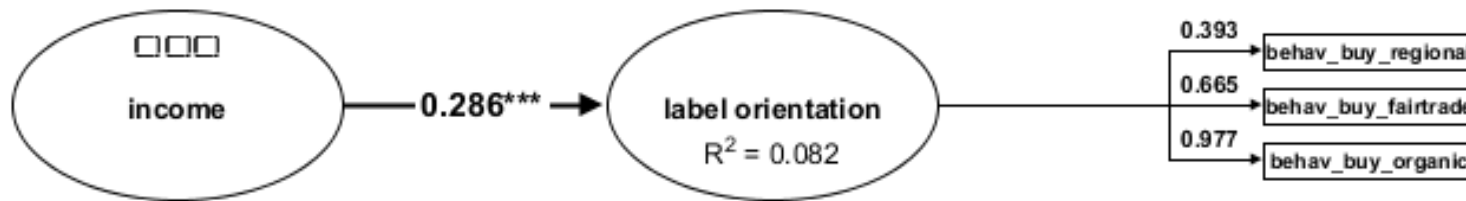
# Tutorial 2

- One more try: We are interested in the norm to avoid meat consumption and why women experience the norm stronger than men. Can the perceived ability to avoid meat (abil\_beef\_consum, \_pork, \_poultry) explain the gender gap for the norm?



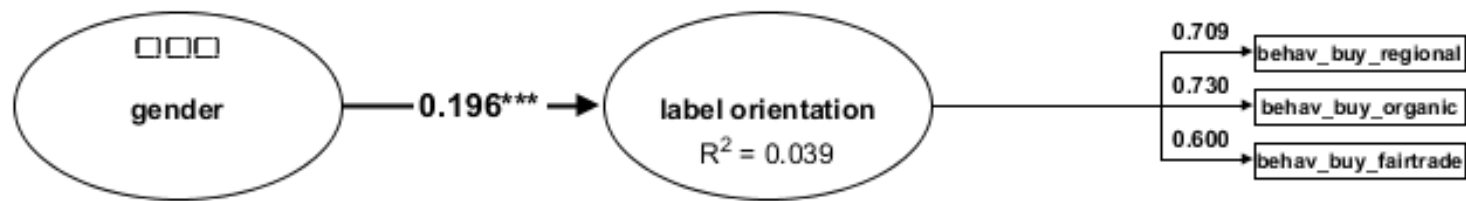
# Tutorial 3

- ▶ Income explains some of the variance in label orientation (organic, regional, fairtrade). Is the effect of income moderated through gender differences?
  - ▶ Use „gender“ and the interaction term „gender\_income“ to model the moderation



# Tutorial 4

1. What type of modelling problem do we create, if we model the mediation of ability and norm to buy labelled products (abil\_, norm\_: regional, organic, fairtrade) to predict gender differences label orientation
2. What type of mediator relationship would we have concluded

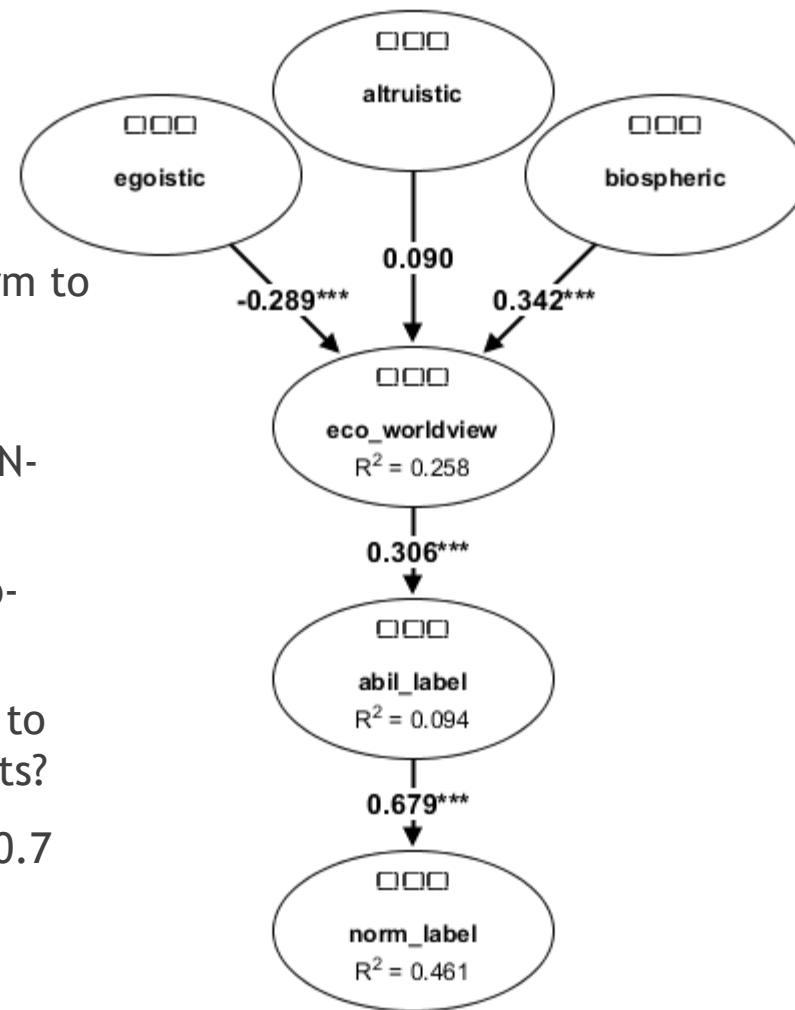


# Tutorial 5

Build a VBN model to predict the norm to buy labelled products

Add a socio-economic worldview (socio\_worldview 1 and 3) to the VBN-Theory.

1. Which values influence the socio-worldview?
  2. Now, do altruistic values matter to the norm to buy labelled products?
- Keep AVE>0.45 and Cronbach  $\alpha$  >0.7 and do not use single indicator concepts



Item name	Wording (Likert-Scale)
Socio_worldview1	Es sollte der Anspruch der Menschheit sein, dass niemand Hunger leiden muss
Socio_worldview3	Alle Menschen müssen die Möglichkeit haben ihre Grundbedürfnisse zu decken

# Tutorial 6

Build a comparative VBN model to predict the Norm to

- a. buy labelled products
  - b. to use leftovers
  - c. seperate waste
1. Which of the norms (a,b,c) explains the socio-worldview best?
  2. Which of the norms (a,b,c) explains the eco-worldview best?

Hint: start from the model in tutorial 5