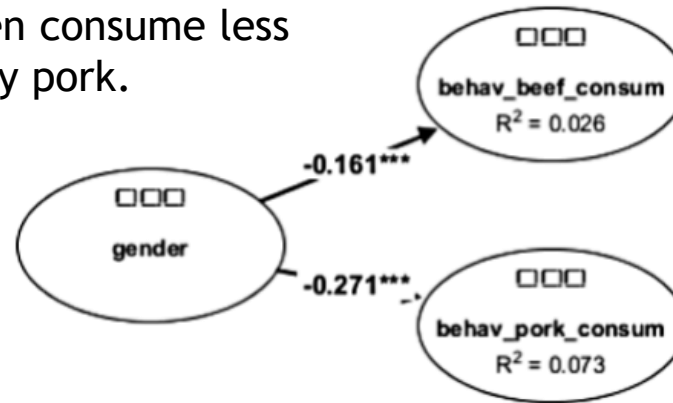


Tutorial 1

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



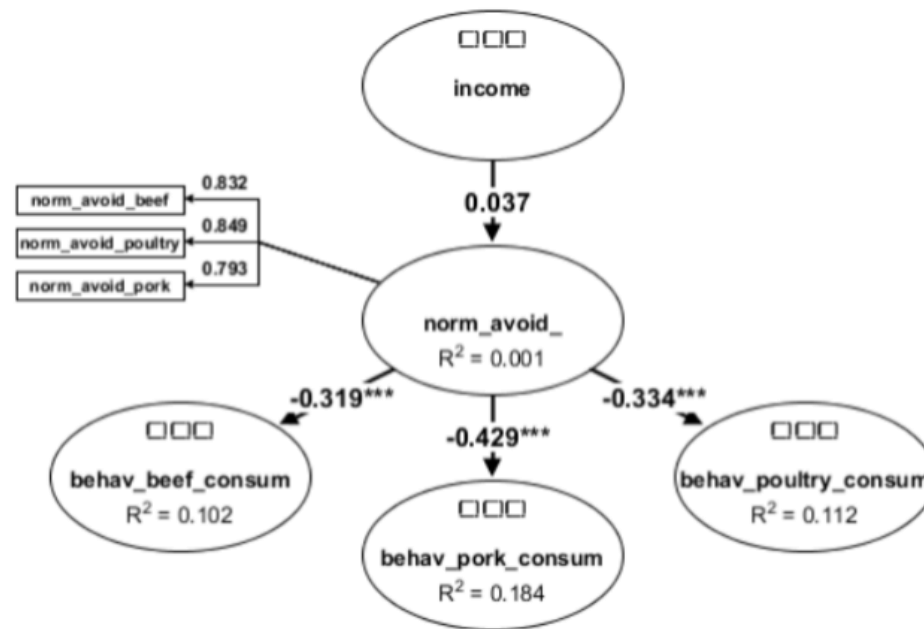
1. Can animal welfare related attitudes (here: socio_worldview2 and 5) explain the gender gap (mediate) in red meat consumption?
2. What type of mediation relationship has to be concluded?

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

We are interested in income differences for the felt norm to avoid meat consumption. We conclude no significant differences.

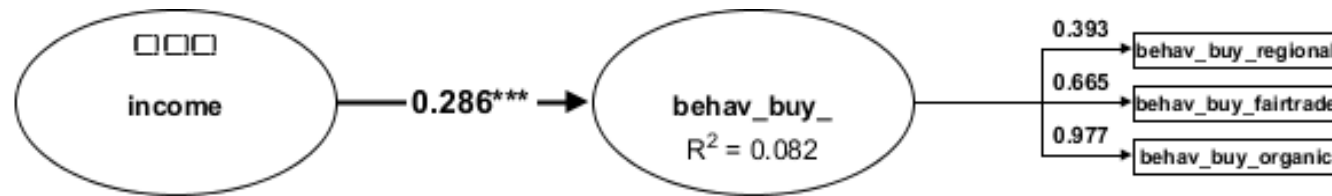
1. Does the conclusion change if we mediate the relationship by the perceived ability to avoid meat (abil_beef_consum, _pork, _poultry)?
2. How do you interpret the mediated income effect on the norm?



Tutorial 3

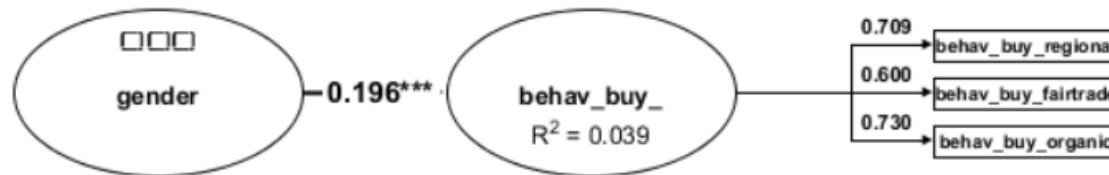
Consumers with a higher income consume more labelled food products (organic, regional, fairtrade). Is the effect of income moderated through gender differences? (report the p-value for the interaction term)

Hint: Use „gender“ and the interaction term „gender_income“ to model the moderation similar to a regression approach



Tutorial 4

1. What type of measurement problem do we create, if we model the „gender - label purchase“ relationship with a potential mediation via the ability and norm to buy labelled products (abil_, norm_: regional, organic, fairtrade)?
2. What type of mediator relationship would we have concluded?

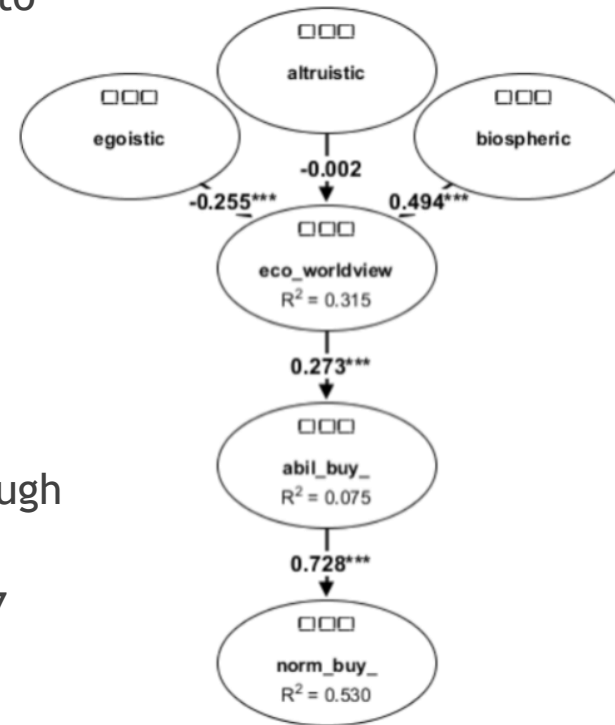


Tutorial 5

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 (egoistic, altruistic, biospheric) influence the socio-worldview?
 2. Do altruistic values matter to the norm to buy labelled products through the socio-worldview?
- Keep AVE>0.45 and Cronbach_α >0.7 and do not use single indicator concepts



Item name	Wording (Likert-Scale)
Socio_worldview1	Humanity should have the aspiration that no human suffers from hunger
Socio_worldview3	All humans must have the opportunity to fulfil basic needs



Tutorial 6



Build one comparative VBN model to predict the Norm to

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

Hint: start from the model in tutorial 5

