**Table #**

*Pooled Results for Logistic Regression Model Predicting Consumer Behaviors*

| Term | *OR* | *b* | *SE* (*b*) | *t* | *df* | *p* |
| --- | --- | --- | --- | --- | --- | --- |
| Intercept | 0.86 | -0.15 | 0.07 | -2.09 | 811.85 | 0.037 |
| FramingCode1 | 1.13 | 0.12 | 0.17 | 0.71 | 882.44 | 0.479 |
| FramingCode2 | 1.66 | 0.50 | 0.15 | 3.32 | 937.44 | 0.001 |
| NormCode1 | 1.15 | 0.14 | 0.11 | 1.22 | 894.46 | 0.224 |
| NormCode2 | 1.00 | 0.00 | 0.06 | 0.03 | 984.07 | 0.974 |
| NormCode3 | 1.01 | 0.01 | 0.05 | 0.29 | 1,025.11 | 0.771 |
| NormCode4 | 1.02 | 0.02 | 0.04 | 0.48 | 955.66 | 0.628 |
| Biospheric Values | 1.66 | 0.51 | 0.11 | 4.80 | 1,004.89 | 0.000 |
| Altruistic Values | 1.25 | 0.23 | 0.15 | 1.53 | 946.39 | 0.127 |
| Egoistic Values | 0.48 | -0.73 | 0.10 | -7.29 | 751.72 | 0.000 |
| Hedonic Values | 1.01 | 0.01 | 0.12 | 0.07 | 847.89 | 0.948 |
| Ingroup Identification | 1.01 | 0.01 | 0.07 | 0.14 | 856.02 | 0.888 |
| Self-deceptive Enhancement | 0.79 | -0.24 | 0.09 | -2.62 | 1,033.26 | 0.009 |
| Impression Management | 0.80 | -0.23 | 0.09 | -2.56 | 984.40 | 0.011 |
| Clothing Interest | 1.05 | 0.05 | 0.10 | 0.54 | 1,002.21 | 0.590 |
| Gender | 0.99 | -0.01 | 0.17 | -0.08 | 219.03 | 0.936 |
| Age | 0.92 | -0.09 | 0.05 | -1.73 | 57.42 | 0.088 |
| FramingCode1 x NormCode1 | 1.59 | 0.46 | 0.27 | 1.73 | 1,018.11 | 0.084 |
| FramingCode2 x NormCode1 | 1.42 | 0.35 | 0.24 | 1.43 | 1,000.36 | 0.154 |
| FramingCode1 x NormCode2 | 0.94 | -0.06 | 0.16 | -0.36 | 829.44 | 0.723 |
| FramingCode2 x NormCode2 | 0.99 | -0.01 | 0.13 | -0.07 | 1,020.08 | 0.943 |
| FramingCode1 x NormCode3 | 1.07 | 0.06 | 0.11 | 0.58 | 936.83 | 0.559 |
| FramingCode2 x NormCode3 | 1.09 | 0.09 | 0.10 | 0.87 | 1,027.20 | 0.385 |
| FramingCode1 x NormCode4 | 1.03 | 0.03 | 0.09 | 0.30 | 532.64 | 0.765 |
| FramingCode2 x NormCode4 | 0.96 | -0.04 | 0.07 | -0.55 | 838.86 | 0.580 |
| FramingCode1 x Biospheric Values | 0.83 | -0.19 | 0.27 | -0.69 | 1,010.64 | 0.488 |
| FramingCode2 x Biospheric Values | 1.48 | 0.39 | 0.21 | 1.83 | 966.99 | 0.068 |
| NormCode1 x Biospheric Values | 1.31 | 0.27 | 0.16 | 1.68 | 953.88 | 0.093 |
| NormCode2 x Biospheric Values | 1.06 | 0.06 | 0.09 | 0.66 | 941.57 | 0.509 |
| NormCode3 x Biospheric Values | 1.01 | 0.01 | 0.07 | 0.12 | 929.20 | 0.901 |
| NormCode4 x Biospheric Values | 1.01 | 0.01 | 0.06 | 0.21 | 718.24 | 0.837 |
| FramingCode1 x Altruistic Values | 2.02 | 0.70 | 0.35 | 1.98 | 1,018.33 | 0.047 |
| FramingCode2 x Altruistic Values | 0.46 | -0.77 | 0.30 | -2.53 | 962.73 | 0.012 |
| NormCode1 x Altruistic Values | 0.58 | -0.54 | 0.24 | -2.24 | 985.71 | 0.025 |
| NormCode2 x Altruistic Values | 1.23 | 0.20 | 0.13 | 1.58 | 1,034.11 | 0.115 |
| NormCode3 x Altruistic Values | 1.08 | 0.08 | 0.09 | 0.83 | 1,003.03 | 0.407 |
| NormCode4 x Altruistic Values | 1.07 | 0.07 | 0.07 | 0.95 | 491.64 | 0.343 |
| FramingCode1 x Egoistic Values | 0.61 | -0.49 | 0.24 | -2.09 | 892.82 | 0.037 |
| FramingCode2 x Egoistic Values | 0.90 | -0.10 | 0.20 | -0.52 | 1,034.64 | 0.605 |
| NormCode1 x Egoistic Values | 1.02 | 0.02 | 0.16 | 0.14 | 955.96 | 0.891 |
| NormCode2 x Egoistic Values | 0.95 | -0.05 | 0.09 | -0.57 | 1,022.18 | 0.567 |
| NormCode3 x Egoistic Values | 1.06 | 0.06 | 0.06 | 0.97 | 910.69 | 0.332 |
| NormCode4 x Egoistic Values | 0.96 | -0.04 | 0.05 | -0.77 | 779.88 | 0.443 |
| FramingCode1 x Hedonic Values | 0.79 | -0.24 | 0.29 | -0.81 | 939.09 | 0.420 |
| FramingCode2 x Hedonic Values | 1.01 | 0.01 | 0.25 | 0.03 | 913.63 | 0.979 |
| NormCode1 x Hedonic Values | 0.97 | -0.03 | 0.20 | -0.14 | 937.34 | 0.887 |
| NormCode2 x Hedonic Values | 0.94 | -0.06 | 0.11 | -0.58 | 1,033.42 | 0.563 |
| NormCode3 x Hedonic Values | 0.91 | -0.09 | 0.08 | -1.16 | 906.44 | 0.247 |
| NormCode4 x Hedonic Values | 0.97 | -0.03 | 0.06 | -0.50 | 960.15 | 0.614 |
| FramingCode1 x Ingroup Identification | 1.02 | 0.02 | 0.17 | 0.13 | 999.83 | 0.896 |
| FramingCode2 x Ingroup Identification | 1.07 | 0.07 | 0.15 | 0.46 | 1,015.90 | 0.647 |
| NormCode1 x Ingroup Identification | 0.96 | -0.04 | 0.11 | -0.39 | 1,013.44 | 0.699 |
| NormCode2 x Ingroup Identification | 0.97 | -0.03 | 0.07 | -0.40 | 1,000.68 | 0.688 |
| NormCode3 x Ingroup Identification | 1.01 | 0.01 | 0.05 | 0.27 | 965.35 | 0.791 |
| NormCode4 x Ingroup Identification | 0.97 | -0.03 | 0.04 | -0.74 | 532.82 | 0.461 |
| FramingCode1 x NormCode1 x Biospheric Values | 0.72 | -0.33 | 0.40 | -0.83 | 937.25 | 0.409 |
| FramingCode2 x NormCode1 x Biospheric Values | 0.91 | -0.10 | 0.35 | -0.28 | 982.19 | 0.782 |
| FramingCode1 x NormCode2 x Biospheric Values | 1.16 | 0.15 | 0.24 | 0.63 | 952.58 | 0.526 |
| FramingCode2 x NormCode2 x Biospheric Values | 0.95 | -0.05 | 0.19 | -0.28 | 968.58 | 0.782 |
| FramingCode1 x NormCode3 x Biospheric Values | 1.12 | 0.11 | 0.17 | 0.66 | 922.00 | 0.508 |
| FramingCode2 x NormCode3 x Biospheric Values | 0.98 | -0.02 | 0.13 | -0.17 | 1,022.77 | 0.867 |
| FramingCode1 x NormCode4 x Biospheric Values | 1.39 | 0.33 | 0.16 | 2.12 | 721.93 | 0.035 |
| FramingCode2 x NormCode4 x Biospheric Values | 0.95 | -0.05 | 0.11 | -0.45 | 674.06 | 0.654 |
| FramingCode1 x NormCode1 x Altruistic Values | 1.09 | 0.08 | 0.57 | 0.15 | 987.33 | 0.885 |
| FramingCode2 x NormCode1 x Altruistic Values | 1.43 | 0.36 | 0.54 | 0.67 | 987.42 | 0.502 |
| FramingCode1 x NormCode2 x Altruistic Values | 0.90 | -0.10 | 0.31 | -0.32 | 1,024.70 | 0.749 |
| FramingCode2 x NormCode2 x Altruistic Values | 1.59 | 0.47 | 0.27 | 1.70 | 1,028.55 | 0.090 |
| FramingCode1 x NormCode3 x Altruistic Values | 0.90 | -0.11 | 0.24 | -0.44 | 974.54 | 0.657 |
| FramingCode2 x NormCode3 x Altruistic Values | 1.32 | 0.28 | 0.19 | 1.44 | 1,024.86 | 0.150 |
| FramingCode1 x NormCode4 x Altruistic Values | 0.70 | -0.35 | 0.17 | -2.02 | 909.38 | 0.043 |
| FramingCode2 x NormCode4 x Altruistic Values | 1.09 | 0.08 | 0.14 | 0.61 | 682.51 | 0.540 |
| FramingCode1 x NormCode1 x Egoistic Values | 1.00 | 0.00 | 0.40 | 0.00 | 957.78 | 0.996 |
| FramingCode2 x NormCode1 x Egoistic Values | 0.86 | -0.15 | 0.33 | -0.46 | 832.98 | 0.644 |
| FramingCode1 x NormCode2 x Egoistic Values | 1.49 | 0.40 | 0.21 | 1.92 | 1,018.34 | 0.055 |
| FramingCode2 x NormCode2 x Egoistic Values | 1.04 | 0.04 | 0.18 | 0.22 | 1,029.61 | 0.830 |
| FramingCode1 x NormCode3 x Egoistic Values | 1.11 | 0.10 | 0.14 | 0.76 | 838.87 | 0.446 |
| FramingCode2 x NormCode3 x Egoistic Values | 0.94 | -0.06 | 0.13 | -0.50 | 969.87 | 0.617 |
| FramingCode1 x NormCode4 x Egoistic Values | 1.14 | 0.13 | 0.14 | 0.99 | 167.62 | 0.323 |
| FramingCode2 x NormCode4 x Egoistic Values | 1.04 | 0.04 | 0.11 | 0.35 | 542.60 | 0.730 |
| FramingCode1 x NormCode1 x Hedonic Values | 1.37 | 0.31 | 0.48 | 0.65 | 990.28 | 0.514 |
| FramingCode2 x NormCode1 x Hedonic Values | 0.84 | -0.17 | 0.42 | -0.41 | 622.66 | 0.683 |
| FramingCode1 x NormCode2 x Hedonic Values | 0.68 | -0.39 | 0.26 | -1.49 | 984.20 | 0.137 |
| FramingCode2 x NormCode2 x Hedonic Values | 1.15 | 0.14 | 0.23 | 0.61 | 991.02 | 0.540 |
| FramingCode1 x NormCode3 x Hedonic Values | 0.98 | -0.02 | 0.19 | -0.10 | 766.41 | 0.917 |
| FramingCode2 x NormCode3 x Hedonic Values | 1.25 | 0.22 | 0.16 | 1.39 | 935.24 | 0.164 |
| FramingCode1 x NormCode4 x Hedonic Values | 0.96 | -0.04 | 0.14 | -0.30 | 958.51 | 0.760 |
| FramingCode2 x NormCode4 x Hedonic Values | 1.11 | 0.11 | 0.12 | 0.89 | 525.51 | 0.375 |
| FramingCode1 x NormCode1 x Ingroup Identification | 0.96 | -0.05 | 0.26 | -0.17 | 1,009.36 | 0.864 |
| FramingCode2 x NormCode1 x Ingroup Identification | 1.13 | 0.12 | 0.23 | 0.52 | 964.41 | 0.603 |
| FramingCode1 x NormCode2 x Ingroup Identification | 1.28 | 0.25 | 0.17 | 1.43 | 776.75 | 0.153 |
| FramingCode2 x NormCode2 x Ingroup Identification | 1.12 | 0.11 | 0.14 | 0.82 | 985.05 | 0.415 |
| FramingCode1 x NormCode3 x Ingroup Identification | 1.01 | 0.01 | 0.11 | 0.13 | 899.92 | 0.900 |
| FramingCode2 x NormCode3 x Ingroup Identification | 1.04 | 0.04 | 0.10 | 0.44 | 1,022.06 | 0.658 |
| FramingCode1 x NormCode4 x Ingroup Identification | 0.97 | -0.03 | 0.09 | -0.35 | 920.72 | 0.729 |
| FramingCode2 x NormCode4 x Ingroup Identification | 1.04 | 0.04 | 0.08 | 0.48 | 715.94 | 0.632 |

*Note.* Categorical predictors are coded using orthogonal contrast codes. Continuous predictors are mean centered. *b* is a column of the unstandardized regression coefficients. *b\** is a column of the standardized regression coefficients. *OR* is a column of odds ratios.