**Table 1**

*Pooled Regression Results*

| Term | *b* | *SE* (*b*) | *beta* | *t* | *df* | *p* |
| --- | --- | --- | --- | --- | --- | --- |
| Intercept | 4.39 | 0.03 | -0.02 | 128.27 | 1,026.45 | <.001 |
| FramingCode1 | 0.03 | 0.08 | 0.03 | 0.40 | 1,015.85 | 0.688 |
| FramingCode2 | 0.14 | 0.07 | 0.11 | 1.95 | 1,026.55 | 0.052 |
| NormCode1 | -0.01 | 0.05 | -0.01 | -0.28 | 969.06 | 0.778 |
| NormCode2 | 0.03 | 0.03 | 0.02 | 0.89 | 1,026.21 | 0.373 |
| NormCode3 | -0.04 | 0.02 | -0.04 | -1.99 | 1,024.56 | 0.047 |
| NormCode4 | -0.01 | 0.02 | -0.01 | -0.89 | 1,028.13 | 0.373 |
| Biospheric Values | 0.37 | 0.05 | 0.31 | 7.80 | 827.78 | <.001 |
| Altruistic Values | 0.08 | 0.07 | 0.06 | 1.24 | 443.65 | 0.215 |
| Egoistic Values | -0.29 | 0.04 | -0.23 | -6.80 | 905.44 | <.001 |
| Hedonic Values | -0.11 | 0.05 | -0.07 | -1.97 | 857.65 | 0.049 |
| Ingroup Identification | 0.03 | 0.03 | 0.02 | 0.76 | 1,029.58 | 0.445 |
| Self-deceptive Enhancement | -0.11 | 0.04 | -0.08 | -2.48 | 631.92 | 0.013 |
| Impression Management | -0.02 | 0.04 | -0.01 | -0.37 | 1,006.93 | 0.712 |
| Clothing Interest | 0.00 | 0.05 | 0.00 | 0.09 | 1,021.48 | 0.928 |
| Gender | 0.13 | 0.08 | 0.11 | 1.65 | 827.55 | 0.099 |
| Age | -0.05 | 0.02 | -0.09 | -2.78 | 265.07 | 0.006 |
| FramingCode1 x NormCode1 | 0.19 | 0.13 | 0.16 | 1.47 | 991.91 | 0.141 |
| FramingCode2 x NormCode1 | -0.10 | 0.11 | -0.09 | -0.93 | 1,028.80 | 0.352 |
| FramingCode1 x NormCode2 | -0.01 | 0.08 | 0.00 | -0.07 | 1,019.38 | 0.946 |
| FramingCode2 x NormCode2 | -0.04 | 0.06 | -0.03 | -0.60 | 1,029.56 | 0.549 |
| FramingCode1 x NormCode3 | 0.03 | 0.05 | 0.02 | 0.49 | 1,035.44 | 0.621 |
| FramingCode2 x NormCode3 | 0.02 | 0.05 | 0.02 | 0.52 | 1,033.36 | 0.602 |
| FramingCode1 x NormCode4 | 0.03 | 0.04 | 0.02 | 0.65 | 1,033.73 | 0.513 |
| FramingCode2 x NormCode4 | -0.01 | 0.03 | -0.01 | -0.43 | 1,032.33 | 0.668 |
| FramingCode1 x Biospheric Values | -0.04 | 0.12 | -0.04 | -0.37 | 951.95 | 0.710 |
| FramingCode2 x Biospheric Values | 0.06 | 0.09 | 0.05 | 0.64 | 979.71 | 0.525 |
| NormCode1 x Biospheric Values | -0.07 | 0.07 | -0.06 | -0.93 | 456.56 | 0.354 |
| NormCode2 x Biospheric Values | 0.08 | 0.04 | 0.06 | 1.80 | 793.05 | 0.072 |
| NormCode3 x Biospheric Values | -0.05 | 0.03 | -0.04 | -1.69 | 944.55 | 0.092 |
| NormCode4 x Biospheric Values | -0.04 | 0.03 | -0.04 | -1.69 | 984.78 | 0.091 |
| FramingCode1 x Altruistic Values | 0.04 | 0.16 | 0.02 | 0.23 | 810.78 | 0.816 |
| FramingCode2 x Altruistic Values | -0.14 | 0.13 | -0.09 | -1.06 | 837.55 | 0.288 |
| NormCode1 x Altruistic Values | -0.13 | 0.11 | -0.09 | -1.26 | 204.12 | 0.210 |
| NormCode2 x Altruistic Values | -0.02 | 0.06 | -0.01 | -0.36 | 826.44 | 0.718 |
| NormCode3 x Altruistic Values | 0.03 | 0.04 | 0.02 | 0.61 | 989.80 | 0.544 |
| NormCode4 x Altruistic Values | 0.07 | 0.03 | 0.04 | 2.22 | 909.19 | 0.027 |
| FramingCode1 x Egoistic Values | -0.02 | 0.10 | -0.01 | -0.19 | 1,030.74 | 0.853 |
| FramingCode2 x Egoistic Values | 0.04 | 0.09 | 0.03 | 0.43 | 1,024.72 | 0.664 |
| NormCode1 x Egoistic Values | 0.07 | 0.07 | 0.06 | 1.05 | 649.83 | 0.295 |
| NormCode2 x Egoistic Values | -0.02 | 0.04 | -0.02 | -0.61 | 945.06 | 0.542 |
| NormCode3 x Egoistic Values | 0.01 | 0.03 | 0.01 | 0.56 | 1,032.45 | 0.579 |
| NormCode4 x Egoistic Values | 0.01 | 0.02 | 0.01 | 0.70 | 1,021.66 | 0.483 |
| FramingCode1 x Hedonic Values | -0.04 | 0.14 | -0.03 | -0.29 | 563.00 | 0.769 |
| FramingCode2 x Hedonic Values | 0.18 | 0.11 | 0.12 | 1.57 | 990.03 | 0.116 |
| NormCode1 x Hedonic Values | 0.00 | 0.09 | 0.00 | 0.03 | 910.76 | 0.976 |
| NormCode2 x Hedonic Values | 0.08 | 0.05 | 0.05 | 1.56 | 965.71 | 0.120 |
| NormCode3 x Hedonic Values | -0.03 | 0.04 | -0.02 | -0.96 | 883.84 | 0.339 |
| NormCode4 x Hedonic Values | -0.04 | 0.03 | -0.03 | -1.76 | 994.78 | 0.079 |
| FramingCode1 x Ingroup Identification | 0.03 | 0.08 | 0.02 | 0.33 | 1,035.31 | 0.744 |
| FramingCode2 x Ingroup Identification | -0.06 | 0.07 | -0.05 | -0.85 | 1,030.99 | 0.395 |
| NormCode1 x Ingroup Identification | 0.00 | 0.05 | 0.00 | 0.08 | 1,028.09 | 0.935 |
| NormCode2 x Ingroup Identification | -0.01 | 0.03 | -0.01 | -0.32 | 983.15 | 0.748 |
| NormCode3 x Ingroup Identification | 0.00 | 0.02 | 0.00 | 0.14 | 1,034.84 | 0.889 |
| NormCode4 x Ingroup Identification | -0.01 | 0.02 | -0.01 | -0.88 | 1,032.05 | 0.377 |
| FramingCode1 x NormCode1 x Biospheric Values | -0.05 | 0.19 | -0.04 | -0.28 | 245.57 | 0.783 |
| FramingCode2 x NormCode1 x Biospheric Values | 0.03 | 0.15 | 0.03 | 0.21 | 721.13 | 0.833 |
| FramingCode1 x NormCode2 x Biospheric Values | -0.14 | 0.11 | -0.12 | -1.28 | 645.68 | 0.200 |
| FramingCode2 x NormCode2 x Biospheric Values | 0.11 | 0.08 | 0.10 | 1.35 | 971.86 | 0.177 |
| FramingCode1 x NormCode3 x Biospheric Values | 0.15 | 0.08 | 0.12 | 1.93 | 758.92 | 0.054 |
| FramingCode2 x NormCode3 x Biospheric Values | 0.07 | 0.06 | 0.05 | 1.14 | 1,005.87 | 0.254 |
| FramingCode1 x NormCode4 x Biospheric Values | 0.05 | 0.07 | 0.05 | 0.81 | 932.37 | 0.420 |
| FramingCode2 x NormCode4 x Biospheric Values | 0.11 | 0.05 | 0.10 | 2.42 | 1,027.15 | 0.016 |
| FramingCode1 x NormCode1 x Altruistic Values | -0.11 | 0.27 | -0.07 | -0.40 | 102.25 | 0.693 |
| FramingCode2 x NormCode1 x Altruistic Values | 0.22 | 0.21 | 0.15 | 1.05 | 512.09 | 0.297 |
| FramingCode1 x NormCode2 x Altruistic Values | 0.24 | 0.14 | 0.16 | 1.68 | 652.07 | 0.093 |
| FramingCode2 x NormCode2 x Altruistic Values | 0.01 | 0.11 | 0.01 | 0.09 | 910.85 | 0.928 |
| FramingCode1 x NormCode3 x Altruistic Values | -0.17 | 0.11 | -0.12 | -1.58 | 702.82 | 0.115 |
| FramingCode2 x NormCode3 x Altruistic Values | -0.06 | 0.08 | -0.04 | -0.72 | 1,031.65 | 0.472 |
| FramingCode1 x NormCode4 x Altruistic Values | 0.00 | 0.08 | 0.00 | -0.03 | 841.40 | 0.975 |
| FramingCode2 x NormCode4 x Altruistic Values | -0.08 | 0.06 | -0.06 | -1.44 | 1,004.95 | 0.150 |
| FramingCode1 x NormCode1 x Egoistic Values | 0.09 | 0.18 | 0.07 | 0.52 | 713.78 | 0.601 |
| FramingCode2 x NormCode1 x Egoistic Values | 0.10 | 0.14 | 0.08 | 0.72 | 801.25 | 0.473 |
| FramingCode1 x NormCode2 x Egoistic Values | -0.03 | 0.09 | -0.02 | -0.33 | 980.34 | 0.740 |
| FramingCode2 x NormCode2 x Egoistic Values | 0.17 | 0.08 | 0.13 | 2.19 | 1,010.40 | 0.029 |
| FramingCode1 x NormCode3 x Egoistic Values | 0.07 | 0.06 | 0.06 | 1.15 | 973.08 | 0.251 |
| FramingCode2 x NormCode3 x Egoistic Values | 0.03 | 0.06 | 0.02 | 0.52 | 1,033.19 | 0.600 |
| FramingCode1 x NormCode4 x Egoistic Values | -0.06 | 0.05 | -0.04 | -1.04 | 1,010.41 | 0.297 |
| FramingCode2 x NormCode4 x Egoistic Values | -0.04 | 0.04 | -0.03 | -0.86 | 1,029.33 | 0.387 |
| FramingCode1 x NormCode1 x Hedonic Values | -0.03 | 0.22 | -0.02 | -0.12 | 890.58 | 0.908 |
| FramingCode2 x NormCode1 x Hedonic Values | -0.21 | 0.19 | -0.14 | -1.10 | 1,007.81 | 0.273 |
| FramingCode1 x NormCode2 x Hedonic Values | -0.10 | 0.12 | -0.07 | -0.85 | 805.53 | 0.394 |
| FramingCode2 x NormCode2 x Hedonic Values | -0.02 | 0.10 | -0.01 | -0.18 | 987.03 | 0.853 |
| FramingCode1 x NormCode3 x Hedonic Values | -0.11 | 0.09 | -0.07 | -1.20 | 1,001.65 | 0.232 |
| FramingCode2 x NormCode3 x Hedonic Values | -0.02 | 0.07 | -0.01 | -0.22 | 904.87 | 0.825 |
| FramingCode1 x NormCode4 x Hedonic Values | -0.01 | 0.06 | 0.00 | -0.09 | 953.79 | 0.931 |
| FramingCode2 x NormCode4 x Hedonic Values | 0.03 | 0.05 | 0.02 | 0.62 | 1,024.75 | 0.534 |
| FramingCode1 x NormCode1 x Ingroup Identification | 0.20 | 0.13 | 0.17 | 1.53 | 984.28 | 0.127 |
| FramingCode2 x NormCode1 x Ingroup Identification | 0.04 | 0.11 | 0.03 | 0.33 | 1,034.60 | 0.742 |
| FramingCode1 x NormCode2 x Ingroup Identification | 0.12 | 0.08 | 0.10 | 1.51 | 994.00 | 0.132 |
| FramingCode2 x NormCode2 x Ingroup Identification | -0.03 | 0.06 | -0.03 | -0.50 | 1,026.06 | 0.617 |
| FramingCode1 x NormCode3 x Ingroup Identification | 0.04 | 0.05 | 0.03 | 0.75 | 1,025.32 | 0.455 |
| FramingCode2 x NormCode3 x Ingroup Identification | -0.03 | 0.05 | -0.03 | -0.65 | 1,034.59 | 0.513 |
| FramingCode1 x NormCode4 x Ingroup Identification | -0.09 | 0.04 | -0.08 | -2.26 | 1,024.45 | 0.024 |
| FramingCode2 x NormCode4 x Ingroup Identification | 0.04 | 0.04 | 0.03 | 1.13 | 1,034.15 | 0.257 |

*Note.* Explain framing, norm, and gender codings; continuous predictors cented, b vs beta

**Table 2**

*Pooled ANOVA Table*

|  | *SS* | *df1* | *df2* | *F* | *p* | η2 | ηp2 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Framing Condition | 4.51 | 2 | 248803.97 | 1.96 | 0.140 | 0.003 | 0.004 |
| Norm Condition | 6.50 | 4 | 56976.42 | 1.41 | 0.228 | 0.004 | 0.005 |
| Biospheric Values | 70.09 | 1 | 97128.62 | 61.04 | 0.000 | 0.048 | 0.056 |
| Altruistic Values | 1.73 | 1 | 5845.17 | 1.44 | 0.230 | 0.001 | 0.001 |
| Egoistic Values | 55.18 | 1 | 110627.91 | 48.08 | 0.000 | 0.038 | 0.045 |
| Hedonic Values | 3.41 | 1 | 5450.53 | 2.87 | 0.090 | 0.002 | 0.003 |
| Ingroup Identification | 0.77 | 1 | 14711.25 | 0.64 | 0.423 | 0.001 | 0.001 |
| Self-deceptive Enhancement | 7.41 | 1 | 10068.84 | 6.33 | 0.012 | 0.005 | 0.006 |
| Impression Management | 0.15 | 1 | 45822.30 | 0.11 | 0.736 | 0.000 | 0.000 |
| Clothing Interest | 0.01 | 1 | 2085416.59 | 0.01 | 0.943 | 0.000 | 0.000 |
| Gender | 4.25 | 1 | 2521.53 | 3.52 | 0.061 | 0.003 | 0.004 |
| Age | 6.55 | 1 | 76.91 | 4.09 | 0.047 | 0.005 | 0.005 |
| Framing x Norm | 5.64 | 8 | 47883.75 | 0.61 | 0.772 | 0.004 | 0.005 |
| Framing x Biospheric Values | 0.74 | 2 | 2343.75 | 0.27 | 0.767 | 0.001 | 0.001 |
| Norm x Biospheric Values | 11.66 | 4 | 143123.55 | 2.54 | 0.038 | 0.008 | 0.010 |
| Framing x Altruistic Values | 1.28 | 2 | 5678.48 | 0.52 | 0.597 | 0.001 | 0.001 |
| Norm x Altruistic Values | 9.14 | 4 | 8815.73 | 1.96 | 0.099 | 0.006 | 0.008 |
| Framing x Egoistic Values | 0.47 | 2 | 23314.50 | 0.19 | 0.830 | 0.000 | 0.000 |
| Norm x Egoistic Values | 2.15 | 4 | 7712.17 | 0.44 | 0.779 | 0.001 | 0.002 |
| Framing x Hedonic Values | 2.19 | 2 | 12001.18 | 0.92 | 0.397 | 0.002 | 0.002 |
| Norm x Hedonic Values | 8.16 | 4 | 21750.57 | 1.76 | 0.134 | 0.006 | 0.007 |
| Framing x Ingroup Identification | 0.87 | 2 | 224763.47 | 0.37 | 0.689 | 0.001 | 0.001 |
| Norm x Ingroup Identification | 1.09 | 4 | 214061.50 | 0.23 | 0.920 | 0.001 | 0.001 |
| Framing x Norm x Biospheric Values | 17.32 | 8 | 23588.98 | 1.87 | 0.059 | 0.012 | 0.014 |
| Framing x Norm x Altruistic Values | 11.76 | 8 | 43981.13 | 1.27 | 0.251 | 0.008 | 0.010 |
| Framing x Norm x Egoistic Values | 11.29 | 8 | 32856.97 | 1.22 | 0.282 | 0.008 | 0.009 |
| Framing x Norm x Hedonic Values | 6.02 | 8 | 3409.79 | 0.62 | 0.762 | 0.004 | 0.005 |
| Framing x Norm x Ingroup Identification | 13.08 | 8 | 16077.69 | 1.41 | 0.187 | 0.009 | 0.011 |
| Residual | 1183.98 |  |  |  |  |  |  |

**Table 3**

ANOVA Results in Imputed Data Set 1

|  | *SS* | *df1* | *df2* | *F* | *p* | η2 | ηp2 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Framing Condition | 4.69 | 2 | 1038 | 2.06 | 0.128 | 0.003 | 0.005 |
| Norm Condition | 8.17 | 4 | 1038 | 1.79 | 0.128 | 0.005 | 0.007 |
| Biospheric Values | 146.01 | 1 | 1038 | 128.22 | 0.000 | 0.050 | 0.063 |
| Altruistic Values | 0.17 | 1 | 1038 | 0.15 | 0.696 | 0.001 | 0.001 |
| Egoistic Values | 124.08 | 1 | 1038 | 108.96 | 0.000 | 0.040 | 0.051 |
| Hedonic Values | 2.95 | 1 | 1038 | 2.59 | 0.108 | 0.002 | 0.003 |
| Ingroup Identification | 4.13 | 1 | 1038 | 3.63 | 0.057 | 0.000 | 0.001 |
| Self-deceptive Enhancement | 14.19 | 1 | 1038 | 12.46 | 0.000 | 0.005 | 0.007 |
| Impression Management | 0.01 | 1 | 1038 | 0.01 | 0.910 | 0.000 | 0.000 |
| Clothing Interest | 0.70 | 1 | 1038 | 0.61 | 0.433 | 0.000 | 0.000 |
| Gender | 5.90 | 1 | 1038 | 5.18 | 0.023 | 0.003 | 0.003 |
| Age | 7.33 | 1 | 1038 | 6.44 | 0.011 | 0.004 | 0.006 |
| Framing x Norm | 5.70 | 8 | 1038 | 0.63 | 0.757 | 0.003 | 0.004 |
| Framing x Biospheric Values | 0.57 | 2 | 1038 | 0.25 | 0.779 | 0.001 | 0.001 |
| Norm x Biospheric Values | 15.10 | 4 | 1038 | 3.31 | 0.010 | 0.007 | 0.009 |
| Framing x Altruistic Values | 0.44 | 2 | 1038 | 0.19 | 0.825 | 0.001 | 0.001 |
| Norm x Altruistic Values | 2.58 | 4 | 1038 | 0.57 | 0.687 | 0.005 | 0.007 |
| Framing x Egoistic Values | 0.82 | 2 | 1038 | 0.36 | 0.699 | 0.000 | 0.000 |
| Norm x Egoistic Values | 2.10 | 4 | 1038 | 0.46 | 0.765 | 0.001 | 0.002 |
| Framing x Hedonic Values | 1.75 | 2 | 1038 | 0.77 | 0.465 | 0.001 | 0.002 |
| Norm x Hedonic Values | 8.11 | 4 | 1038 | 1.78 | 0.130 | 0.004 | 0.006 |
| Framing x Ingroup Identification | 1.07 | 2 | 1038 | 0.47 | 0.624 | 0.000 | 0.001 |
| Norm x Ingroup Identification | 0.39 | 4 | 1038 | 0.09 | 0.987 | 0.001 | 0.001 |
| Framing x Norm x Biospheric Values | 15.46 | 8 | 1038 | 1.70 | 0.095 | 0.011 | 0.014 |
| Framing x Norm x Altruistic Values | 12.79 | 8 | 1038 | 1.40 | 0.190 | 0.007 | 0.010 |
| Framing x Norm x Egoistic Values | 11.31 | 8 | 1038 | 1.24 | 0.271 | 0.007 | 0.010 |
| Framing x Norm x Hedonic Values | 5.81 | 8 | 1038 | 0.64 | 0.746 | 0.004 | 0.005 |
| Framing x Norm x Ingroup Identification | 13.82 | 8 | 1038 | 1.52 | 0.147 | 0.009 | 0.012 |
| Residual | 1182.04 |  |  |  |  |  |  |

**Table 4**

ANOVA Results in Imputed Data Set 2

|  | *SS* | *df1* | *df2* | *F* | *p* | η2 | ηp2 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Framing Condition | 4.69 | 2 | 1038 | 2.05 | 0.129 | 0.003 | 0.005 |
| Norm Condition | 8.17 | 4 | 1038 | 1.79 | 0.129 | 0.004 | 0.006 |
| Biospheric Values | 147.78 | 1 | 1038 | 129.43 | 0.000 | 0.051 | 0.065 |
| Altruistic Values | 0.14 | 1 | 1038 | 0.12 | 0.731 | 0.001 | 0.001 |
| Egoistic Values | 124.34 | 1 | 1038 | 108.90 | 0.000 | 0.041 | 0.053 |
| Hedonic Values | 2.27 | 1 | 1038 | 1.99 | 0.159 | 0.002 | 0.003 |
| Ingroup Identification | 4.48 | 1 | 1038 | 3.92 | 0.048 | 0.001 | 0.001 |
| Self-deceptive Enhancement | 13.47 | 1 | 1038 | 11.80 | 0.001 | 0.004 | 0.006 |
| Impression Management | 0.06 | 1 | 1038 | 0.05 | 0.819 | 0.000 | 0.000 |
| Clothing Interest | 0.66 | 1 | 1038 | 0.57 | 0.449 | 0.000 | 0.000 |
| Gender | 6.54 | 1 | 1038 | 5.72 | 0.017 | 0.003 | 0.004 |
| Age | 6.41 | 1 | 1038 | 5.62 | 0.018 | 0.003 | 0.004 |
| Framing x Norm | 5.87 | 8 | 1038 | 0.64 | 0.742 | 0.003 | 0.004 |
| Framing x Biospheric Values | 0.19 | 2 | 1038 | 0.09 | 0.918 | 0.000 | 0.001 |
| Norm x Biospheric Values | 13.02 | 4 | 1038 | 2.85 | 0.023 | 0.007 | 0.009 |
| Framing x Altruistic Values | 0.33 | 2 | 1038 | 0.14 | 0.866 | 0.001 | 0.001 |
| Norm x Altruistic Values | 3.49 | 4 | 1038 | 0.76 | 0.549 | 0.006 | 0.008 |
| Framing x Egoistic Values | 1.05 | 2 | 1038 | 0.46 | 0.632 | 0.000 | 0.001 |
| Norm x Egoistic Values | 1.64 | 4 | 1038 | 0.36 | 0.838 | 0.001 | 0.002 |
| Framing x Hedonic Values | 1.63 | 2 | 1038 | 0.71 | 0.491 | 0.001 | 0.002 |
| Norm x Hedonic Values | 9.11 | 4 | 1038 | 1.99 | 0.093 | 0.005 | 0.007 |
| Framing x Ingroup Identification | 1.38 | 2 | 1038 | 0.61 | 0.546 | 0.001 | 0.001 |
| Norm x Ingroup Identification | 0.35 | 4 | 1038 | 0.08 | 0.990 | 0.001 | 0.001 |
| Framing x Norm x Biospheric Values | 14.37 | 8 | 1038 | 1.57 | 0.128 | 0.011 | 0.015 |
| Framing x Norm x Altruistic Values | 13.00 | 8 | 1038 | 1.42 | 0.182 | 0.007 | 0.010 |
| Framing x Norm x Egoistic Values | 10.09 | 8 | 1038 | 1.10 | 0.357 | 0.007 | 0.009 |
| Framing x Norm x Hedonic Values | 6.17 | 8 | 1038 | 0.68 | 0.713 | 0.004 | 0.006 |
| Framing x Norm x Ingroup Identification | 12.34 | 8 | 1038 | 1.35 | 0.214 | 0.008 | 0.010 |
| Residual | 1185.17 |  |  |  |  |  |  |

**Table 5**

ANOVA Results in Imputed Data Set 3

|  | *SS* | *df1* | *df2* | *F* | *p* | η2 | ηp2 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Framing Condition | 4.69 | 2 | 1038 | 2.06 | 0.128 | 0.004 | 0.005 |
| Norm Condition | 8.17 | 4 | 1038 | 1.79 | 0.128 | 0.004 | 0.006 |
| Biospheric Values | 143.42 | 1 | 1038 | 125.95 | 0.000 | 0.051 | 0.065 |
| Altruistic Values | 0.27 | 1 | 1038 | 0.24 | 0.624 | 0.001 | 0.001 |
| Egoistic Values | 128.35 | 1 | 1038 | 112.71 | 0.000 | 0.041 | 0.053 |
| Hedonic Values | 3.54 | 1 | 1038 | 3.11 | 0.078 | 0.003 | 0.003 |
| Ingroup Identification | 4.43 | 1 | 1038 | 3.89 | 0.049 | 0.000 | 0.001 |
| Self-deceptive Enhancement | 12.32 | 1 | 1038 | 10.82 | 0.001 | 0.004 | 0.006 |
| Impression Management | 0.00 | 1 | 1038 | 0.00 | 0.999 | 0.000 | 0.000 |
| Clothing Interest | 0.72 | 1 | 1038 | 0.63 | 0.426 | 0.000 | 0.000 |
| Gender | 5.37 | 1 | 1038 | 4.72 | 0.030 | 0.003 | 0.004 |
| Age | 6.99 | 1 | 1038 | 6.14 | 0.013 | 0.004 | 0.006 |
| Framing x Norm | 5.79 | 8 | 1038 | 0.64 | 0.748 | 0.003 | 0.004 |
| Framing x Biospheric Values | 0.42 | 2 | 1038 | 0.18 | 0.832 | 0.000 | 0.001 |
| Norm x Biospheric Values | 14.92 | 4 | 1038 | 3.28 | 0.011 | 0.007 | 0.009 |
| Framing x Altruistic Values | 0.27 | 2 | 1038 | 0.12 | 0.889 | 0.001 | 0.001 |
| Norm x Altruistic Values | 3.16 | 4 | 1038 | 0.69 | 0.596 | 0.006 | 0.007 |
| Framing x Egoistic Values | 1.16 | 2 | 1038 | 0.51 | 0.602 | 0.000 | 0.001 |
| Norm x Egoistic Values | 1.23 | 4 | 1038 | 0.27 | 0.897 | 0.001 | 0.001 |
| Framing x Hedonic Values | 2.11 | 2 | 1038 | 0.93 | 0.396 | 0.002 | 0.002 |
| Norm x Hedonic Values | 9.90 | 4 | 1038 | 2.17 | 0.070 | 0.005 | 0.007 |
| Framing x Ingroup Identification | 1.22 | 2 | 1038 | 0.54 | 0.585 | 0.000 | 0.001 |
| Norm x Ingroup Identification | 0.43 | 4 | 1038 | 0.09 | 0.984 | 0.001 | 0.001 |
| Framing x Norm x Biospheric Values | 14.64 | 8 | 1038 | 1.61 | 0.118 | 0.011 | 0.015 |
| Framing x Norm x Altruistic Values | 12.61 | 8 | 1038 | 1.38 | 0.199 | 0.008 | 0.010 |
| Framing x Norm x Egoistic Values | 10.63 | 8 | 1038 | 1.17 | 0.316 | 0.007 | 0.010 |
| Framing x Norm x Hedonic Values | 5.81 | 8 | 1038 | 0.64 | 0.746 | 0.004 | 0.005 |
| Framing x Norm x Ingroup Identification | 13.65 | 8 | 1038 | 1.50 | 0.153 | 0.009 | 0.011 |
| Residual | 1181.98 |  |  |  |  |  |  |

**Table 6**

ANOVA Results in Imputed Data Set 4

|  | *SS* | *df1* | *df2* | *F* | *p* | η2 | ηp2 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Framing Condition | 4.69 | 2 | 1038 | 2.06 | 0.128 | 0.004 | 0.005 |
| Norm Condition | 8.17 | 4 | 1038 | 1.80 | 0.127 | 0.004 | 0.006 |
| Biospheric Values | 146.55 | 1 | 1038 | 128.86 | 0.000 | 0.051 | 0.065 |
| Altruistic Values | 0.05 | 1 | 1038 | 0.04 | 0.839 | 0.001 | 0.002 |
| Egoistic Values | 125.18 | 1 | 1038 | 110.07 | 0.000 | 0.041 | 0.052 |
| Hedonic Values | 3.18 | 1 | 1038 | 2.80 | 0.095 | 0.003 | 0.004 |
| Ingroup Identification | 4.18 | 1 | 1038 | 3.67 | 0.056 | 0.000 | 0.000 |
| Self-deceptive Enhancement | 13.24 | 1 | 1038 | 11.64 | 0.001 | 0.004 | 0.006 |
| Impression Management | 0.01 | 1 | 1038 | 0.01 | 0.935 | 0.000 | 0.000 |
| Clothing Interest | 0.73 | 1 | 1038 | 0.65 | 0.422 | 0.000 | 0.000 |
| Gender | 5.47 | 1 | 1038 | 4.81 | 0.028 | 0.002 | 0.003 |
| Age | 10.60 | 1 | 1038 | 9.32 | 0.002 | 0.007 | 0.009 |
| Framing x Norm | 6.54 | 8 | 1038 | 0.72 | 0.675 | 0.004 | 0.005 |
| Framing x Biospheric Values | 0.53 | 2 | 1038 | 0.23 | 0.792 | 0.001 | 0.001 |
| Norm x Biospheric Values | 12.99 | 4 | 1038 | 2.86 | 0.023 | 0.006 | 0.008 |
| Framing x Altruistic Values | 0.68 | 2 | 1038 | 0.30 | 0.740 | 0.001 | 0.002 |
| Norm x Altruistic Values | 3.43 | 4 | 1038 | 0.75 | 0.556 | 0.006 | 0.008 |
| Framing x Egoistic Values | 0.90 | 2 | 1038 | 0.39 | 0.675 | 0.000 | 0.000 |
| Norm x Egoistic Values | 2.71 | 4 | 1038 | 0.60 | 0.666 | 0.002 | 0.002 |
| Framing x Hedonic Values | 2.35 | 2 | 1038 | 1.03 | 0.356 | 0.002 | 0.003 |
| Norm x Hedonic Values | 8.61 | 4 | 1038 | 1.89 | 0.109 | 0.005 | 0.007 |
| Framing x Ingroup Identification | 1.21 | 2 | 1038 | 0.53 | 0.588 | 0.000 | 0.001 |
| Norm x Ingroup Identification | 0.32 | 4 | 1038 | 0.07 | 0.991 | 0.001 | 0.001 |
| Framing x Norm x Biospheric Values | 15.26 | 8 | 1038 | 1.68 | 0.100 | 0.010 | 0.014 |
| Framing x Norm x Altruistic Values | 12.64 | 8 | 1038 | 1.39 | 0.197 | 0.007 | 0.010 |
| Framing x Norm x Egoistic Values | 9.37 | 8 | 1038 | 1.03 | 0.411 | 0.007 | 0.009 |
| Framing x Norm x Hedonic Values | 5.23 | 8 | 1038 | 0.57 | 0.799 | 0.004 | 0.005 |
| Framing x Norm x Ingroup Identification | 12.84 | 8 | 1038 | 1.41 | 0.187 | 0.008 | 0.011 |
| Residual | 1180.55 |  |  |  |  |  |  |

**Table 7**

ANOVA Results in Imputed Data Set 5

|  | *SS* | *df1* | *df2* | *F* | *p* | η2 | ηp2 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Framing Condition | 4.69 | 2 | 1038 | 2.05 | 0.130 | 0.003 | 0.005 |
| Norm Condition | 8.17 | 4 | 1038 | 1.78 | 0.130 | 0.004 | 0.006 |
| Biospheric Values | 141.33 | 1 | 1038 | 123.26 | 0.000 | 0.051 | 0.064 |
| Altruistic Values | 0.15 | 1 | 1038 | 0.13 | 0.719 | 0.001 | 0.001 |
| Egoistic Values | 125.57 | 1 | 1038 | 109.52 | 0.000 | 0.041 | 0.053 |
| Hedonic Values | 3.53 | 1 | 1038 | 3.08 | 0.080 | 0.003 | 0.004 |
| Ingroup Identification | 4.71 | 1 | 1038 | 4.11 | 0.043 | 0.001 | 0.001 |
| Self-deceptive Enhancement | 14.18 | 1 | 1038 | 12.36 | 0.000 | 0.005 | 0.007 |
| Impression Management | 0.01 | 1 | 1038 | 0.01 | 0.921 | 0.000 | 0.000 |
| Clothing Interest | 0.71 | 1 | 1038 | 0.62 | 0.431 | 0.000 | 0.000 |
| Gender | 6.16 | 1 | 1038 | 5.37 | 0.021 | 0.003 | 0.004 |
| Age | 4.90 | 1 | 1038 | 4.28 | 0.039 | 0.002 | 0.003 |
| Framing x Norm | 5.54 | 8 | 1038 | 0.60 | 0.775 | 0.003 | 0.004 |
| Framing x Biospheric Values | 0.49 | 2 | 1038 | 0.22 | 0.806 | 0.000 | 0.001 |
| Norm x Biospheric Values | 14.37 | 4 | 1038 | 3.13 | 0.014 | 0.006 | 0.009 |
| Framing x Altruistic Values | 0.38 | 2 | 1038 | 0.17 | 0.846 | 0.001 | 0.001 |
| Norm x Altruistic Values | 2.86 | 4 | 1038 | 0.62 | 0.646 | 0.005 | 0.007 |
| Framing x Egoistic Values | 1.17 | 2 | 1038 | 0.51 | 0.599 | 0.000 | 0.001 |
| Norm x Egoistic Values | 1.48 | 4 | 1038 | 0.32 | 0.862 | 0.001 | 0.002 |
| Framing x Hedonic Values | 2.08 | 2 | 1038 | 0.91 | 0.404 | 0.002 | 0.002 |
| Norm x Hedonic Values | 9.33 | 4 | 1038 | 2.03 | 0.088 | 0.005 | 0.007 |
| Framing x Ingroup Identification | 1.38 | 2 | 1038 | 0.60 | 0.547 | 0.001 | 0.001 |
| Norm x Ingroup Identification | 0.48 | 4 | 1038 | 0.10 | 0.981 | 0.001 | 0.001 |
| Framing x Norm x Biospheric Values | 14.06 | 8 | 1038 | 1.53 | 0.141 | 0.011 | 0.014 |
| Framing x Norm x Altruistic Values | 12.44 | 8 | 1038 | 1.36 | 0.212 | 0.007 | 0.009 |
| Framing x Norm x Egoistic Values | 10.43 | 8 | 1038 | 1.14 | 0.335 | 0.007 | 0.009 |
| Framing x Norm x Hedonic Values | 4.68 | 8 | 1038 | 0.51 | 0.850 | 0.003 | 0.004 |
| Framing x Norm x Ingroup Identification | 12.75 | 8 | 1038 | 1.39 | 0.196 | 0.008 | 0.011 |
| Residual | 1190.15 |  |  |  |  |  |  |

H1: Consumer intentions/behaviors will be lower in the self-enhancing framing than in the pro-environmental or control framing conditions.

**Table 8**

*Estimated Marginal Means of Framing Conditions*

| Framing Condition | *EM Mean* | *SE* | *df* | *Lower CL* | *Upper CL* |
| --- | --- | --- | --- | --- | --- |
| Control Framing | 4.33 | 0.06 | 1038 | 4.21 | 4.44 |
| Pro-environmental Framing | 4.48 | 0.06 | 1038 | 4.37 | 4.59 |
| Self-enhancing Framing | 4.36 | 0.06 | 1038 | 4.25 | 4.47 |

**Table 9**

*Comparisons of Framing Conditions*

| Contrast | *Mean Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- |
| Control vs Pro-environmental | -0.15 | 0.081 | 1038 | -1.878 | 0.061 | -0.14 |
| Control vs Self-enhancing | -0.03 | 0.082 | 1038 | -0.408 | 0.683 | -0.03 |
| Pro-environmental vs Self-enhancing | 0.12 | 0.081 | 1038 | 1.473 | 0.141 | 0.11 |

H2: Consumer intentions/behaviors will be lower in each norm condition compared to the control norm condition.

**Table 10**

*Estimated Marginal Means of Norm Conditions*

| Framing Condition | *EM Mean* | *SE* | *df* | *Lower CL* | *Upper CL* |
| --- | --- | --- | --- | --- | --- |
| Control Norm | 4.43 | 0.07 | 1038 | 4.29 | 4.58 |
| Descriptive Norm | 4.40 | 0.07 | 1038 | 4.26 | 4.55 |
| Convention | 4.50 | 0.07 | 1038 | 4.36 | 4.65 |
| Social Norm | 4.28 | 0.08 | 1038 | 4.13 | 4.42 |
| Moral Norm | 4.33 | 0.08 | 1038 | 4.18 | 4.48 |

**Table 11**

*Comparisons of Norm Conditions*

| Contrast | *Mean Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- |
| Control vs Descriptive Norm | 0.03 | 0.10 | 1038 | 0.29 | 0.772 | 0.03 |
| Control vs Convention | -0.07 | 0.10 | 1038 | -0.67 | 0.504 | -0.06 |
| Control vs Social Norm | 0.16 | 0.10 | 1038 | 1.50 | 0.133 | 0.15 |
| Control vs Moral Norm | 0.11 | 0.11 | 1038 | 1.00 | 0.316 | 0.10 |
| Descriptive Norm vs Convention | -0.10 | 0.10 | 1038 | -0.95 | 0.342 | -0.09 |
| Descriptive Norm vs Social Norm | 0.13 | 0.11 | 1038 | 1.21 | 0.228 | 0.12 |
| Descriptive Norm vs Moral Norm | 0.08 | 0.11 | 1038 | 0.71 | 0.476 | 0.07 |
| Convention vs Social Norm | 0.23 | 0.11 | 1038 | 2.15 | 0.032 | 0.21 |
| Convention vs Moral Norm | 0.17 | 0.11 | 1038 | 1.65 | 0.100 | 0.16 |
| Social Norm vs Moral Norm | -0.05 | 0.11 | 1038 | -0.48 | 0.629 | -0.05 |

H3: There will be a two-way interaction between framing & norm condition such that the effect of each norm will be stronger in the self-enhancing framing than in the pro-environmental or control framing conditions. – how am I testing this?

* The difference between each norm condition from the control norm condition will be greater when a self-enhancing framing is used…

H4: There will be a three-way interaction between values (biospheric, egoistic, altruistic, hedonic), framing condition, & norm condition such that when a pro-environmental or control framing is used, values will moderate the effect of each norm condition, but not when a self-enhancing framing is used.

These tables examine the two-way interactions…

**Table 12**

*Simple Slopes for Biospheric Values Predicting Consumer Intentions Across Norm Conditions*

| Framing Condition | *b* | *SE* | *df* | *Lower CL* | *Upper CL* |
| --- | --- | --- | --- | --- | --- |
| Control Norm | 0.45 | 0.10 | 1038 | 0.26 | 0.64 |
| Descriptive Norm | 0.31 | 0.10 | 1038 | 0.11 | 0.51 |
| Convention | 0.61 | 0.10 | 1038 | 0.41 | 0.81 |
| Social Norm | 0.26 | 0.10 | 1038 | 0.06 | 0.46 |
| Moral Norm | 0.19 | 0.11 | 1038 | -0.04 | 0.42 |

**Table 13**

*Comparisons of the Simple Slopes for Biospheric Values Predicting Consumer Intentions Across Norm Conditions*

| Contrast | *Difference in b* | *SE* | *df* | *t* | *p* |
| --- | --- | --- | --- | --- | --- |
| Control vs Descriptive Norm | 0.14 | 0.14 | 1038 | 0.98 | 0.327 |
| Control vs Convention | -0.16 | 0.14 | 1038 | -1.15 | 0.250 |
| Control vs Social Norm | 0.19 | 0.14 | 1038 | 1.33 | 0.186 |
| Control vs Moral Norm | 0.26 | 0.15 | 1038 | 1.71 | 0.088 |
| Descriptive Norm vs Convention | -0.30 | 0.15 | 1038 | -2.08 | 0.037 |
| Descriptive Norm vs Social Norm | 0.05 | 0.15 | 1038 | 0.33 | 0.739 |
| Descriptive Norm vs Moral Norm | 0.12 | 0.15 | 1038 | 0.76 | 0.447 |
| Convention vs Social Norm | 0.35 | 0.14 | 1038 | 2.43 | 0.015 |
| Convention vs Moral Norm | 0.42 | 0.15 | 1038 | 2.72 | 0.007 |
| Social Norm vs Moral Norm | 0.087 | 0.15 | 1038 | 0.45 | 0.657 |

**Table 14**

*Simple Slopes for Biospheric Values Predicting Consumer Intentions Across Framing Conditions*

| Framing Condition | *b* | *SE* | *df* | *Lower CL* | *Upper CL* |
| --- | --- | --- | --- | --- | --- |
| Control Framing | 0.37 | 0.09 | 1038 | 0.20 | 0.53 |
| Pro-environmental Framing | 0.40 | 0.07 | 1038 | 0.27 | 0.54 |
| Self-enhancing Framing | 0.32 | 0.09 | 1038 | 0.15 | 0.49 |

**Table 15**

*Comparisons of the Simple Slopes for Biospheric Values Predicting Consumer Intentions Across Framing Conditions*

| Contrast | *Difference in b* | *SE* | *df* | *t* | *p* |
| --- | --- | --- | --- | --- | --- |
| Control vs Pro-environmental | -0.04 | 0.11 | 1038 | -0.34 | 0.737 |
| Control vs Self-enhancing | 0.05 | 0.12 | 1038 | 0.40 | 0.690 |
| Pro-environmental vs Self-enhancing | 0.09 | 0.11 | 1038 | 0.77 | 0.441 |

**Table 16**

*Simple Slopes for Altruistic Values Predicting Consumer Intentions Across Norm Conditions*

| Framing Condition | *b* | *SE* | *df* | *Lower CL* | *Upper CL* |
| --- | --- | --- | --- | --- | --- |
| Control Norm | 0.12 | 0.16 | 1038 | -0.19 | 0.43 |
| Descriptive Norm | -0.13 | 0.13 | 1038 | -0.39 | 0.13 |
| Convention | -0.05 | 0.13 | 1038 | -0.31 | 0.21 |
| Social Norm | 0.10 | 0.15 | 1038 | -0.19 | 0.39 |
| Moral Norm | 0.34 | 0.13 | 1038 | 0.09 | 0.60 |

**Table 17**

*Comparisons of the Simple Slopes for Altruistic Values Predicting Consumer Intentions Across Norm Conditions*

| Contrast | *Difference in b* | *SE* | *df* | *t* | *p* |
| --- | --- | --- | --- | --- | --- |
| Control vs Descriptive Norm | 0.26 | 0.20 | 1038 | 1.26 | 0.208 |
| Control vs Convention | 0.17 | 0.21 | 1038 | 0.85 | 0.397 |
| Control vs Social Norm | 0.02 | 0.22 | 1038 | 0.10 | 0.917 |
| Control vs Moral Norm | -0.22 | 0.20 | 1038 | -1.09 | 0.275 |
| Descriptive Norm vs Convention | -0.08 | 0.19 | 1038 | -0.43 | 0.664 |
| Descriptive Norm vs Social Norm | -0.23 | 0.20 | 1038 | -1.18 | 0.240 |
| Descriptive Norm vs Moral Norm | -0.48 | 0.18 | 1038 | -2.59 | 0.010 |
| Convention vs Social Norm | -0.15 | 0.20 | 1038 | -0.76 | 0.445 |
| Convention vs Moral Norm | -0.39 | 0.19 | 1038 | -2.13 | 0.033 |
| Social Norm vs Moral Norm | -0.24 | 0.20 | 1038 | -1.24 | 0.216 |

**Table 18**

*Simple Slopes for Altruistic Values Predicting Consumer Intentions Across Framing Conditions*

| Framing Condition | *b* | *SE* | *df* | *Lower CL* | *Upper CL* |
| --- | --- | --- | --- | --- | --- |
| Control Framing | 0.11 | 0.11 | 1038 | -0.10 | 0.32 |
| Pro-environmental Framing | -0.01 | 0.10 | 1038 | -0.21 | 0.19 |
| Self-enhancing Framing | 0.13 | 0.12 | 1038 | -0.11 | 0.37 |

**Table 19**

*Comparisons of the Simple Slopes for Altruistic Values Predicting Consumer Intentions Across Framing Conditions*

| Contrast | *Difference in b* | *SE* | *df* | *t* | *p* |
| --- | --- | --- | --- | --- | --- |
| Control vs Pro-environmental | 0.12 | 0.14 | 1038 | 0.84 | 0.402 |
| Control vs Self-enhancing | -0.02 | 0.16 | 1038 | -0.12 | 0.903 |
| Pro-environmental vs Self-enhancing | -0.14 | 0.16 | 1038 | -0.91 | 0.366 |

**Table 20**

*Simple Slopes for Egoistic Values Predicting Consumer Intentions Across Norm Conditions*

| Framing Condition | *b* | *SE* | *df* | *Lower CL* | *Upper CL* |
| --- | --- | --- | --- | --- | --- |
| Control Norm | -0.36 | 0.09 | 1038 | -0.54 | -0.19 |
| Descriptive Norm | -0.26 | 0.10 | 1038 | -0.47 | -0.06 |
| Convention | -0.36 | 0.09 | 1038 | -0.53 | -0.19 |
| Social Norm | -0.26 | 0.09 | 1038 | -0.44 | -0.08 |
| Moral Norm | -0.24 | 0.09 | 1038 | -0.42 | -0.05 |

**Table 21**

*Comparisons of the Simple Slopes for Egoistic Values Predicting Consumer Intentions Across Norm Conditions*

| Contrast | *Difference in b* | *SE* | *df* | *t* | *p* |
| --- | --- | --- | --- | --- | --- |
| Control vs Descriptive Norm | -0.10 | 0.139 | 1038 | -0.717 | 0.474 |
| Control vs Convention | -0.001 | 0.124 | 1038 | -0.005 | 0.996 |
| Control vs Social Norm | -0.10 | 0.127 | 1038 | -0.801 | 0.423 |
| Control vs Moral Norm | -0.13 | 0.130 | 1038 | -0.980 | 0.327 |
| Descriptive Norm vs Convention | 0.10 | 0.134 | 1038 | 0.736 | 0.462 |
| Descriptive Norm vs Social Norm | -0.002 | 0.138 | 1038 | -0.015 | 0.988 |
| Descriptive Norm vs Moral Norm | -0.03 | 0.140 | 1038 | -0.200 | 0.842 |
| Convention vs Social Norm | -0.10 | 0.123 | 1038 | -0.818 | 0.414 |
| Convention vs Moral Norm | -0.13 | 0.126 | 1038 | -1.006 | 0.315 |
| Social Norm vs Moral Norm | -0.03 | 0.129 | 1038 | -0.199 | 0.842 |

**Table 22**

*Simple Slopes for Egoistic Values Predicting Consumer Intentions Across Framing Conditions*

| Framing Condition | *b* | *SE* | *df* | *Lower CL* | *Upper CL* |
| --- | --- | --- | --- | --- | --- |
| Control Framing | -0.30 | 0.07 | 1038 | -0.44 | -0.15 |
| Pro-environmental Framing | -0.27 | 0.07 | 1038 | -0.40 | -0.13 |
| Self-enhancing Framing | -0.33 | 0.07 | 1038 | -0.47 | -0.18 |

**Table 23**

*Comparisons of the Simple Slopes for Egoistic Values Predicting Consumer Intentions Across Framing Conditions*

| Contrast | *Difference in b* | *SE* | *df* | *t* | *p* |
| --- | --- | --- | --- | --- | --- |
| Control vs Pro-environmental | -0.03 | 0.10 | 1038 | -0.31 | 0.760 |
| Control vs Self-enhancing | 0.03 | 0.10 | 1038 | 0.32 | 0.752 |
| Pro-environmental vs Self-enhancing | 0.06 | 0.10 | 1038 | 0.63 | 0.530 |

**Table 24**

*Simple Slopes for Hedonic Values Predicting Consumer Intentions Across Norm Conditions*

| Framing Condition | *b* | *SE* | *df* | *Lower CL* | *Upper CL* |
| --- | --- | --- | --- | --- | --- |
| Control Norm | -0.08 | 0.13 | 1038 | -0.33 | 0.16 |
| Descriptive Norm | -0.05 | 0.13 | 1038 | -0.30 | 0.21 |
| Convention | 0.12 | 0.11 | 1038 | -0.10 | 0.35 |
| Social Norm | -0.18 | 0.12 | 1038 | -0.42 | 0.06 |
| Moral Norm | -0.28 | 0.11 | 1038 | -0.49 | -0.06 |

**Table 25**

*Comparisons of the Simple Slopes for Hedonic Values Predicting Consumer Intentions Across Norm Conditions*

| Contrast | *Difference in b* | *SE* | *df* | *t* | *p* |
| --- | --- | --- | --- | --- | --- |
| Control vs Descriptive Norm | -0.04 | 0.18 | 1038 | -0.21 | 0.834 |
| Control vs Convention | -0.21 | 0.17 | 1038 | -1.22 | 0.222 |
| Control vs Social Norm | 0.09 | 0.18 | 1038 | 0.53 | 0.593 |
| Control vs Moral Norm | 0.19 | 0.17 | 1038 | 1.16 | 0.248 |
| Descriptive Norm vs Convention | -0.17 | 0.17 | 1038 | -0.99 | 0.325 |
| Descriptive Norm vs Social Norm | 0.13 | 0.18 | 1038 | 0.74 | 0.460 |
| Descriptive Norm vs Moral Norm | 0.23 | 0.17 | 1038 | 1.36 | 0.176 |
| Convention vs Social Norm | 0.30 | 0.17 | 1038 | 1.81 | 0.071 |
| Convention vs Moral Norm | 0.40 | 0.16 | 1038 | 2.53 | 0.012 |
| Social Norm vs Moral Norm | 0.10 | 0.16 | 1038 | 0.60 | 0.548 |

**Table 26**

*Simple Slopes for Hedonic Values Predicting Consumer Intentions Across Framing Conditions*

| Framing Condition | *b* | *SE* | *df* | *Lower CL* | *Upper CL* |
| --- | --- | --- | --- | --- | --- |
| Control Framing | -0.15 | 0.09 | 1038 | -0.33 | 0.03 |
| Pro-environmental Framing | 0.01 | 0.09 | 1038 | -0.17 | 0.19 |
| Self-enhancing Framing | -0.14 | 0.10 | 1038 | -0.34 | 0.05 |

**Table 27**

*Comparisons of the Simple Slopes for Hedonic Values Predicting Consumer Intentions Across Framing Conditions*

| Contrast | *Difference in b* | *SE* | *df* | *t* | *p* |
| --- | --- | --- | --- | --- | --- |
| Control vs Pro-environmental | -0.16 | 0.13 | 1038 | -1.22 | 0.223 |
| Control vs Self-enhancing | -0.01 | 0.13 | 1038 | -0.05 | 0.958 |
| Pro-environmental vs Self-enhancing | 0.15 | 0.13 | 1038 | 1.12 | 0.263 |

**Table 28**

*Simple Slopes for Ingroup Identification Predicting Consumer Intentions Across Norm Conditions*

| Framing Condition | *b* | *SE* | *df* | *Lower CL* | *Upper CL* |
| --- | --- | --- | --- | --- | --- |
| Control Norm | 0.04 | 0.07 | 1038 | -0.10 | 0.18 |
| Descriptive Norm | 0.06 | 0.08 | 1038 | -0.10 | 0.21 |
| Convention | 0.01 | 0.08 | 1038 | -0.14 | 0.17 |
| Social Norm | 0.05 | 0.08 | 1038 | -0.09 | 0.20 |
| Moral Norm | -0.03 | 0.07 | 1038 | -0.17 | 0.11 |

**Table 29**

*Comparisons of the Simple Slopes for Ingroup Identification Predicting Consumer Intentions Across Norm Conditions*

| Contrast | *Difference in b* | *SE* | *df* | *t* | *p* |
| --- | --- | --- | --- | --- | --- |
| Control vs Descriptive Norm | -0.02 | 0.11 | 1038 | -0.14 | 0.889 |
| Control vs Convention | 0.03 | 0.11 | 1038 | 0.26 | 0.792 |
| Control vs Social Norm | -0.01 | 0.10 | 1038 | -0.11 | 0.915 |
| Control vs Moral Norm | 0.07 | 0.10 | 1038 | 0.70 | 0.484 |
| Descriptive Norm vs Convention | 0.04 | 0.11 | 1038 | 0.39 | 0.698 |
| Descriptive Norm vs Social Norm | 0.004 | 0.11 | 1038 | 0.03 | 0.973 |
| Descriptive Norm vs Moral Norm | 0.09 | 0.11 | 1038 | 0.82 | 0.415 |
| Convention vs Social Norm | -0.04 | 0.11 | 1038 | -0.36 | 0.719 |
| Convention vs Moral Norm | 0.04 | 0.11 | 1038 | 0.42 | 0.677 |
| Social Norm vs Moral Norm | 0.08 | 0.11 | 1038 | 0.79 | 0.429 |

**Table 30**

*Simple Slopes for Ingroup Identification Predicting Consumer Intentions Across Framing Conditions*

| Framing Condition | *b* | *SE* | *df* | *Lower CL* | *Upper CL* |
| --- | --- | --- | --- | --- | --- |
| Control Framing | 0.04 | 0.06 | 1038 | -0.08 | 0.15 |
| Pro-environmental Framing | -0.01 | 0.06 | 1038 | -0.13 | 0.10 |
| Self-enhancing Framing | 0.06 | 0.06 | 1038 | -0.06 | 0.18 |

**Table 31**

*Comparisons of the Simple Slopes for Ingroup Identification Predicting Consumer Intentions Across Framing Conditions*

| Contrast | *Difference in b* | *SE* | *df* | *t* | *p* |
| --- | --- | --- | --- | --- | --- |
| Control vs Pro-environmental | 0.05 | 0.08 | 1038 | 0.59 | 0.558 |
| Control vs Self-enhancing | -0.02 | 0.08 | 1038 | -0.28 | 0.779 |
| Pro-environmental vs Self-enhancing | -0.07 | 0.08 | 1038 | -0.85 | 0.397 |