**Table 3**

ANOVA Results Predicting Consumer Intentions using Imputed Data Set 1

|  | *SS* | *df1* | *df2* | *F* | *p* | η2 | ηp2 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Framing Condition | 4.40 | 2 | 1038 | 1.93 | 0.145 | 0.003 | 0.004 |
| Norm Condition | 7.06 | 4 | 1038 | 1.55 | 0.186 | 0.004 | 0.006 |
| Biospheric Values | 67.68 | 1 | 1038 | 59.42 | 0.000 | 0.042 | 0.054 |
| Altruistic Values | 1.83 | 1 | 1038 | 1.60 | 0.206 | 0.001 | 0.002 |
| Egoistic Values | 53.20 | 1 | 1038 | 46.71 | 0.000 | 0.033 | 0.043 |
| Hedonic Values | 2.81 | 1 | 1038 | 2.47 | 0.117 | 0.002 | 0.002 |
| Ingroup Identification | 0.69 | 1 | 1038 | 0.61 | 0.436 | 0.000 | 0.001 |
| Self-deceptive Enhancement | 8.47 | 1 | 1038 | 7.44 | 0.006 | 0.005 | 0.007 |
| Impression Management | 0.09 | 1 | 1038 | 0.08 | 0.773 | 0.000 | 0.000 |
| Clothing Interest | 0.02 | 1 | 1038 | 0.01 | 0.908 | 0.000 | 0.000 |
| Gender | 4.10 | 1 | 1038 | 3.60 | 0.058 | 0.003 | 0.003 |
| Age | 6.49 | 1 | 1038 | 5.70 | 0.017 | 0.004 | 0.005 |
| Framing x Norm | 5.77 | 8 | 1038 | 0.63 | 0.750 | 0.004 | 0.005 |
| Framing x Biospheric Values | 0.98 | 2 | 1038 | 0.43 | 0.652 | 0.001 | 0.001 |
| Norm x Biospheric Values | 11.80 | 4 | 1038 | 2.59 | 0.035 | 0.007 | 0.010 |
| Framing x Altruistic Values | 1.30 | 2 | 1038 | 0.57 | 0.565 | 0.001 | 0.001 |
| Norm x Altruistic Values | 8.64 | 4 | 1038 | 1.90 | 0.109 | 0.005 | 0.007 |
| Framing x Egoistic Values | 0.28 | 2 | 1038 | 0.12 | 0.884 | 0.000 | 0.000 |
| Norm x Egoistic Values | 2.49 | 4 | 1038 | 0.55 | 0.702 | 0.002 | 0.002 |
| Framing x Hedonic Values | 1.91 | 2 | 1038 | 0.84 | 0.433 | 0.001 | 0.002 |
| Norm x Hedonic Values | 7.55 | 4 | 1038 | 1.66 | 0.158 | 0.005 | 0.006 |
| Framing x Ingroup Identification | 0.80 | 2 | 1038 | 0.35 | 0.704 | 0.001 | 0.001 |
| Norm x Ingroup Identification | 1.09 | 4 | 1038 | 0.24 | 0.916 | 0.001 | 0.001 |
| Framing x Norm x Biospheric Values | 17.29 | 8 | 1038 | 1.90 | 0.057 | 0.011 | 0.014 |
| Framing x Norm x Altruistic Values | 11.83 | 8 | 1038 | 1.30 | 0.240 | 0.007 | 0.010 |
| Framing x Norm x Egoistic Values | 11.78 | 8 | 1038 | 1.29 | 0.243 | 0.007 | 0.010 |
| Framing x Norm x Hedonic Values | 6.19 | 8 | 1038 | 0.68 | 0.710 | 0.004 | 0.005 |
| Framing x Norm x Ingroup Identification | 13.75 | 8 | 1038 | 1.51 | 0.150 | 0.009 | 0.011 |
| Residual | 1182.32 |  |  |  |  |  |  |

**Table 4**

ANOVA Results Predicting Consumer Intentions using Imputed Data Set 2

|  | *SS* | *df1* | *df2* | *F* | *p* | η2 | ηp2 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Framing Condition | 4.19 | 2 | 1038 | 1.84 | 0.160 | 0.003 | 0.004 |
| Norm Condition | 6.51 | 4 | 1038 | 1.42 | 0.224 | 0.004 | 0.005 |
| Biospheric Values | 69.94 | 1 | 1038 | 61.20 | 0.000 | 0.044 | 0.056 |
| Altruistic Values | 1.50 | 1 | 1038 | 1.31 | 0.253 | 0.001 | 0.001 |
| Egoistic Values | 56.07 | 1 | 1038 | 49.07 | 0.000 | 0.035 | 0.045 |
| Hedonic Values | 3.00 | 1 | 1038 | 2.63 | 0.105 | 0.002 | 0.003 |
| Ingroup Identification | 1.00 | 1 | 1038 | 0.87 | 0.351 | 0.001 | 0.001 |
| Self-deceptive Enhancement | 6.96 | 1 | 1038 | 6.09 | 0.014 | 0.004 | 0.006 |
| Impression Management | 0.25 | 1 | 1038 | 0.22 | 0.642 | 0.000 | 0.000 |
| Clothing Interest | 0.00 | 1 | 1038 | 0.00 | 0.969 | 0.000 | 0.000 |
| Gender | 5.20 | 1 | 1038 | 4.55 | 0.033 | 0.003 | 0.004 |
| Age | 4.09 | 1 | 1038 | 3.58 | 0.059 | 0.003 | 0.003 |
| Framing x Norm | 5.61 | 8 | 1038 | 0.61 | 0.767 | 0.004 | 0.005 |
| Framing x Biospheric Values | 0.55 | 2 | 1038 | 0.24 | 0.785 | 0.000 | 0.000 |
| Norm x Biospheric Values | 11.76 | 4 | 1038 | 2.57 | 0.036 | 0.007 | 0.010 |
| Framing x Altruistic Values | 1.10 | 2 | 1038 | 0.48 | 0.619 | 0.001 | 0.001 |
| Norm x Altruistic Values | 9.47 | 4 | 1038 | 2.07 | 0.082 | 0.006 | 0.008 |
| Framing x Egoistic Values | 0.61 | 2 | 1038 | 0.27 | 0.765 | 0.000 | 0.001 |
| Norm x Egoistic Values | 2.00 | 4 | 1038 | 0.44 | 0.781 | 0.001 | 0.002 |
| Framing x Hedonic Values | 1.85 | 2 | 1038 | 0.81 | 0.445 | 0.001 | 0.002 |
| Norm x Hedonic Values | 8.14 | 4 | 1038 | 1.78 | 0.130 | 0.005 | 0.007 |
| Framing x Ingroup Identification | 1.00 | 2 | 1038 | 0.44 | 0.647 | 0.001 | 0.001 |
| Norm x Ingroup Identification | 1.12 | 4 | 1038 | 0.25 | 0.913 | 0.001 | 0.001 |
| Framing x Norm x Biospheric Values | 17.69 | 8 | 1038 | 1.93 | 0.052 | 0.011 | 0.015 |
| Framing x Norm x Altruistic Values | 11.78 | 8 | 1038 | 1.29 | 0.245 | 0.007 | 0.010 |
| Framing x Norm x Egoistic Values | 11.20 | 8 | 1038 | 1.22 | 0.281 | 0.007 | 0.009 |
| Framing x Norm x Hedonic Values | 6.60 | 8 | 1038 | 0.72 | 0.672 | 0.004 | 0.006 |
| Framing x Norm x Ingroup Identification | 12.32 | 8 | 1038 | 1.35 | 0.216 | 0.008 | 0.010 |
| Residual | 1186.18 |  |  |  |  |  |  |

**Table 5**

ANOVA Results Predicting Consumer Intentions using Imputed Data Set 3

|  | *SS* | *df1* | *df2* | *F* | *p* | η2 | ηp2 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Framing Condition | 4.55 | 2 | 1038 | 2.00 | 0.136 | 0.003 | 0.004 |
| Norm Condition | 6.57 | 4 | 1038 | 1.44 | 0.218 | 0.004 | 0.006 |
| Biospheric Values | 70.58 | 1 | 1038 | 61.91 | 0.000 | 0.044 | 0.056 |
| Altruistic Values | 1.42 | 1 | 1038 | 1.25 | 0.265 | 0.001 | 0.001 |
| Egoistic Values | 55.91 | 1 | 1038 | 49.04 | 0.000 | 0.035 | 0.045 |
| Hedonic Values | 3.39 | 1 | 1038 | 2.97 | 0.085 | 0.002 | 0.003 |
| Ingroup Identification | 0.73 | 1 | 1038 | 0.64 | 0.425 | 0.000 | 0.001 |
| Self-deceptive Enhancement | 6.88 | 1 | 1038 | 6.03 | 0.014 | 0.004 | 0.006 |
| Impression Management | 0.07 | 1 | 1038 | 0.06 | 0.801 | 0.000 | 0.000 |
| Clothing Interest | 0.01 | 1 | 1038 | 0.01 | 0.936 | 0.000 | 0.000 |
| Gender | 4.40 | 1 | 1038 | 3.86 | 0.050 | 0.003 | 0.004 |
| Age | 5.79 | 1 | 1038 | 5.08 | 0.024 | 0.004 | 0.005 |
| Framing x Norm | 5.47 | 8 | 1038 | 0.60 | 0.778 | 0.003 | 0.005 |
| Framing x Biospheric Values | 0.52 | 2 | 1038 | 0.23 | 0.795 | 0.000 | 0.000 |
| Norm x Biospheric Values | 12.27 | 4 | 1038 | 2.69 | 0.030 | 0.008 | 0.010 |
| Framing x Altruistic Values | 1.07 | 2 | 1038 | 0.47 | 0.625 | 0.001 | 0.001 |
| Norm x Altruistic Values | 9.26 | 4 | 1038 | 2.03 | 0.088 | 0.006 | 0.008 |
| Framing x Egoistic Values | 0.57 | 2 | 1038 | 0.25 | 0.777 | 0.000 | 0.000 |
| Norm x Egoistic Values | 1.71 | 4 | 1038 | 0.37 | 0.827 | 0.001 | 0.001 |
| Framing x Hedonic Values | 2.23 | 2 | 1038 | 0.98 | 0.376 | 0.001 | 0.002 |
| Norm x Hedonic Values | 8.97 | 4 | 1038 | 1.97 | 0.097 | 0.006 | 0.008 |
| Framing x Ingroup Identification | 0.82 | 2 | 1038 | 0.36 | 0.697 | 0.001 | 0.001 |
| Norm x Ingroup Identification | 1.06 | 4 | 1038 | 0.23 | 0.920 | 0.001 | 0.001 |
| Framing x Norm x Biospheric Values | 17.56 | 8 | 1038 | 1.92 | 0.053 | 0.011 | 0.015 |
| Framing x Norm x Altruistic Values | 12.00 | 8 | 1038 | 1.32 | 0.232 | 0.008 | 0.010 |
| Framing x Norm x Egoistic Values | 11.78 | 8 | 1038 | 1.29 | 0.244 | 0.007 | 0.010 |
| Framing x Norm x Hedonic Values | 6.29 | 8 | 1038 | 0.69 | 0.701 | 0.004 | 0.005 |
| Framing x Norm x Ingroup Identification | 13.74 | 8 | 1038 | 1.51 | 0.150 | 0.009 | 0.011 |
| Residual | 1183.35 |  |  |  |  |  |  |

**Table 6**

ANOVA Results Predicting Consumer Intentions using Imputed Data Set 4

|  | *SS* | *df1* | *df2* | *F* | *p* | η2 | ηp2 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Framing Condition | 4.76 | 2 | 1038 | 2.09 | 0.124 | 0.003 | 0.004 |
| Norm Condition | 6.12 | 4 | 1038 | 1.35 | 0.251 | 0.004 | 0.005 |
| Biospheric Values | 69.53 | 1 | 1038 | 61.09 | 0.000 | 0.044 | 0.056 |
| Altruistic Values | 2.58 | 1 | 1038 | 2.26 | 0.133 | 0.002 | 0.002 |
| Egoistic Values | 55.27 | 1 | 1038 | 48.55 | 0.000 | 0.035 | 0.045 |
| Hedonic Values | 4.04 | 1 | 1038 | 3.55 | 0.060 | 0.003 | 0.003 |
| Ingroup Identification | 0.53 | 1 | 1038 | 0.47 | 0.494 | 0.000 | 0.000 |
| Self-deceptive Enhancement | 7.01 | 1 | 1038 | 6.16 | 0.013 | 0.004 | 0.006 |
| Impression Management | 0.14 | 1 | 1038 | 0.13 | 0.723 | 0.000 | 0.000 |
| Clothing Interest | 0.00 | 1 | 1038 | 0.00 | 0.949 | 0.000 | 0.000 |
| Gender | 3.13 | 1 | 1038 | 2.75 | 0.097 | 0.002 | 0.003 |
| Age | 10.22 | 1 | 1038 | 8.98 | 0.003 | 0.006 | 0.009 |
| Framing x Norm | 6.19 | 8 | 1038 | 0.68 | 0.710 | 0.004 | 0.005 |
| Framing x Biospheric Values | 1.14 | 2 | 1038 | 0.50 | 0.607 | 0.001 | 0.001 |
| Norm x Biospheric Values | 11.80 | 4 | 1038 | 2.59 | 0.035 | 0.007 | 0.010 |
| Framing x Altruistic Values | 1.87 | 2 | 1038 | 0.82 | 0.440 | 0.001 | 0.002 |
| Norm x Altruistic Values | 10.04 | 4 | 1038 | 2.21 | 0.066 | 0.006 | 0.008 |
| Framing x Egoistic Values | 0.35 | 2 | 1038 | 0.15 | 0.858 | 0.000 | 0.000 |
| Norm x Egoistic Values | 2.50 | 4 | 1038 | 0.55 | 0.700 | 0.002 | 0.002 |
| Framing x Hedonic Values | 2.60 | 2 | 1038 | 1.14 | 0.319 | 0.002 | 0.002 |
| Norm x Hedonic Values | 7.91 | 4 | 1038 | 1.74 | 0.140 | 0.005 | 0.007 |
| Framing x Ingroup Identification | 0.81 | 2 | 1038 | 0.35 | 0.702 | 0.001 | 0.001 |
| Norm x Ingroup Identification | 0.93 | 4 | 1038 | 0.21 | 0.936 | 0.001 | 0.001 |
| Framing x Norm x Biospheric Values | 16.74 | 8 | 1038 | 1.84 | 0.066 | 0.010 | 0.014 |
| Framing x Norm x Altruistic Values | 12.25 | 8 | 1038 | 1.35 | 0.217 | 0.008 | 0.010 |
| Framing x Norm x Egoistic Values | 10.51 | 8 | 1038 | 1.15 | 0.324 | 0.007 | 0.009 |
| Framing x Norm x Hedonic Values | 5.75 | 8 | 1038 | 0.63 | 0.752 | 0.004 | 0.005 |
| Framing x Norm x Ingroup Identification | 12.78 | 8 | 1038 | 1.40 | 0.191 | 0.008 | 0.011 |
| Residual | 1181.49 |  |  |  |  |  |  |

**Table 7**

ANOVA Results Predicting Consumer Intentions using Imputed Data Set 5

|  | *SS* | *df1* | *df2* | *F* | *p* | η2 | ηp2 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Framing Condition | 4.31 | 2 | 1038 | 1.88 | 0.153 | 0.003 | 0.004 |
| Norm Condition | 6.34 | 4 | 1038 | 1.38 | 0.239 | 0.004 | 0.005 |
| Biospheric Values | 70.75 | 1 | 1038 | 61.66 | 0.000 | 0.044 | 0.056 |
| Altruistic Values | 1.63 | 1 | 1038 | 1.42 | 0.234 | 0.001 | 0.001 |
| Egoistic Values | 55.36 | 1 | 1038 | 48.24 | 0.000 | 0.035 | 0.044 |
| Hedonic Values | 3.70 | 1 | 1038 | 3.22 | 0.073 | 0.002 | 0.003 |
| Ingroup Identification | 1.08 | 1 | 1038 | 0.94 | 0.333 | 0.001 | 0.001 |
| Self-deceptive Enhancement | 8.18 | 1 | 1038 | 7.13 | 0.008 | 0.005 | 0.007 |
| Impression Management | 0.20 | 1 | 1038 | 0.17 | 0.679 | 0.000 | 0.000 |
| Clothing Interest | 0.01 | 1 | 1038 | 0.01 | 0.924 | 0.000 | 0.000 |
| Gender | 4.95 | 1 | 1038 | 4.31 | 0.038 | 0.003 | 0.004 |
| Age | 3.21 | 1 | 1038 | 2.80 | 0.095 | 0.002 | 0.003 |
| Framing x Norm | 5.44 | 8 | 1038 | 0.59 | 0.785 | 0.003 | 0.005 |
| Framing x Biospheric Values | 0.52 | 2 | 1038 | 0.23 | 0.797 | 0.000 | 0.000 |
| Norm x Biospheric Values | 11.13 | 4 | 1038 | 2.43 | 0.046 | 0.007 | 0.009 |
| Framing x Altruistic Values | 1.12 | 2 | 1038 | 0.49 | 0.613 | 0.001 | 0.001 |
| Norm x Altruistic Values | 8.32 | 4 | 1038 | 1.81 | 0.124 | 0.005 | 0.007 |
| Framing x Egoistic Values | 0.56 | 2 | 1038 | 0.24 | 0.784 | 0.000 | 0.000 |
| Norm x Egoistic Values | 2.10 | 4 | 1038 | 0.46 | 0.767 | 0.001 | 0.002 |
| Framing x Hedonic Values | 2.28 | 2 | 1038 | 1.00 | 0.370 | 0.001 | 0.002 |
| Norm x Hedonic Values | 8.39 | 4 | 1038 | 1.83 | 0.121 | 0.005 | 0.007 |
| Framing x Ingroup Identification | 0.95 | 2 | 1038 | 0.41 | 0.662 | 0.001 | 0.001 |
| Norm x Ingroup Identification | 1.20 | 4 | 1038 | 0.26 | 0.903 | 0.001 | 0.001 |
| Framing x Norm x Biospheric Values | 17.32 | 8 | 1038 | 1.89 | 0.059 | 0.011 | 0.014 |
| Framing x Norm x Altruistic Values | 10.76 | 8 | 1038 | 1.17 | 0.312 | 0.007 | 0.009 |
| Framing x Norm x Egoistic Values | 11.39 | 8 | 1038 | 1.24 | 0.272 | 0.007 | 0.009 |
| Framing x Norm x Hedonic Values | 5.15 | 8 | 1038 | 0.56 | 0.810 | 0.003 | 0.004 |
| Framing x Norm x Ingroup Identification | 12.63 | 8 | 1038 | 1.38 | 0.203 | 0.008 | 0.010 |
| Residual | 1191.17 |  |  |  |  |  |  |

**Table #**

ANOVA Results Predicting Consumer Behaviors using Imputed Data Set 1

|  | *LR Χ2* | *df* | *p* |
| --- | --- | --- | --- |
| Framing Condition | 12.72 | 2 | 0.002 |
| Norm Condition | 2.08 | 4 | 0.721 |
| Biospheric Values | 25.09 | 1 | < .001 |
| Altruistic Values | 1.87 | 1 | 0.172 |
| Egoistic Values | 61.43 | 1 | < .001 |
| Hedonic Values | 0.03 | 1 | 0.859 |
| Ingroup Identification | 0.10 | 1 | 0.753 |
| Self-deceptive Enhancement | 7.28 | 1 | 0.007 |
| Impression Management | 7.05 | 1 | 0.008 |
| Clothing Interest | 0.23 | 1 | 0.630 |
| Gender | 0.13 | 1 | 0.723 |
| Age | 2.49 | 1 | 0.114 |
| Framing x Norm | 7.06 | 8 | 0.531 |
| Framing x Biospheric Values | 3.93 | 2 | 0.140 |
| Norm x Biospheric Values | 3.84 | 4 | 0.428 |
| Framing x Altruistic Values | 10.03 | 2 | 0.007 |
| Norm x Altruistic Values | 8.68 | 4 | 0.070 |
| Framing x Egoistic Values | 4.29 | 2 | 0.117 |
| Norm x Egoistic Values | 1.92 | 4 | 0.751 |
| Framing x Hedonic Values | 0.72 | 2 | 0.699 |
| Norm x Hedonic Values | 1.97 | 4 | 0.741 |
| Framing x Ingroup Identification | 0.20 | 2 | 0.907 |
| Norm x Ingroup Identification | 0.72 | 4 | 0.949 |
| Framing x Norm x Biospheric Values | 6.19 | 8 | 0.626 |
| Framing x Norm x Altruistic Values | 10.94 | 8 | 0.205 |
| Framing x Norm x Egoistic Values | 5.81 | 8 | 0.669 |
| Framing x Norm x Hedonic Values | 5.72 | 8 | 0.679 |
| Framing x Norm x Ingroup Identification | 3.19 | 8 | 0.922 |
| Residual | 1182.32 |  |  |

**Table #**

ANOVA Results Predicting Consumer Behaviors using Imputed Data Set 2

|  | *LR Χ2* | *df* | *p* |
| --- | --- | --- | --- |
| Framing Condition | 12.13 | 2 | 0.002 |
| Norm Condition | 2.35 | 4 | 0.671 |
| Biospheric Values | 23.89 | 1 | < .001 |
| Altruistic Values | 2.74 | 1 | 0.098 |
| Egoistic Values | 62.37 | 1 | < .001 |
| Hedonic Values | 0.01 | 1 | 0.931 |
| Ingroup Identification | 0.00 | 1 | 0.988 |
| Self-deceptive Enhancement | 6.99 | 1 | 0.008 |
| Impression Management | 7.39 | 1 | 0.007 |
| Clothing Interest | 0.43 | 1 | 0.511 |
| Gender | 0.34 | 1 | 0.559 |
| Age | 5.47 | 1 | 0.019 |
| Framing x Norm | 6.63 | 8 | 0.577 |
| Framing x Biospheric Values | 3.90 | 2 | 0.142 |
| Norm x Biospheric Values | 3.88 | 4 | 0.423 |
| Framing x Altruistic Values | 10.47 | 2 | 0.005 |
| Norm x Altruistic Values | 9.24 | 4 | 0.055 |
| Framing x Egoistic Values | 4.61 | 2 | 0.100 |
| Norm x Egoistic Values | 1.63 | 4 | 0.803 |
| Framing x Hedonic Values | 1.03 | 2 | 0.598 |
| Norm x Hedonic Values | 1.81 | 4 | 0.770 |
| Framing x Ingroup Identification | 0.34 | 2 | 0.845 |
| Norm x Ingroup Identification | 1.29 | 4 | 0.864 |
| Framing x Norm x Biospheric Values | 6.92 | 8 | 0.545 |
| Framing x Norm x Altruistic Values | 11.18 | 8 | 0.192 |
| Framing x Norm x Egoistic Values | 5.05 | 8 | 0.752 |
| Framing x Norm x Hedonic Values | 6.10 | 8 | 0.637 |
| Framing x Norm x Ingroup Identification | 4.39 | 8 | 0.821 |
| Residual | 1182.32 |  |  |

**Table #**

ANOVA Results Predicting Consumer Behaviors using Imputed Data Set 3

|  | *LR Χ2* | *df* | *p* |
| --- | --- | --- | --- |
| Framing Condition | 12.87 | 2 | 0.002 |
| Norm Condition | 2.25 | 4 | 0.690 |
| Biospheric Values | 23.48 | 1 | < .001 |
| Altruistic Values | 2.26 | 1 | 0.133 |
| Egoistic Values | 61.07 | 1 | < .001 |
| Hedonic Values | 0.01 | 1 | 0.931 |
| Ingroup Identification | 0.00 | 1 | 0.986 |
| Self-deceptive Enhancement | 6.88 | 1 | 0.009 |
| Impression Management | 6.62 | 1 | 0.010 |
| Clothing Interest | 0.18 | 1 | 0.669 |
| Gender | 0.00 | 1 | 0.945 |
| Age | 6.85 | 1 | 0.009 |
| Framing x Norm | 7.57 | 8 | 0.476 |
| Framing x Biospheric Values | 3.84 | 2 | 0.147 |
| Norm x Biospheric Values | 2.84 | 4 | 0.585 |
| Framing x Altruistic Values | 10.10 | 2 | 0.006 |
| Norm x Altruistic Values | 9.66 | 4 | 0.047 |
| Framing x Egoistic Values | 5.40 | 2 | 0.067 |
| Norm x Egoistic Values | 2.88 | 4 | 0.578 |
| Framing x Hedonic Values | 0.51 | 2 | 0.776 |
| Norm x Hedonic Values | 2.30 | 4 | 0.681 |
| Framing x Ingroup Identification | 0.18 | 2 | 0.913 |
| Norm x Ingroup Identification | 1.17 | 4 | 0.883 |
| Framing x Norm x Biospheric Values | 8.11 | 8 | 0.422 |
| Framing x Norm x Altruistic Values | 10.96 | 8 | 0.204 |
| Framing x Norm x Egoistic Values | 6.37 | 8 | 0.605 |
| Framing x Norm x Hedonic Values | 6.76 | 8 | 0.563 |
| Framing x Norm x Ingroup Identification | 3.57 | 8 | 0.893 |
| Residual | 1182.32 |  |  |

**Table #**

ANOVA Results Predicting Consumer Behaviors using Imputed Data Set 4

|  | *LR Χ2* | *df* | *p* |
| --- | --- | --- | --- |
| Framing Condition | 11.21 | 2 | 0.004 |
| Norm Condition | 1.49 | 4 | 0.829 |
| Biospheric Values | 25.40 | 1 | < .001 |
| Altruistic Values | 2.42 | 1 | 0.120 |
| Egoistic Values | 57.67 | 1 | < .001 |
| Hedonic Values | 0.04 | 1 | 0.844 |
| Ingroup Identification | 0.06 | 1 | 0.813 |
| Self-deceptive Enhancement | 6.82 | 1 | 0.009 |
| Impression Management | 6.36 | 1 | 0.012 |
| Clothing Interest | 0.32 | 1 | 0.570 |
| Gender | 0.01 | 1 | 0.904 |
| Age | 2.17 | 1 | 0.141 |
| Framing x Norm | 6.45 | 8 | 0.597 |
| Framing x Biospheric Values | 3.61 | 2 | 0.165 |
| Norm x Biospheric Values | 3.83 | 4 | 0.430 |
| Framing x Altruistic Values | 9.96 | 2 | 0.007 |
| Norm x Altruistic Values | 10.23 | 4 | 0.037 |
| Framing x Egoistic Values | 5.63 | 2 | 0.060 |
| Norm x Egoistic Values | 1.74 | 4 | 0.783 |
| Framing x Hedonic Values | 0.57 | 2 | 0.751 |
| Norm x Hedonic Values | 2.02 | 4 | 0.732 |
| Framing x Ingroup Identification | 0.38 | 2 | 0.829 |
| Norm x Ingroup Identification | 1.06 | 4 | 0.900 |
| Framing x Norm x Biospheric Values | 6.67 | 8 | 0.573 |
| Framing x Norm x Altruistic Values | 10.10 | 8 | 0.258 |
| Framing x Norm x Egoistic Values | 5.22 | 8 | 0.733 |
| Framing x Norm x Hedonic Values | 6.27 | 8 | 0.617 |
| Framing x Norm x Ingroup Identification | 3.65 | 8 | 0.887 |
| Residual | 1182.32 |  |  |

**Table #**

ANOVA Results Predicting Consumer Behaviors using Imputed Data Set 5

|  | *LR Χ2* | *df* | *p* |
| --- | --- | --- | --- |
| Framing Condition | 11.26 | 2 | 0.004 |
| Norm Condition | 1.40 | 4 | 0.845 |
| Biospheric Values | 22.81 | 1 | < .001 |
| Altruistic Values | 2.69 | 1 | 0.101 |
| Egoistic Values | 65.27 | 1 | < .001 |
| Hedonic Values | 0.03 | 1 | 0.860 |
| Ingroup Identification | 0.04 | 1 | 0.846 |
| Self-deceptive Enhancement | 6.75 | 1 | 0.009 |
| Impression Management | 6.06 | 1 | 0.014 |
| Clothing Interest | 0.33 | 1 | 0.566 |
| Gender | 0.00 | 1 | 0.993 |
| Age | 4.82 | 1 | 0.028 |
| Framing x Norm | 7.41 | 8 | 0.494 |
| Framing x Biospheric Values | 4.56 | 2 | 0.102 |
| Norm x Biospheric Values | 4.48 | 4 | 0.345 |
| Framing x Altruistic Values | 10.71 | 2 | 0.005 |
| Norm x Altruistic Values | 10.15 | 4 | 0.038 |
| Framing x Egoistic Values | 4.43 | 2 | 0.109 |
| Norm x Egoistic Values | 2.05 | 4 | 0.727 |
| Framing x Hedonic Values | 0.63 | 2 | 0.730 |
| Norm x Hedonic Values | 1.91 | 4 | 0.752 |
| Framing x Ingroup Identification | 0.15 | 2 | 0.928 |
| Norm x Ingroup Identification | 1.02 | 4 | 0.907 |
| Framing x Norm x Biospheric Values | 6.32 | 8 | 0.612 |
| Framing x Norm x Altruistic Values | 10.75 | 8 | 0.217 |
| Framing x Norm x Egoistic Values | 6.89 | 8 | 0.548 |
| Framing x Norm x Hedonic Values | 6.32 | 8 | 0.612 |
| Framing x Norm x Ingroup Identification | 5.00 | 8 | 0.758 |
| Residual | 1182.32 |  |  |