**Table 1**

*Pooled Results for Linear Regression Model Predicting Consumer Intentions*

| Term | *b* | *SE* (*b*) | *b\** | *t* | *df* | *p* |
| --- | --- | --- | --- | --- | --- | --- |
| Intercept | 4.39 | 0.03 | -0.02 | 128.02 | 1,023.94 | <0.001 |
| FramingCode1 | 0.03 | 0.08 | 0.03 | 0.41 | 1,034.11 | 0.679 |
| FramingCode2 | 0.13 | 0.07 | 0.11 | 1.93 | 1,029.29 | 0.054 |
| NormCode1 | -0.01 | 0.05 | -0.01 | -0.29 | 1,032.67 | 0.774 |
| NormCode2 | 0.03 | 0.03 | 0.02 | 0.94 | 1,033.71 | 0.347 |
| NormCode3 | -0.04 | 0.02 | -0.04 | -1.98 | 1,023.06 | 0.048 |
| NormCode4 | -0.02 | 0.02 | -0.01 | -0.90 | 1,028.32 | 0.370 |
| Biospheric Values | 0.36 | 0.05 | 0.30 | 7.79 | 1,022.82 | <0.001 |
| Altruistic Values | 0.08 | 0.06 | 0.05 | 1.23 | 861.98 | 0.220 |
| Egoistic Values | -0.30 | 0.04 | -0.23 | -6.93 | 1,024.33 | <0.001 |
| Hedonic Values | -0.09 | 0.05 | -0.06 | -1.70 | 926.77 | 0.089 |
| Ingroup Identification | 0.03 | 0.03 | 0.02 | 0.83 | 953.00 | 0.409 |
| Self-deceptive Enhancement | -0.11 | 0.04 | -0.08 | -2.54 | 924.33 | 0.011 |
| Impression Management | -0.01 | 0.04 | -0.01 | -0.35 | 1,004.67 | 0.724 |
| Clothing Interest | 0.00 | 0.05 | 0.00 | 0.08 | 1,034.67 | 0.937 |
| Gender | 0.15 | 0.08 | 0.12 | 1.91 | 717.44 | 0.057 |
| Age | -0.04 | 0.02 | -0.07 | -1.96 | 68.87 | 0.054 |
| FramingCode1 x NormCode1 | 0.20 | 0.13 | 0.17 | 1.57 | 1,034.21 | 0.117 |
| FramingCode2 x NormCode1 | -0.10 | 0.11 | -0.09 | -0.95 | 1,034.86 | 0.342 |
| FramingCode1 x NormCode2 | 0.00 | 0.08 | 0.00 | -0.07 | 1,028.05 | 0.948 |
| FramingCode2 x NormCode2 | -0.04 | 0.06 | -0.03 | -0.59 | 1,033.89 | 0.552 |
| FramingCode1 x NormCode3 | 0.03 | 0.05 | 0.02 | 0.51 | 1,025.32 | 0.613 |
| FramingCode2 x NormCode3 | 0.02 | 0.05 | 0.02 | 0.51 | 1,030.22 | 0.608 |
| FramingCode1 x NormCode4 | 0.03 | 0.04 | 0.02 | 0.66 | 998.65 | 0.508 |
| FramingCode2 x NormCode4 | -0.02 | 0.03 | -0.01 | -0.44 | 1,024.29 | 0.659 |
| FramingCode1 x Biospheric Values | -0.05 | 0.12 | -0.04 | -0.39 | 791.78 | 0.695 |
| FramingCode2 x Biospheric Values | 0.06 | 0.09 | 0.05 | 0.68 | 1,007.31 | 0.499 |
| NormCode1 x Biospheric Values | -0.07 | 0.07 | -0.06 | -0.99 | 931.92 | 0.324 |
| NormCode2 x Biospheric Values | 0.08 | 0.04 | 0.07 | 1.88 | 1,031.57 | 0.060 |
| NormCode3 x Biospheric Values | -0.05 | 0.03 | -0.04 | -1.69 | 985.56 | 0.091 |
| NormCode4 x Biospheric Values | -0.04 | 0.03 | -0.04 | -1.71 | 986.90 | 0.087 |
| FramingCode1 x Altruistic Values | 0.02 | 0.16 | 0.01 | 0.12 | 809.25 | 0.903 |
| FramingCode2 x Altruistic Values | -0.13 | 0.13 | -0.09 | -1.04 | 968.66 | 0.299 |
| NormCode1 x Altruistic Values | -0.13 | 0.10 | -0.09 | -1.26 | 622.62 | 0.210 |
| NormCode2 x Altruistic Values | -0.02 | 0.06 | -0.01 | -0.28 | 783.32 | 0.777 |
| NormCode3 x Altruistic Values | 0.03 | 0.04 | 0.02 | 0.73 | 928.16 | 0.469 |
| NormCode4 x Altruistic Values | 0.07 | 0.03 | 0.05 | 2.27 | 992.95 | 0.023 |
| FramingCode1 x Egoistic Values | -0.03 | 0.10 | -0.03 | -0.33 | 990.51 | 0.745 |
| FramingCode2 x Egoistic Values | 0.05 | 0.09 | 0.04 | 0.54 | 1,019.47 | 0.586 |
| NormCode1 x Egoistic Values | 0.05 | 0.07 | 0.04 | 0.73 | 616.36 | 0.467 |
| NormCode2 x Egoistic Values | -0.02 | 0.04 | -0.01 | -0.45 | 980.94 | 0.649 |
| NormCode3 x Egoistic Values | 0.02 | 0.03 | 0.01 | 0.65 | 1,022.77 | 0.517 |
| NormCode4 x Egoistic Values | 0.02 | 0.02 | 0.01 | 0.74 | 1,031.39 | 0.462 |
| FramingCode1 x Hedonic Values | 0.01 | 0.13 | 0.01 | 0.06 | 786.35 | 0.955 |
| FramingCode2 x Hedonic Values | 0.15 | 0.11 | 0.10 | 1.36 | 987.02 | 0.175 |
| NormCode1 x Hedonic Values | 0.02 | 0.09 | 0.01 | 0.20 | 841.44 | 0.844 |
| NormCode2 x Hedonic Values | 0.06 | 0.05 | 0.04 | 1.30 | 940.08 | 0.195 |
| NormCode3 x Hedonic Values | -0.04 | 0.04 | -0.03 | -1.24 | 936.18 | 0.214 |
| NormCode4 x Hedonic Values | -0.05 | 0.03 | -0.03 | -1.84 | 1,000.63 | 0.065 |
| FramingCode1 x Ingroup Identification | 0.02 | 0.08 | 0.02 | 0.30 | 1,033.25 | 0.768 |
| FramingCode2 x Ingroup Identification | -0.06 | 0.07 | -0.05 | -0.83 | 1,032.97 | 0.407 |
| NormCode1 x Ingroup Identification | 0.01 | 0.05 | 0.01 | 0.14 | 1,018.46 | 0.890 |
| NormCode2 x Ingroup Identification | -0.01 | 0.03 | -0.01 | -0.38 | 1,032.67 | 0.708 |
| NormCode3 x Ingroup Identification | 0.00 | 0.02 | 0.00 | 0.18 | 1,035.60 | 0.859 |
| NormCode4 x Ingroup Identification | -0.01 | 0.02 | -0.01 | -0.87 | 1,030.70 | 0.387 |
| FramingCode1 x NormCode1 x Biospheric Values | -0.06 | 0.18 | -0.05 | -0.33 | 561.26 | 0.740 |
| FramingCode2 x NormCode1 x Biospheric Values | 0.03 | 0.14 | 0.03 | 0.24 | 995.51 | 0.814 |
| FramingCode1 x NormCode2 x Biospheric Values | -0.13 | 0.11 | -0.11 | -1.21 | 1,031.43 | 0.225 |
| FramingCode2 x NormCode2 x Biospheric Values | 0.11 | 0.08 | 0.09 | 1.33 | 1,029.69 | 0.184 |
| FramingCode1 x NormCode3 x Biospheric Values | 0.15 | 0.08 | 0.12 | 1.95 | 1,027.00 | 0.052 |
| FramingCode2 x NormCode3 x Biospheric Values | 0.07 | 0.06 | 0.06 | 1.15 | 1,025.26 | 0.250 |
| FramingCode1 x NormCode4 x Biospheric Values | 0.06 | 0.07 | 0.05 | 0.89 | 892.04 | 0.372 |
| FramingCode2 x NormCode4 x Biospheric Values | 0.11 | 0.05 | 0.10 | 2.40 | 1,018.03 | 0.017 |
| FramingCode1 x NormCode1 x Altruistic Values | -0.09 | 0.26 | -0.06 | -0.35 | 227.59 | 0.727 |
| FramingCode2 x NormCode1 x Altruistic Values | 0.21 | 0.21 | 0.14 | 1.02 | 908.73 | 0.306 |
| FramingCode1 x NormCode2 x Altruistic Values | 0.25 | 0.14 | 0.17 | 1.79 | 970.71 | 0.074 |
| FramingCode2 x NormCode2 x Altruistic Values | 0.00 | 0.11 | 0.00 | 0.01 | 915.24 | 0.995 |
| FramingCode1 x NormCode3 x Altruistic Values | -0.16 | 0.11 | -0.11 | -1.49 | 999.11 | 0.137 |
| FramingCode2 x NormCode3 x Altruistic Values | -0.07 | 0.09 | -0.04 | -0.77 | 959.26 | 0.443 |
| FramingCode1 x NormCode4 x Altruistic Values | -0.01 | 0.08 | 0.00 | -0.08 | 930.52 | 0.937 |
| FramingCode2 x NormCode4 x Altruistic Values | -0.08 | 0.06 | -0.06 | -1.45 | 1,027.47 | 0.147 |
| FramingCode1 x NormCode1 x Egoistic Values | 0.05 | 0.18 | 0.04 | 0.27 | 440.57 | 0.785 |
| FramingCode2 x NormCode1 x Egoistic Values | 0.13 | 0.14 | 0.10 | 0.93 | 886.17 | 0.354 |
| FramingCode1 x NormCode2 x Egoistic Values | -0.02 | 0.09 | -0.01 | -0.20 | 1,024.81 | 0.842 |
| FramingCode2 x NormCode2 x Egoistic Values | 0.16 | 0.08 | 0.13 | 2.09 | 1,031.23 | 0.037 |
| FramingCode1 x NormCode3 x Egoistic Values | 0.08 | 0.06 | 0.06 | 1.28 | 1,030.87 | 0.202 |
| FramingCode2 x NormCode3 x Egoistic Values | 0.03 | 0.06 | 0.02 | 0.46 | 1,024.47 | 0.643 |
| FramingCode1 x NormCode4 x Egoistic Values | -0.06 | 0.05 | -0.05 | -1.11 | 979.26 | 0.268 |
| FramingCode2 x NormCode4 x Egoistic Values | -0.04 | 0.04 | -0.03 | -0.91 | 1,035.50 | 0.361 |
| FramingCode1 x NormCode1 x Hedonic Values | -0.01 | 0.23 | -0.01 | -0.04 | 489.81 | 0.966 |
| FramingCode2 x NormCode1 x Hedonic Values | -0.22 | 0.19 | -0.15 | -1.18 | 905.88 | 0.240 |
| FramingCode1 x NormCode2 x Hedonic Values | -0.13 | 0.12 | -0.09 | -1.14 | 911.93 | 0.253 |
| FramingCode2 x NormCode2 x Hedonic Values | 0.00 | 0.10 | 0.00 | -0.01 | 994.58 | 0.991 |
| FramingCode1 x NormCode3 x Hedonic Values | -0.12 | 0.09 | -0.08 | -1.32 | 985.32 | 0.186 |
| FramingCode2 x NormCode3 x Hedonic Values | 0.00 | 0.07 | 0.00 | -0.04 | 975.40 | 0.966 |
| FramingCode1 x NormCode4 x Hedonic Values | -0.01 | 0.06 | -0.01 | -0.13 | 947.55 | 0.895 |
| FramingCode2 x NormCode4 x Hedonic Values | 0.04 | 0.05 | 0.02 | 0.67 | 1,013.17 | 0.500 |
| FramingCode1 x NormCode1 x Ingroup Identification | 0.19 | 0.13 | 0.16 | 1.45 | 997.02 | 0.147 |
| FramingCode2 x NormCode1 x Ingroup Identification | 0.04 | 0.11 | 0.03 | 0.32 | 1,029.86 | 0.745 |
| FramingCode1 x NormCode2 x Ingroup Identification | 0.12 | 0.08 | 0.10 | 1.54 | 1,012.50 | 0.125 |
| FramingCode2 x NormCode2 x Ingroup Identification | -0.03 | 0.06 | -0.03 | -0.50 | 1,035.55 | 0.614 |
| FramingCode1 x NormCode3 x Ingroup Identification | 0.04 | 0.05 | 0.03 | 0.69 | 1,008.76 | 0.490 |
| FramingCode2 x NormCode3 x Ingroup Identification | -0.03 | 0.05 | -0.03 | -0.65 | 1,035.26 | 0.519 |
| FramingCode1 x NormCode4 x Ingroup Identification | -0.09 | 0.04 | -0.08 | -2.21 | 1,024.41 | 0.027 |
| FramingCode2 x NormCode4 x Ingroup Identification | 0.04 | 0.04 | 0.03 | 1.12 | 1,035.64 | 0.263 |

*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.

**Table 2**

*Pooled ANOVA Table for Model Predicting Consumer Intentions*

|  | *SS* | *df1* | *df2* | *F* | *p* | η2 | ηp2 |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Framing Condition | 4.45 | 2 | 277911.15 | 1.94 | 0.144 | 0.003 | 0.004 |
| Norm Condition | 6.52 | 4 | 71957.17 | 1.41 | 0.227 | 0.005 | 0.005 |
| Biospheric Values | 69.70 | 1 | 182541.21 | 60.76 | 0.000 | 0.048 | 0.056 |
| Altruistic Values | 1.79 | 1 | 4948.63 | 1.48 | 0.224 | 0.001 | 0.002 |
| Egoistic Values | 55.16 | 1 | 117647.58 | 48.03 | 0.000 | 0.038 | 0.044 |
| Hedonic Values | 3.39 | 1 | 10965.18 | 2.88 | 0.090 | 0.002 | 0.003 |
| Ingroup Identification | 0.80 | 1 | 15534.19 | 0.67 | 0.413 | 0.001 | 0.001 |
| Self-deceptive Enhancement | 7.50 | 1 | 10820.41 | 6.41 | 0.011 | 0.005 | 0.006 |
| Impression Management | 0.15 | 1 | 48583.18 | 0.12 | 0.732 | 0.000 | 0.000 |
| Clothing Interest | 0.01 | 1 | 3781093.85 | 0.01 | 0.942 | 0.000 | 0.000 |
| Gender | 4.35 | 1 | 2572.87 | 3.60 | 0.058 | 0.003 | 0.004 |
| Age | 5.96 | 1 | 71.04 | 3.63 | 0.061 | 0.004 | 0.005 |
| Framing x Norm | 5.70 | 8 | 55071.52 | 0.61 | 0.767 | 0.004 | 0.005 |
| Framing x Biospheric Values | 0.74 | 2 | 3277.29 | 0.27 | 0.761 | 0.001 | 0.001 |
| Norm x Biospheric Values | 11.75 | 4 | 97395.31 | 2.56 | 0.037 | 0.008 | 0.010 |
| Framing x Altruistic Values | 1.29 | 2 | 6519.70 | 0.52 | 0.592 | 0.001 | 0.001 |
| Norm x Altruistic Values | 9.15 | 4 | 9084.58 | 1.96 | 0.098 | 0.006 | 0.008 |
| Framing x Egoistic Values | 0.48 | 2 | 15139.30 | 0.19 | 0.831 | 0.000 | 0.000 |
| Norm x Egoistic Values | 2.16 | 4 | 8536.54 | 0.44 | 0.776 | 0.001 | 0.002 |
| Framing x Hedonic Values | 2.18 | 2 | 21454.97 | 0.93 | 0.396 | 0.002 | 0.002 |
| Norm x Hedonic Values | 8.19 | 4 | 22945.86 | 1.76 | 0.133 | 0.006 | 0.007 |
| Framing x Ingroup Identification | 0.88 | 2 | 493256.84 | 0.38 | 0.685 | 0.001 | 0.001 |
| Norm x Ingroup Identification | 1.08 | 4 | 363457.46 | 0.23 | 0.920 | 0.001 | 0.001 |
| Framing x Norm x Biospheric Values | 17.32 | 8 | 345248.97 | 1.89 | 0.057 | 0.012 | 0.014 |
| Framing x Norm x Altruistic Values | 11.73 | 8 | 16665.70 | 1.26 | 0.259 | 0.008 | 0.010 |
| Framing x Norm x Egoistic Values | 11.33 | 8 | 28094.95 | 1.22 | 0.280 | 0.008 | 0.009 |
| Framing x Norm x Hedonic Values | 6.00 | 8 | 5510.08 | 0.63 | 0.757 | 0.004 | 0.005 |
| Framing x Norm x Ingroup Identification | 13.04 | 8 | 13143.09 | 1.40 | 0.190 | 0.009 | 0.011 |
| Residual | 1184.90 |  |  |  |  |  |  |

**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 for Consumer Intentions Across Each Framing Condition*

| Framing Condition | *EM Mean* | *SE* | *df* | *95%CI EM Mean* |
| --- | --- | --- | --- | --- |
| 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**

*Comparison of Consumer Intentions Between Framing Conditions*

| Contrast | *EM Mean Difference* | *95%CI*  *EM Mean Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Self-enhancing vs Control | 0.03 | [-0.13, 0.19] | 0.08 | 1038 | 0.41 | 0.679 | 0.03 |
| Pro-environmental vs Control | 0.15 | [-0.01, 0.31] | 0.08 | 1038 | 1.87 | 0.062 | 0.14 |
| Self-enhancing vs Pro-environmental | -0.12 | [-0.28, 0.04] | 0.08 | 1038 | -1.46 | 0.145 | 0.11 |

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

**Table 10**

*Estimated Marginal Means for Consumer Intentions Across Each Norm Condition*

| Framing Condition | *EM Mean* | *SE* | *df* | *95%CI EM Mean* |
| --- | --- | --- | --- | --- |
| 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**

*Comparison of Consumer Intentions Between Norm Conditions*

| Contrast of Norm Conditions | *EM Mean Difference* | *95%CI*  *EM Mean Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Descriptive vs Control | -0.03 | [-0.22, 0.17] | 0.10 | 1038 | -0.29 | 0.774 | 0.03 |
| Convention vs Control | 0.07 | [-0.13, 0.27] | 0.10 | 1038 | 0.68 | 0.499 | 0.07 |
| Social vs Control | -0.16 | [-0.36, 0.05] | 0.10 | 1038 | -1.50 | 0.134 | 0.15 |
| Moral vs Control | -0.10 | [-0.31, 0.10] | 0.10 | 1038 | -1.00 | 0.320 | 0.10 |

**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.**

**Table #**

*Estimated Marginal Means for Consumer Intentions Across Norm and Framing Conditions*

|  | Framing Condition | | |  |
| --- | --- | --- | --- | --- |
|  | Control | Pro-environmental | Self-enhancing | Per Norm Condition |
| Norm Condition | *EMM* (*SE*) | *EMM* (*SE*) | *EMM* (*SE*) | *EMM* (*SE*) |
| Control | 4.45 (0.12) | 4.61 (0.13) | 4.24 (0.13) | 4.43 (0.07) |
| Descriptive Norm | 4.29 (0.13) | 4.44 (0.13) | 4.47 (0.12) | 4.40 (0.07) |
| Convention | 4.50 (0.14) | 4.54 (0.12) | 4.47 (0.13) | 4.50 (0.07) |
| Social Norm | 4.16 (0.12) | 4.42 (0.13) | 4.24 (0.14) | 4.28 (0.08) |
| Moral Norm | 4.23 (0.14) | 4.38 (0.12) | 4.38 (0.13) | 4.33 (0.08) |
| Per Framing Condition | 4.33 (0.06) | 4.48 (0.06) | 4.36 (0.06) |  |

*Note.* Estimated marginal means from the regression model detailed in Table 1 (DV = Consumer Intentions). Standard errors provided in parentheses next to each estimated marginal mean.

**Table #**

*Effect of Each Norm Condition on Consumer Intentions Across Framing Conditions*

| Framing Condition | Contrast of Norm Conditions | *EM Mean Difference* | *95%CI  EM Mean Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Control | Descriptive vs Control | -0.16 | [-0.51, 0.20] | 0.18 | 1038 | -0.87 | 0.384 | 0.15 |
| Convention vs Control | 0.05 | [-0.31, 0.41] | 0.18 | 1038 | 0.27 | 0.783 | 0.05 |
| Social vs Control | -0.29 | [-0.62, 0.04] | 0.17 | 1038 | -1.71 | 0.088 | 0.27 |
| Moral vs Control | -0.22 | [-0.59, 0.15] | 0.19 | 1038 | -1.16 | 0.246 | 0.21 |
| PE | Descriptive vs Control | -0.17 | [-0.52, 0.19] | 0.18 | 1038 | -0.94 | 0.349 | 0.16 |
| Convention vs Control | -0.07 | [-0.42, 0.27] | 0.17 | 1038 | -0.42 | 0.671 | 0.07 |
| Social vs Control | -0.19 | [-0.55, 0.18] | 0.19 | 1038 | -1.02 | 0.310 | 0.18 |
| Moral vs Control | -0.23 | [-0.58, 0.11] | 0.18 | 1038 | -1.33 | 0.183 | 0.22 |
| SE | Descriptive vs Control | 0.24 | [-0.11, 0.58] | 0.18 | 1038 | 1.36 | 0.174 | 0.22 |
| Convention vs Control | 0.23 | [-0.12, 0.59] | 0.18 | 1038 | 1.29 | 0.198 | 0.22 |
| Social vs Control | 0.01 | [-0.36, 0.38] | 0.19 | 1038 | 0.05 | 0.962 | 0.01 |
| Moral vs Control | 0.14 | [-0.21, 0.49] | 0.18 | 1038 | 0.78 | 0.435 | 0.13 |

*Note.* PE = Pro-environmental framing, SE = self-enhancing framing

**Table #**

*Differences in Estimated Marginal Means for Each Norm-Intervention Condition Across Framing Conditions*

| Norm Condition | Contrast of  Framing Conditions | *EMM Difference* | *95% EMM Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Control norm | PE vs C | 0.16 | [-0.19, 0.51] | 0.18 | 1038 | 0.91 | 0.364 | 0.15 |
| SE vs C | -0.21 | [-0.56, 0.13] | 0.18 | 1038 | -1.21 | 0.227 | 0.20 |
| PE vs SE | 0.38 | [0.02, 0.73] | 0.18 | 1038 | 2.08 | 0.037 | 0.35 |
| Descriptive Norm | PE vs C | 0.15 | [-0.21, 0.51] | 0.18 | 1038 | 0.81 | 0.418 | 0.14 |
| SE vs C | 0.18 | [-0.17, 0.53] | 0.18 | 1038 | 1.02 | 0.310 | 0.17 |
| PE vs SE | -0.03 | [-0.38, 0.31] | 0.18 | 1038 | -0.18 | 0.854 | 0.03 |
| Convention | PE vs C | 0.04 | [-0.32, 0.39] | 0.18 | 1038 | 0.20 | 0.838 | 0.03 |
| SE vs C | -0.03 | [-0.40, 0.34] | 0.19 | 1038 | -0.16 | 0.872 | 0.03 |
| PE vs SE | 0.07 | [-0.28, 0.41] | 0.18 | 1038 | 0.38 | 0.701 | 0.06 |
| Social Norm | PE vs C | 0.26 | [-0.08, 0.61] | 0.18 | 1038 | 1.48 | 0.138 | 0.25 |
| SE vs C | 0.08 | [-0.27, 0.44] | 0.18 | 1038 | 0.47 | 0.637 | 0.08 |
| PE vs SE | 0.18 | [-0.20, 0.55] | 0.19 | 1038 | 0.93 | 0.351 | 0.17 |
| Moral Norm | PE vs C | 0.15 | [-0.22, 0.51] | 0.19 | 1038 | 0.78 | 0.433 | 0.14 |
| SE vs C | 0.15 | [-0.23, 0.52] | 0.19 | 1038 | 0.76 | 0.447 | 0.14 |
| PE vs SE | 0.00 | [-0.35, 0.35] | 0.18 | 1038 | 0.00 | 0.999 | 0.00 |

*Note*. C = control framing, PE = pro-environmental framing, SE = self-enhancing framing

**Table #**

*Differences in the Effects of Each Norm Condition on Consumer Intentions Across Framing Conditions*

| Contrast of Framing Condition | Contrast of Norm Conditions | Difference in Differences between  *EM Means* | *95%CI  EM Mean Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PE vs Control | Descriptive vs Control | -0.01 | [-0.51, 0.49] | 0.26 | 1038 | -0.05 | .963 | 0.01 |
| Convention vs Control | -0.12 | [-0.62, 0.37] | 0.25 | 1038 | -0.49 | .624 | 0.12 |
| Social vs Control | 0.10 | [-0.39, 0.59] | 0.25 | 1038 | 0.40 | .686. | 0.10 |
| Moral vs Control | -0.01 | [-0.52, 0.49] | 0.26 | 1038 | -0.06 | 954 | 0.01 |
| SE vs Control | Descriptive vs Control | 0.40 | [-0.10, 0.89] | 0.25 | 1038 | 1.57 | .117 | 0.37 |
| Convention vs Control | 0.18 | [-0.33, 0.69] | 0.26 | 1038 | 0.71 | .481 | 0.17 |
| Social vs Control | 0.30 | [-0.20, 0.79] | 0.25 | 1038 | 1.18 | .238 | 0.28 |
| Moral vs Control | 0.36 | [-0.15, 0.87] | 0.26 | 1038 | 1.38 | .169 | 0.34 |
| SE vs PE | Descriptive vs Control | 0.41 | [-0.09, 0.90] | 0.25 | 1038 | 1.62 | .106 | 0.38 |
| Convention vs Control | 0.31 | [-0.19, 0.80] | 0.25 | 1038 | 1.22 | .221 | 0.29 |
| Social vs Control | 0.20 | [-0.32, 0.71] | 0.26 | 1038 | 0.75 | .455 | 0.18 |
| Moral vs Control | 0.37 | [-0.12, 0.87] | 0.25 | 1038 | 1.49 | .137 | 0.35 |

*Note.* PE = Pro-environmental framing, SE = self-enhancing framing

**>> Exploratory RQ2: Which combination of framing and norm condition produced the strongest reductions in consumer intentions compared to the control condition?**

**Table 11**

*Each Combination of Framing/Norm Condition Compared to the Control Framing/Control Norm Condition*

| Contrast of  Framing/Norm Conditions | *EM Mean Difference* | *95%CI*  *EM Mean Difference* | *SE* | *df* | *t* | *Sidak-adjusted p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| PE + Control vs Control | 0.16 | [-0.34, 0.66] | 0.18 | 1038 | 0.91 | 0.989 | 0.15 |
| PE + Descriptive vs Control | -0.01 | [-0.51, 0.49] | 0.18 | 1038 | -0.04 | 1.000 | 0.01 |
| PE + Convention vs Control | 0.09 | [-0.39, 0.57] | 0.17 | 1038 | 0.51 | 1.000 | 0.08 |
| PE + Social vs Control | -0.03 | [-0.54, 0.48] | 0.18 | 1038 | -0.14 | 1.000 | 0.02 |
| PE + Moral vs Control | -0.07 | [-0.56, 0.41] | 0.17 | 1038 | -0.42 | 1.000 | 0.07 |
| SE + Control vs Control | -0.21 | [-0.71, 0.28] | 0.18 | 1038 | -1.21 | 0.924 | 0.20 |
| SE + Descriptive vs Control | 0.02 | [-0.46, 0.51] | 0.17 | 1038 | 0.14 | 1.000 | 0.02 |
| SE + Convention vs Control | 0.02 | [-0.48, 0.52] | 0.18 | 1038 | 0.11 | 1.000 | 0.02 |
| SE + Social vs Control | -0.20 | [-0.72, 0.31] | 0.18 | 1038 | -1.11 | 0.955 | 0.19 |
| SE + Moral vs Control | -0.07 | [-0.57, 0.43] | 0.18 | 1038 | -0.41 | 1.000 | 0.07 |

*Note.* PE = pro-environmental framing, SE = self-enhancing framing, Sidak-adjusted *p*-values and 95%CIs reported

**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.**

**Table #**

*Estimated Marginal Means for Pro-environmental Consumer Intentions at Low and High Biospheric Values across Framing and Norm Conditions*

|  | Framing Condition | | | | | |  | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Control | | Pro-environmental | | Self-enhancing | | Per  Norm Condition | |
| Norm Condition | Low | High | Low | High | Low | High | Low | High |
| Control | 3.89 (0.20) | 5.01 (0.20) | 4.34 (0.19) | 4.88 (0.21) | 3.74 (0.22) | 4.73 (0.23) | 3.99 (0.12) | 4.87 (0.12) |
| Descriptive Norm | 3.83 (0.23) | 4.75 (0.24) | 4.27 (0.20) | 4.62 (0.21) | 4.20 (0.23) | 4.75 (0.21) | 4.10 (0.13) | 4.71 (0.13) |
| Convention | 3.68 (0.22) | 5.32 (0.24) | 3.86 (0.21) | 5.21 (0.20) | 4.15 (0.22) | 4.79 (0.23) | 3.90 (0.12) | 5.11 (0.13) |
| Social Norm | 4.12 (0.20) | 4.20 (0.20) | 4.07 (0.18) | 4.77 (0.21) | 3.87 (0.24) | 4.62 (0.26) | 4.02 (0.12) | 4.53 (0.13) |
| Moral Norm | 4.31 (0.32) | 4.15 (0.23) | 3.85 (0.19) | 4.91 (0.91) | 4.26 (0.26) | 4.49 (0.21) | 4.14 (0.15) | 4.52 (0.12) |
| Per Framing Condition | 3.96 (0.11) | 4.69 (0.10) | 4.08 (0.09) | 4.88 (0.09) | 4.05 (0.10) | 4.67 (0.10) |  |  |

*Note.* This table reports EMMs for pro-environmental consumer intentions at low (-1SD) biospheric values and high (+1SD) biospheric values across framing and norm conditions. Standard errors are reported in parentheses.

**Table #**

*Estimated Marginal Means for Pro-environmental Consumer Intentions at Low and High Biospheric Values Across Each Framing and Norm Condition*

| Framing Condition | Norm Condition | Level of Values | *EM Mean* | *SE* | *df* | *95%CI EM Mean* |
| --- | --- | --- | --- | --- | --- | --- |
| Control | Control | -1SD Biospheric | 3.89 | 0.20 | 1038 | [3,50, 4.28] |
| +1SD Biospheric | 5.01 | 0.20 | 1038 | [4.62, 5.40] |
| Descriptive | -1SD Biospheric | 3.83 | 0.23 | 1038 | [3.37, 4.29] |
| +1SD Biospheric | 4.75 | 0.24 | 1038 | [4.29, 5.22] |
| Convention | -1SD Biospheric | 3.68 | 0.22 | 1038 | [3.25, 4.10] |
| +1SD Biospheric | 5.32 | 0.24 | 1038 | [4.85, 5.80] |
| Social | -1SD Biospheric | 4.12 | 0.20 | 1038 | [3.73, 4.51] |
| +1SD Biospheric | 4.20 | 0.20 | 1038 | [3.80, 4.60] |
| Moral | -1SD Biospheric | 4.31 | 0.32 | 1038 | [3.69, 4.93] |
| +1SD Biospheric | 4.15 | 0.23 | 1038 | [3.70, 4.60] |
| PE | Control | -1SD Biospheric | 4.34 | 0.19 | 1038 | [3.97, 4.72] |
| +1SD Biospheric | 4.88 | 0.21 | 1038 | [4.46, 5.30] |
| Descriptive | -1SD Biospheric | 4.27 | 0.20 | 1038 | [3.88, 4.66] |
| +1SD Biospheric | 4.62 | 0.21 | 1038 | [4.21, 5.02] |
| Convention | -1SD Biospheric | 3.86 | 0.21 | 1038 | [3.46, 4.26] |
| +1SD Biospheric | 5.21 | 0.20 | 1038 | [4.83, 5.60] |
| Social | -1SD Biospheric | 4.07 | 0.18 | 1038 | [3.72, 4.42] |
| +1SD Biospheric | 4.77 | 0.21 | 1038 | [4.36, 5.19] |
| Moral | -1SD Biospheric | 3.85 | 0.19 | 1038 | [3.47, 4.22] |
| +1SD Biospheric | 4.91 | 0.19 | 1038 | [4.54, 5.28] |
| SE | Control | -1SD Biospheric | 3.74 | 0.22 | 1038 | [3.31, 4.17] |
| +1SD Biospheric | 4.73 | 0.23 | 1038 | [4.28, 5.18] |
| Descriptive | -1SD Biospheric | 4.20 | 0.23 | 1038 | [3.75, 4.64] |
| +1SD Biospheric | 4.75 | 0.21 | 1038 | [4.34, 5.16] |
| Convention | -1SD Biospheric | 4.15 | 0.22 | 1038 | [3.72, 4.58] |
| +1SD Biospheric | 4.79 | 0.23 | 1038 | [4.34, 5.23] |
| Social | -1SD Biospheric | 3.87 | 0.24 | 1038 | [3.41, 4.33] |
| +1SD Biospheric | 4.62 | 0.26 | 1038 | [4.11, 5.13] |
| Moral | -1SD Biospheric | 4.26 | 0.26 | 1038 | [3.75, 4.78] |
| +1SD Biospheric | 4.49 | 0.21 | 1038 | [4.07, 4.91] |

**Table #**

*Effect of Each Norm Condition at Low and High Biospheric Values Across Framing Conditions*

| Framing Condition | Levels of Values | Contrast of Norm Conditions | *EM Mean Difference* | *95%CI EM Mean Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Control | -1SD Biospheric | Descriptive vs Control | -0.06 | [-0.66, 0.54] | 0.31 | 1038 | -0.19 | 0.853 | 0.05 |
| Convention vs Control | -0.21 | [-0.79, 0.37] | 0.29 | 1038 | -0.71 | 0.475 | 0.20 |
| Social vs Control | 0.23 | [-0.32, 0.78] | 0.28 | 1038 | 0.83 | 0.407 | 0.22 |
| Moral vs Control | 0.42 | [-0.31, 1.16] | 0.37 | 1038 | 1.13 | 0.258 | 0.40 |
| +1SD Biospheric | Descriptive vs Control | -0.26 | [-0.87, 0.35] | 0.31 | 1038 | -0.84 | 0.403 | 0.24 |
| Convention vs Control | 0.31 | [-0.30, 0.93] | 0.31 | 1038 | 0.99 | 0.321 | 0.29 |
| Social vs Control | -0.81 | [-1.37, -0.25] | 0.28 | 1038 | -2.86 | 0.004 | 0.76 |
| Moral vs Control | -0.86 | [-1.46, -0.26] | 0.30 | 1038 | -2.83 | 0.005 | 0.81 |
| PE | -1SD Biospheric | Descriptive vs Control | -0.08 | [-0.62, 0.47] | 0.28 | 1038 | -0.27 | 0.785 | -0.07 |
| Convention vs Control | -0.48 | [-1.04, 0.07] | 0.28 | 1038 | -1.72 | 0.087 | -0.45 |
| Social vs Control | -0.27 | [-0.78, 0.24] | 0.26 | 1038 | -1.04 | 0.299 | -0.25 |
| Moral vs Control | -0.50 | [-1.03, 0.04] | 0.27 | 1038 | -1.83 | 0.067 | -0.47 |
| +1SD Biospheric | Descriptive vs Control | -0.26 | [-0.85, 0.32] | 0.30 | 1038 | -0.89 | 0.375 | -0.25 |
| Convention vs Control | 0.34 | [-0.23, 0.90] | 0.29 | 1038 | 1.16 | 0.248 | 0.31 |
| Social vs Control | -0.10 | [-0.69, 0.49] | 0.30 | 1038 | -0.35 | 0.730 | -0.10 |
| Moral vs Control | 0.03 | [-0.53, 0.59] | 0.28 | 1038 | 0.10 | 0.917 | 0.03 |
| SE | -1SD Biospheric | Descriptive vs Control | 0.46 | [-0.17, 1.09] | 0.32 | 1038 | 1.44 | 0.150 | 0.43 |
| Convention vs Control | 0.41 | [-0.20, 1.02] | 0.31 | 1038 | 1.33 | 0.183 | 0.39 |
| Social vs Control | 0.13 | [-0.50, 0.77] | 0.32 | 1038 | 0.41 | 0.680 | 0.12 |
| Moral vs Control | 0.52 | [-0.15, 1.19] | 0.34 | 1038 | 1.53 | 0.125 | 0.49 |
| +1SD Biospheric | Descriptive vs Control | 0.02 | [-0.60, 0.63] | 0.31 | 1038 | 0.05 | 0.958 | 0.02 |
| Convention vs Control | 0.05 | [-0.58, 0.68] | 0.32 | 1038 | 0.17 | 0.869 | 0.05 |
| Social vs Control | -0.12 | [-0.80, 0.57] | 0.35 | 1038 | -0.33 | 0.739 | 0.11 |
| Moral vs Control | -0.24 | [-0.86, 0.37] | 0.31 | 1038 | -0.77 | 0.439 | 0.23 |

**Table #**

*Differences in the Effects of Each Norm Condition at Low versus High Biospheric Values Across Framing Conditions*

| Framing Condition | Contrast in the Effect of Each Norm Condition at Low vs High Values | Difference in Differences between *EM Means* | *95%CI  EM Mean Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Control | Effect of Descriptive Norm (Low - High Bio) | 0.20 | [-0.77, 1.18] | 0.50 | 1038 | 0.41 | 0.684 | 0.19 |
| Effect of Convention (Low - High Bio) | -0.52 | [-1.47, 0.43] | 0.48 | 1038 | -1.08 | 0.282 | 0.49 |
| Effect of Social Norm  (Low - High Bio) | 1.04 | [0.16, 1.93] | 0.45 | 1038 | 2.31 | 0.021 | 0.98 |
| Effect of Moral Norm (Low - High Bio) | 1.28 | [0.17, 2.40] | 0.57 | 1038 | 2.27 | 0.024 | 1.20 |
| PE | Effect of Descriptive Norm (Low - High Bio) | 0.19 | [-0.69, 1.06] | 0.45 | 1038 | 0.42 | 0.674 | 0.18 |
| Effect of Convention (Low - High Bio) | -0.82 | [-1.71, 0.07] | 0.45 | 1038 | -1.80 | 0.071 | 0.77 |
| Effect of Social Norm  (Low - High Bio) | -0.17 | [-1.00, 0.67] | 0.43 | 1038 | -0.39 | 0.693 | 0.16 |
| Effect of Moral Norm (Low - High Bio) | -0.53 | [-1.37, 0.32] | 0.43 | 1038 | -1.23 | 0.221 | 0.49 |
| SE | Effect of Descriptive Norm (Low - High Bio) | 0.44 | [-0.59, 1.47] | 0.52 | 1038 | 0.85 | 0.398 | 0.42 |
| Effect of Convention (Low - High Bio) | 0.36 | [-0.66, 1.38] | 0.52 | 1038 | 0.70 | 0.486 | 0.34 |
| Effect of Social Norm  (Low - High Bio) | 0.25 | [-0.85, 1.35] | 0.56 | 1038 | 0.45 | 0.655 | 0.23 |
| Effect of Moral Norm (Low - High Bio) | 0.77 | [-0.31, 1.84] | 0.55 | 1038 | 1.40 | 0.162 | 0.72 |

**Table #**

*Effect of Each Norm Condition at Low and High Altruistic Values Across Framing Conditions*

| Framing Condition | Level of Values | Contrast of Norm Conditions | *EMM Difference* | *95%CI  EMM Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Control | -1SD Altruistic | Descriptive vs Control | 0.09 | [-0.51, 0.68] | 0.30 | 1038 | 0.29 | 0.772 | 0.08 |
| Convention vs Control | 0.51 | [-0.09, 1.12] | 0.31 | 1038 | 1.66 | 0.097 | 0.48 |
| Social vs Control | -0.48 | [-1.09, 0.14] | 0.31 | 1038 | -1.53 | 0.127 | 0.45 |
| Moral vs Control | -0.48 | [-1.06, 0.09] | 0.29 | 1038 | -1.64 | 0.101 | 0.45 |
| +1SD Altruistic | Descriptive vs Control | -0.40 | [-1.02, 0.21] | 0.31 | 1038 | -1.29 | 0.199 | 0.38 |
| Convention vs Control | -0.41 | [-1.00, 0.18] | 0.30 | 1038 | -1.36 | 0.173 | 0.38 |
| Social vs Control | -0.10 | [-0.66, 0.45] | 0.28 | 1038 | -0.36 | 0.719 | 0.10 |
| Moral vs Control | 0.04 | [-0.65, 0.74] | 0.35 | 1038 | 0.12 | 0.902 | 0.04 |
| PE | -1SD Altruistic | Descriptive vs Control | -0.19 | [-0.86, 0.48] | 0.34 | 1038 | -0.57 | 0.570 | 0.18 |
| Convention vs Control | -0.05 | [-0.67, 0.57] | 0.32 | 1038 | -0.16 | 0.877 | 0.05 |
| Social vs Control | -0.15 | [-0.80, 0.51] | 0.33 | 1038 | -0.44 | 0.663 | 0.14 |
| Moral vs Control | -0.27 | [-0.87, 0.33] | 0.31 | 1038 | -0.87 | 0.385 | 0.25 |
| +1SD Altruistic | Descriptive vs Control | -0.14 | [-0.74, 0.45] | 0.30 | 1038 | -0.48 | 0.634 | 0.14 |
| Convention vs Control | -0.10 | [-0.70, 0.50] | 0.31 | 1038 | -0.32 | 0.748 | 0.09 |
| Social vs Control | -0.23 | [-0.86, 0.40] | 0.32 | 1038 | -0.72 | 0.471 | 0.22 |
| Moral vs Control | -0.20 | [-0.79, 0.39] | 0.30 | 1038 | -0.67 | 0.502 | 0.19 |
| SE | -1SD Altruistic | Descriptive vs Control | 0.63 | [-0.10, 1.36] | 0.37 | 1038 | 1.69 | 0.091 | 0.59 |
| Convention vs Control | 0.17 | [-0.60, 0.94] | 0.39 | 1038 | 0.43 | 0.669 | 0.16 |
| Social vs Control | 0.20 | [-0.62, 1.03] | 0.42 | 1038 | 0.49 | 0.628 | 0.19 |
| Moral vs Control | -0.10 | [-0.81, 0.62] | 0.37 | 1038 | -0.27 | 0.789 | 0.09 |
| +1SD Altruistic | Descriptive vs Control | -0.15 | [-0.88, 0.57] | 0.37 | 1038 | -0.42 | 0.677 | 0.14 |
| Convention vs Control | 0.30 | [-0.44, 1.03] | 0.37 | 1038 | 0.80 | 0.424 | 0.28 |
| Social vs Control | -0.19 | [-0.97, 0.59] | 0.40 | 1038 | -0.47 | 0.639 | 0.17 |
| Moral vs Control | 0.38 | [-0.34, 1.10] | 0.37 | 1038 | 1.04 | 0.301 | 0.36 |

*Note.* PE = pro-environmental, SE = self-enhancing

**Table #**

*Effect of Each Norm Condition at Low and High Egoistic Values Across Framing Conditions*

| Framing Condition | Level of Values | Contrast of Norm Conditions | *EMM Difference* | *95%CI  EMM Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Control | -1SD Egoistic | Descriptive vs Control | -0.13 | [-0.66, 0.41] | 0.27 | 1038 | -0.47 | 0.640 | 0.12 |
| Convention vs Control | 0.24 | [-0.25, 0.72] | 0.25 | 1038 | 0.96 | 0.336 | 0.22 |
| Social vs Control | -0.10 | [-0.56, 0.36] | 0.24 | 1038 | -0.42 | 0.674 | 0.09 |
| Moral vs Control | -0.38 | [-0.96, 0.19] | 0.29 | 1038 | -1.31 | 0.192 | 0.36 |
| +1SD Egoistic | Descriptive vs Control | -0.19 | [-0.75, 0.37] | 0.28 | 1038 | -0.66 | 0.507 | 0.18 |
| Convention vs Control | -0.13 | [-0.69, 0.42] | 0.28 | 1038 | -0.48 | 0.634 | 0.13 |
| Social vs Control | -0.48 | [-1.01, 0.05] | 0.27 | 1038 | -1.77 | 0.076 | 0.45 |
| Moral vs Control | -0.06 | [-0.62, 0.51] | 0.29 | 1038 | -0.20 | 0.844 | 0.05 |
| PE | -1SD Egoistic | Descriptive vs Control | -0.42 | [-0.96, 0.12] | 0.27 | 1038 | -1.53 | 0.126 | 0.39 |
| Convention vs Control | -0.45 | [-0.95, 0.05] | 0.25 | 1038 | -1.78 | 0.076 | 0.42 |
| Social vs Control | -0.52 | [-1.03, -0.01] | 0.26 | 1038 | -2.00 | 0.045 | 0.49 |
| Moral vs Control | -0.43 | [-0.93, 0.08] | 0.26 | 1038 | -1.66 | 0.097 | 0.40 |
| +1SD Egoistic | Descriptive vs Control | 0.08 | [-0.43, 0.59] | 0.26 | 1038 | 0.31 | 0.757 | 0.07 |
| Convention vs Control | 0.30 | [-0.22, 0.83] | 0.27 | 1038 | 1.13 | 0.259 | 0.28 |
| Social vs Control | 0.15 | [-0.39, 0.68] | 0.27 | 1038 | 0.53 | 0.595 | 0.14 |
| Moral vs Control | -0.04 | [-0.55, 0.46] | 0.26 | 1038 | -0.17 | 0.868 | 0.04 |
| SE | -1SD Egoistic | Descriptive vs Control | 0.18 | [-0.42, 0.78] | 0.31 | 1038 | 0.58 | 0.560 | 0.17 |
| Convention vs Control | 0.42 | [-0.12, 0.96] | 0.28 | 1038 | 1.53 | 0.126 | 0.40 |
| Social vs Control | -0.13 | [-0.72, 0.46] | 0.30 | 1038 | -0.43 | 0.670 | 0.12 |
| Moral vs Control | 0.14 | [-0.40, 0.69] | 0.28 | 1038 | 0.52 | 0.604 | 0.14 |
| +1SD Egoistic | Descriptive vs Control | 0.30 | [-0.30, 0.90] | 0.31 | 1038 | 0.97 | 0.331 | 0.28 |
| Convention vs Control | 0.04 | [-0.48, 0.57] | 0.27 | 1038 | 0.17 | 0.867 | 0.04 |
| Social vs Control | 0.15 | [-0.39, 0.69] | 0.28 | 1038 | 0.53 | 0.597 | 0.14 |
| Moral vs Control | 0.14 | [-0.40, 0.67] | 0.27 | 1038 | 0.50 | 0.617 | 0.13 |

*Note.* PE = pro-environmental, SE = self-enhancing

**Table #**

*Effect of Each Norm Condition at Low and High Hedonic Values Across Framing Conditions*

| Framing Condition | Level of Values | Contrast of Norm Conditions | *EMM Difference* | *95%CI  EMM Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Control | -1SD Hedonic | Descriptive vs Control | -0.31 | [-0.88, 0.26] | 0.29 | 1038 | -1.07 | 0.286 | 0.29 |
| Convention vs Control | -0.34 | [-0.94, 0.27] | 0.31 | 1038 | -1.09 | 0.277 | 0.32 |
| Social vs Control | -0.52 | [-1.07, 0.03] | 0.28 | 1038 | -1.86 | 0.063 | 0.49 |
| Moral vs Control | -0.20 | [-0.79, 0.40] | 0.30 | 1038 | -0.66 | 0.511 | 0.19 |
| +1SD Hedonic | Descriptive vs Control | 0.00 | [-0.57, 0.56] | 0.29 | 1038 | -0.01 | 0.989 | 0.00 |
| Convention vs Control | 0.44 | [-0.09, 0.96] | 0.27 | 1038 | 1.64 | 0.101 | 0.41 |
| Social vs Control | -0.06 | [-0.56, 0.45] | 0.26 | 1038 | -0.23 | 0.818 | 0.06 |
| Moral vs Control | -0.24 | [-0.79, 0.31] | 0.28 | 1038 | -0.85 | 0.395 | 0.22 |
| PE | -1SD Hedonic | Descriptive vs Control | 0.04 | [-0.56, 0.63] | 0.30 | 1038 | 0.13 | 0.899 | 0.04 |
| Convention vs Control | -0.12 | [-0.73, 0.50] | 0.31 | 1038 | -0.38 | 0.707 | 0.11 |
| Social vs Control | 0.01 | [-0.59, 0.61] | 0.31 | 1038 | 0.04 | 0.966 | 0.01 |
| Moral vs Control | -0.05 | [-0.63, 0.52] | 0.29 | 1038 | -0.18 | 0.857 | 0.05 |
| +1SD Hedonic | Descriptive vs Control | -0.38 | [-0.97, 0.21] | 0.30 | 1038 | -1.25 | 0.210 | 0.35 |
| Convention vs Control | -0.03 | [-0.56, 0.50] | 0.27 | 1038 | -0.11 | 0.910 | 0.03 |
| Social vs Control | -0.39 | [-0.94, 0.16] | 0.28 | 1038 | -1.38 | 0.168 | 0.36 |
| Moral vs Control | -0.42 | [-0.95, 0.12] | 0.27 | 1038 | -1.52 | 0.128 | 0.39 |
| SE | -1SD Hedonic | Descriptive vs Control | 0.10 | [-0.57, 0.77] | 0.34 | 1038 | 0.29 | 0.770 | 0.09 |
| Convention vs Control | 0.17 | [-0.43, 0.77] | 0.31 | 1038 | 0.57 | 0.570 | 0.16 |
| Social vs Control | 0.27 | [-0.42, 0.95] | 0.35 | 1038 | 0.76 | 0.448 | 0.25 |
| Moral vs Control | 0.40 | [-0.19, 0.99] | 0.30 | 1038 | 1.33 | 0.182 | 0.38 |
| +1SD Hedonic | Descriptive vs Control | 0.38 | [-0.24, 0.99] | 0.31 | 1038 | 1.20 | 0.229 | 0.35 |
| Convention vs Control | 0.29 | [-0.29, 0.88] | 0.30 | 1038 | 0.98 | 0.327 | 0.27 |
| Social vs Control | -0.25 | [-0.88, 0.39] | 0.32 | 1038 | -0.77 | 0.443 | 0.23 |
| Moral vs Control | -0.12 | [-0.70, 0.47] | 0.30 | 1038 | -0.40 | 0.688 | 0.11 |

*Note.* PE = pro-environmental, SE = self-enhancing

**Table #**

*Comparison of Pro-environmental Consumer Intentions Between People Low and High on In-group Identification across Framing Conditions*

| Contrast | *EMM*  *Difference* | *95% EMM*  *Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| C framing: High Ingr - Low Ingr | 0.07 | [-0.15, 0.30] | 0.11 | 1038 | 0.63 | 0.529 | 0.07 |
| PE framing: High Ingr - Low Ingr | -0.02 | [-0.25, 0.21] | 0.12 | 1038 | -0.19 | 0.849 | 0.02 |
| SE framing: High Ingr - Low Ingr | 0.12 | [-0.12, 0.36] | 0.12 | 1038 | 1.00 | 0.316 | 0.11 |

*Note.* C = control, PE = pro-environmental, SE = self-enhancing

**Table #**

*Effect of Each Norm Condition at Low and High In-group Identification Across Framing Conditions*

| Framing Condition | Level of Values | Contrast of Norm Conditions | *EMM Difference* | *95%CI  EMM Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Control | -1SD In-group | Descriptive vs Control | 0.04 | [-0.49, 0.58] | 0.27 | 1038 | 0.15 | 0.881 | 0.04 |
| Convention vs Control | 0.33 | [-0.16, 0.83] | 0.25 | 1038 | 1.32 | 0.188 | 0.31 |
| Social vs Control | -0.11 | [-0.54, 0.32] | 0.22 | 1038 | -0.50 | 0.617 | 0.10 |
| Moral vs Control | -0.14 | [-0.64, 0.36] | 0.26 | 1038 | -0.54 | 0.587 | 0.13 |
| +1SD In-group | Descriptive vs Control | -0.36 | [-0.86, 0.14] | 0.26 | 1038 | -1.39 | 0.163 | 0.33 |
| Convention vs Control | -0.23 | [-0.74, 0.28] | 0.26 | 1038 | -0.90 | 0.370 | 0.22 |
| Social vs Control | -0.47 | [-0.96, 0.02] | 0.25 | 1038 | -1.88 | 0.060 | 0.44 |
| Moral vs Control | -0.30 | [-0.79, 0.19] | 0.25 | 1038 | -1.20 | 0.230 | 0.28 |
| PE | -1SD In-group | Descriptive vs Control | -0.23 | [-0.74, 0.27] | 0.26 | 1038 | -0.91 | 0.364 | 0.22 |
| Convention vs Control | 0.00 | [-0.48, 0.47] | 0.24 | 1038 | -0.02 | 0.986 | 0.00 |
| Social vs Control | -0.12 | [-0.63, 0.39] | 0.26 | 1038 | -0.47 | 0.641 | 0.11 |
| Moral vs Control | -0.28 | [-0.77, 0.22] | 0.25 | 1038 | -1.09 | 0.274 | 0.26 |
| +1SD In-group | Descriptive vs Control | -0.11 | [-0.62, 0.41] | 0.26 | 1038 | -0.40 | 0.689 | 0.10 |
| Convention vs Control | -0.14 | [-0.66, 0.37] | 0.26 | 1038 | -0.55 | 0.585 | 0.13 |
| Social vs Control | -0.25 | [-0.78, 0.28] | 0.27 | 1038 | -0.94 | 0.346 | 0.24 |
| Moral vs Control | -0.19 | [-0.70, 0.32] | 0.26 | 1038 | -0.73 | 0.463 | 0.18 |
| SE | -1SD In-group | Descriptive vs Control | 0.06 | [-0.43, 0.55] | 0.25 | 1038 | 0.24 | 0.810 | 0.06 |
| Convention vs Control | -0.03 | [-0.53, 0.46] | 0.25 | 1038 | -0.14 | 0.891 | 0.03 |
| Social vs Control | -0.27 | [-0.81, 0.27] | 0.27 | 1038 | -0.99 | 0.322 | 0.25 |
| Moral vs Control | 0.32 | [-0.17, 0.81] | 0.25 | 1038 | 1.29 | 0.198 | 0.30 |
| +1SD In-group | Descriptive vs Control | 0.42 | [-0.07, 0.90] | 0.25 | 1038 | 1.69 | 0.091 | 0.39 |
| Convention vs Control | 0.50 | [-0.04, 1.04] | 0.28 | 1038 | 1.82 | 0.069 | 0.47 |
| Social vs Control | 0.29 | [-0.23, 0.81] | 0.27 | 1038 | 1.09 | 0.278 | 0.27 |
| Moral vs Control | -0.04 | [-0.56, 0.48] | 0.26 | 1038 | -0.15 | 0.878 | 0.04 |

*Note.* PE = pro-environmental, SE = self-enhancing

**Exploratory Analyses**

**Table #**

*Simple Slopes for the Relationship Between Values and Consumer Intentions Across Each Framing and Norm Condition*

| Framing Condition | Norm Condition | Simple Slopes for Values | | | |
| --- | --- | --- | --- | --- | --- |
| Biospheric | Altruistic | Egoistic | Hedonic |
| Control | Control | **0.57** [.26, .88] | 0.18 [-.21, .56] | -0.24 [-.53, .05] | -0.34 [-.70, .02] |
| Descriptive | **0.47** [.08, .85] | -0.13[-.61, .35] | -0.28 [-.62, .07] | -0.14 [-.57, .29] |
| Convention | **0.83** [.46, 1.20] | -0.40 [-.85, .06] | **-0.44** [-.73, -.16] | 0.15 [-.27, .57] |
| Social | 0.04 [-.28, .36] | 0.41 [-.05, .87] | **-0.45** [-.73, -.17] | -0.05 [-.42, .32] |
| Moral | -0.08 [-.55, .39] | 0.50 [-.02, 1.03] | -0.06 [-.44, .31] | -0.36 [-.79, .06] |
| Pro-environmental | Control | 0.27 [-.04, .58] | -0.01 [-.49, .47] | **-0.52** [-.79, -.24] | 0.15 [-.27, .57] |
| Descriptive | 0.18 [-.14, .49] | 0.02 [-.42, .47] | -0.24 [-.56, .07] | -0.12 [-.54, .31] |
| Convention | **0.68** [.36, 1.00] | -0.04 [-.45, .38] | -0.11 [-.42, .21] | 0.20 [-.20, .60] |
| Social | **0.35** [.07, .64] | -0.06 [-.51, .39] | -0.15 [-.46, .16] | -0.11 [-.49, .27] |
| Moral | **0.54** [.25, .83] | 0.03 [-.33, .40] | **-0.31** [-.60, -.02] | -0.08 [-.44, .28] |
| Self-enhancing | Control | **0.50** [.13, .87] | 0.20 [-.47, .88] | -0.33 [-.67, .01] | -0.06 [-.56, .44] |
| Descriptive | 0.28 [-.08, .63] | -0.28 [-.71, .14] | -0.27 [-.67, .14] | 0.12 [-.36, .59] |
| Convention | 0.32 [-.04, .68] | 0.28 [-.20, .76] | **-0.54** [-.80, -.27] | 0.02 [-.32, .35] |
| Social | 0.38 [-.03, .51] | -0.04 [-.62, .54] | -0.18 [-.50, .14] | -0.38 [-.87, .10] |
| Moral | 0.11 [-.29, .51] | **0.50** [.09, .91] | **-0.33** [-.62, -.05] | **-0.39** [-.72, -.06] |

*Note*. Significant simple slopes are bolded. 95%CIs are displayed in brackets.

**Two-way Interactions between Values X Norms and Values X Framings**

**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 | 0.10 | 0.51 |
| Convention | 0.61 | 0.10 | 1038 | 0.41 | 0.81 |
| Social Norm | 0.26 | 0.10 | 1038 | 0.06 | 0.45 |
| 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 | 0.99 | 0.324 |
| Control vs Convention | -0.16 | 0.14 | 1038 | -1.16 | 0.245 |
| Control vs Social Norm | 0.19 | 0.14 | 1038 | 1.34 | 0.180 |
| Control vs Moral Norm | 0.26 | 0.15 | 1038 | 1.70 | 0.089 |
| Descriptive Norm vs Convention | -0.30 | 0.15 | 1038 | -2.10 | 0.036 |
| Descriptive Norm vs Social Norm | 0.05 | 0.14 | 1038 | 0.34 | 0.734 |
| Descriptive Norm vs Moral Norm | 0.12 | 0.15 | 1038 | 0.75 | 0.452 |
| Convention vs Social Norm | 0.35 | 0.14 | 1038 | 2.46 | 0.014 |
| Convention vs Moral Norm | 0.42 | 0.15 | 1038 | 2.73 | 0.006 |
| Social Norm vs Moral Norm | 0.07 | 0.15 | 1038 | 0.44 | 0.663 |

**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 | -0.35 | 0.727 |
| Control vs Self-enhancing | 0.05 | 0.12 | 1038 | 0.39 | 0.695 |
| Pro-environmental vs Self-enhancing | 0.09 | 0.11 | 1038 | 0.78 | 0.438 |

**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 | -0.18 | 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 | 0.35 | 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 | 0.25 | 0.20 | 1038 | 1.26 | 0.210 |
| Control vs Convention | 0.17 | 0.20 | 1038 | 0.85 | 0.393 |
| Control vs Social Norm | 0.02 | 0.21 | 1038 | 0.10 | 0.922 |
| Control vs Moral Norm | -0.22 | 0.20 | 1038 | -1.10 | 0.271 |
| Descriptive Norm vs Convention | -0.08 | 0.19 | 1038 | -0.43 | 0.670 |
| Descriptive Norm vs Social Norm | -0.23 | 0.20 | 1038 | -1.18 | 0.238 |
| Descriptive Norm vs Moral Norm | -0.48 | 0.18 | 1038 | -2.58 | 0.010 |
| Convention vs Social Norm | -0.15 | 0.20 | 1038 | -0.78 | 0.438 |
| Convention vs Moral Norm | -0.40 | 0.18 | 1038 | -2.14 | 0.032 |
| 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 | -0.09 | 0.32 |
| Pro-environmental Framing | -0.01 | 0.10 | 1038 | -0.20 | 0.19 |
| Self-enhancing Framing | 0.13 | 0.12 | 1038 | -0.10 | 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 | 0.85 | 0.396 |
| Control vs Self-enhancing | -0.02 | 0.16 | 1038 | -0.12 | 0.903 |
| Pro-environmental vs Self-enhancing | -0.14 | 0.15 | 1038 | -0.92 | 0.361 |

**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 | 0.11 | 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 | 0.14 | 1038 | -0.73 | 0.467 |
| Control vs Convention | -0.001 | 0.12 | 1038 | -0.01 | 0.994 |
| Control vs Social Norm | -0.10 | 0.13 | 1038 | -0.80 | 0.422 |
| Control vs Moral Norm | -0.13 | 0.13 | 1038 | -0.98 | 0.327 |
| Descriptive Norm vs Convention | 0.10 | 0.13 | 1038 | 0.74 | 0.457 |
| Descriptive Norm vs Social Norm | -0.001 | 0.14 | 1038 | -0.01 | 0.995 |
| Descriptive Norm vs Moral Norm | -0.03 | 0.14 | 1038 | -0.19 | 0.850 |
| Convention vs Social Norm | -0.10 | 0.12 | 1038 | -0.82 | 0.414 |
| Convention vs Moral Norm | -0.13 | 0.13 | 1038 | -1.00 | 0.316 |
| Social Norm vs Moral Norm | -0.03 | 0.13 | 1038 | -0.20 | 0.843 |

**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 | -0.30 | 0.763 |
| Control vs Self-enhancing | 0.03 | 0.10 | 1038 | 0.33 | 0.745 |
| Pro-environmental vs Self-enhancing | 0.06 | 0.10 | 1038 | 0.63 | 0.528 |

**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 | 0.17 |
| 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 | -0.20 | 0.844 |
| Control vs Convention | -0.21 | 0.17 | 1038 | -1.22 | 0.224 |
| Control vs Social Norm | 0.10 | 0.18 | 1038 | 0.54 | 0.587 |
| Control vs Moral Norm | 0.20 | 0.17 | 1038 | 1.17 | 0.243 |
| Descriptive Norm vs Convention | -0.17 | 0.17 | 1038 | -0.99 | 0.321 |
| Descriptive Norm vs Social Norm | 0.13 | 0.18 | 1038 | 0.74 | 0.463 |
| 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 | 0.070 |
| Convention vs Moral Norm | 0.40 | 0.16 | 1038 | 2.54 | 0.011 |
| Social Norm vs Moral Norm | 0.10 | 0.16 | 1038 | 0.61 | 0.546 |

**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 | -0.33 | 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 | -0.06 | 0.955 |
| Pro-environmental vs Self-enhancing | 0.15 | 0.13 | 1038 | 1.12 | 0.264 |

**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 | -0.09 | 0.21 |
| Convention | 0.02 | 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 | 0.890 |
| Control vs Convention | 0.03 | 0.11 | 1038 | 0.26 | 0.792 |
| Control vs Social Norm | -0.01 | 0.10 | 1038 | -0.11 | 0.916 |
| 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 | 0.974 |
| Descriptive Norm vs Moral Norm | 0.09 | 0.11 | 1038 | 0.81 | 0.416 |
| 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 | 0.58 | 0.563 |
| Control vs Self-enhancing | -0.02 | 0.08 | 1038 | -0.30 | 0.768 |
| Pro-environmental vs Self-enhancing | -0.07 | 0.08 | 1038 | -0.86 | 0.392 |

**Ingroup Identification**

**Table #**

*Comparison of Pro-environmental Consumer Intentions Between People Low and High on In-group Identification across Norm Conditions*

| Contrast | *EMM*  *Difference* | *95% EMM*  *Difference* | *SE* | *df* | *t* | *p* | *Cohen’s d* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Control norm: High Ingr - Low Ingr | 0.09 | [-0.20, 0.37] | 0.15 | 1038 | 0.60 | 0.552 | 0.08 |
| Descriptive: High Ingr - Low Ingr | 0.12 | [-0.19, 0.43] | 0.16 | 1038 | 0.74 | 0.458 | 0.11 |
| Convention: High Ingr - Low Ingr | 0.03 | [-0.28, 0.34] | 0.16 | 1038 | 0.20 | 0.844 | 0.03 |
| Social norm: High Ingr - Low Ingr | 0.11 | [-0.19, 0.41] | 0.15 | 1038 | 0.72 | 0.474 | 0.10 |
| Moral norm: High Ingr - Low Ingr | -0.06 | [-0.35, 0.23] | 0.15 | 1038 | -0.40 | 0.691 | 0.06 |