H1: Clothing consumption intentions and behaviors will be lower in the self-enhancing framing conditions than in the pro-environmental framing and control conditions.

Original model:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Control Framing | PE Framing | SE Framing |
| **SE vs Control** | -1/2 | 0 | 1/2 |
| arbitrary orth contr | -1/3 | 2/3 | -1/3 |

New model:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Control Framing | PE Framing | SE Framing |
| **SE vs PE** | 0 | -1/2 | 1/2 |
| arbitrary orth contr | 2/3 | -1/3 | -1/3 |

Total planned comparisons: 2

H2: Clothing consumption intentions and behaviors will be lower in each of the norm-intervention conditions (descriptive norm, conventions, social norm, and moral norm) compared to the control condition.

Original model:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Control Norm | DN | Conv | SN | MN |
| DN vs Control | -1/2 | 1/2 | 0 | 0 | 0 |
| arbitrary orth contr | -1/3 | -1/3 | 2/3 | 0 | 0 |
| arbitrary orth contr | -1/4 | -1/4 | -1/4 | 3/4 | 0 |
| arbitrary orth contr | -1/5 | -1/5 | -1/5 | -1/5 | 4/5 |

New model:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Control Norm | **Conv** | **DN** | **SN** | **MN** |
| Conv vs Control | -1/2 | 1/2 | 0 | 0 | 0 |
| arbitrary orth contr | -1/3 | -1/3 | 2/3 | 0 | 0 |
| arbitrary orth contr | -1/4 | -1/4 | -1/4 | 3/4 | 0 |
| arbitrary orth contr | -1/5 | -1/5 | -1/5 | -1/5 | 4/5 |

New model:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Control Norm | **SN** | **Conv** | **DN** | **MN** |
| SN vs Control | -1/2 | 1/2 | 0 | 0 | 0 |
| arbitrary orth contr | -1/3 | -1/3 | 2/3 | 0 | 0 |
| arbitrary orth contr | -1/4 | -1/4 | -1/4 | 3/4 | 0 |
| arbitrary orth contr | -1/5 | -1/5 | -1/5 | -1/5 | 4/5 |

New model:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Control Norm | **MN** | **Conv** | **SN** | **DN** |
| MN vs Control | -1/2 | 1/2 | 0 | 0 | 0 |
| arbitrary orth contr | -1/3 | -1/3 | 2/3 | 0 | 0 |
| arbitrary orth contr | -1/4 | -1/4 | -1/4 | 3/4 | 0 |
| arbitrary orth contr | -1/5 | -1/5 | -1/5 | -1/5 | 4/5 |

Total planned comparisons: 4

H3: Framing condition will moderate the effect of each norm-intervention condition on people’s clothing consumption intentions and behaviors such that the effect of each norm-intervention condition will be stronger when preceded by the self-enhancing framing compared to the pro-environmental or control framing.

Each of the four models for norms above multiplied by:

* The difference between SE/Control vs SE/DN compared to the difference between PE/Control vs PE/DN

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | c/c | c/dn | c/con | c/sn | c/mn | pe/c | pe/dn | pe/con | pe/sn | pe/mn | se/c | se/dn | se/con | se/sn | se/mn |
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