**Study 2 Results**

**Missing data.**

Table # below shows the number and percentage of missing cases for each of the study’s key variables. Age had the highest number of missing cases with 103 cases, or 9% of the total number of cases, missing. Each of the other variables had less than 2% of cases missing. Missing values were imputed prior to analyses using Substantive Model Compatible Fully Conditional Specificationmultiple imputation with five imputations using the `smcfcs` function in R.

**Table #**

*Number of Missing Scores per Variable*

| Variable | *N* Missing | % Missing |
| --- | --- | --- |
| Age | 103 | 9.09% |
| Consumer Behaviors | 18 | 1.59% |
| Self-deceptive Enhancement | 15 | 1.32% |
| Impression Management | 14 | 1.24% |
| Biospheric Values | 14 | 1.24% |
| Egoistic Values | 14 | 1.24% |
| Altruistic Values | 13 | 1.15% |
| Hedonic Values | 13 | 1.15% |
| Gender | 0 | 0% |
| In-group Identification | 0 | 0% |
| Clothing Interest | 0 | 0% |
| Framing Condition | 0 | 0% |
| Norm Condition | 0 | 0% |
| Consumer Intentions | 0 | 0% |

*Note.* Total sample size was *n* = 1,133.

**Descriptive statistics.**

Descriptive statistics for the study’s key variables are provided below. Table # shows descriptive statistics for the continuous variables with no missing data. Table # displays the descriptive statistics for the continuous variables with missing data across the five imputed data sets. Histograms for all the continuous variables are displayed in Figure #. For variables with multiply imputed values, the histograms are based on data from one of these imputed sets.

Scores on each variable tended to be approximately normally distributed and centered around the midpoint of each scale with the exception of biospheric values, altruistic values, hedonic values, and age. Notably, scores on biospheric values, altruistic values, and hedonic values were substantially negatively skewed. This illustrates that the sample highly endorsed these values with not much representation of individuals who score below the midpoint on these scales. Age was also substantially positively skewed with the majority of the sample being between the ages of 18 and 25.

**Table #**

*Descriptive Statistics for Variables with No Missing Data*

| Variable | *n* | *M* | *SD* | *Skew* | *Min* | *Max* | *Mdn* |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Clothing Interest | 1133 | 3.13 | 0.80 | -0.18 | 1 | 5 | 3.15 |
| In-group Identification | 1133 | 4.64 | 1.01 | -0.27 | 1 | 7 | 4.64 |
| Consumer Intentions | 1133 | 4.41 | 1.19 | -0.16 | 1 | 7 | 4.44 |

**Table #**

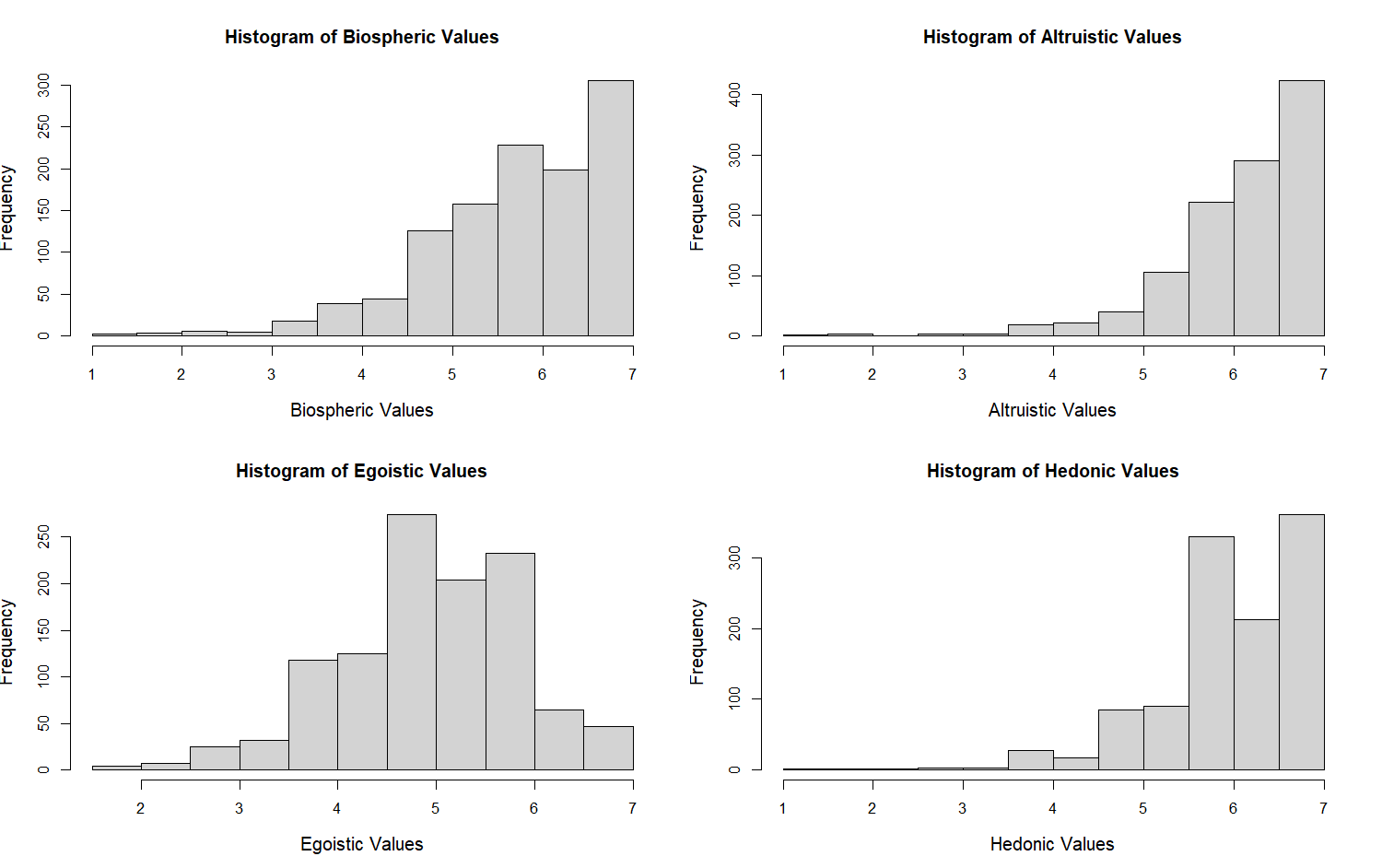
*Descriptive Statistics for Continuous Variables with Missing Data across Each Imputed Set*

| Imputed Set | Variable | Original *n* | *# of Imputed* | *M* | *SD* | *Skew* | *Min* | *Max* | *Mdn* |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Biospheric Values | 1,119 | 14 | 5.85 | 1.00 | -1.08 | 1 | 7 | 6 |
| Altruistic Values | 1,120 | 13 | 6.21 | 0.80 | -1.91 | 1 | 7 | 6.50 |
| Egoistic Values | 1,119 | 14 | 5.00 | 0.92 | -0.39 | 1 | 7 | 5 |
| Hedonic Values | 1,120 | 13 | 6.05 | 0.79 | -1.44 | 1 | 7 | 6.33 |
| Self-deceptive Enhancement | 1,118 | 15 | 3.72 | 0.85 | 0.14 | 1 | 7 | 3.72 |
| Impression Management | 1,119 | 14 | 4.01 | 0.85 | 0.26 | 1 | 7 | 4 |
| Age | 1,030 | 103 | 19.8 | 1.93 | 4.65 | 18 | 50 | 19.18 |
| 2 | Biospheric Values | 1,119 | 14 | 5.85 | 0.99 | -1.08 | 1 | 7 | 6 |
| Altruistic Values | 1,120 | 13 | 6.20 | 0.81 | -1.89 | 1 | 7 | 6.50 |
| Egoistic Values | 1,119 | 14 | 4.99 | 0.92 | -0.38 | 1 | 7 | 5 |
| Hedonic Values | 1,120 | 13 | 6.05 | 0.80 | -1.43 | 1 | 7 | 6.33 |
| Self-deceptive Enhancement | 1,118 | 15 | 3.72 | 0.86 | 0.15 | 1 | 7 | 3.72 |
| Impression Management | 1,119 | 14 | 4.01 | 0.85 | 0.26 | 1 | 7 | 4 |
| Age | 1,119 | 14 | 19.87 | 1.93 | 4.68 | 18 | 50 | 19 |
| 3 | Biospheric Values | 1,119 | 14 | 5.85 | 1.00 | -1.10 | 1 | 7 | 6 |
| Altruistic Values | 1,120 | 13 | 6.21 | 0.81 | -1.91 | 1 | 7 | 6.50 |
| Egoistic Values | 1,119 | 14 | 5.00 | 0.92 | -0.39 | 1 | 7 | 5 |
| Hedonic Values | 1,120 | 13 | 6.05 | 0.79 | -1.44 | 1 | 7 | 6.33 |
| Self-deceptive Enhancement | 1,118 | 15 | 3.72 | 0.85 | 0.16 | 1 | 7 | 3.72 |
| Impression Management | 1,119 | 14 | 4.01 | 0.85 | 0.25 | 1 | 7 | 4 |
| Age | 1,119 | 14 | 19.90 | 1.94 | 4.57 | 18 | 50 | 19.29 |
| 4 | Biospheric Values | 1,119 | 14 | 5.85 | 0.99 | -1.10 | 1 | 7 | 6 |
| Altruistic Values | 1,120 | 13 | 6.21 | 0.81 | -1.90 | 1 | 7 | 6.50 |
| Egoistic Values | 1,119 | 14 | 5.00 | 0.92 | -0.40 | 1 | 7 | 5 |
| Hedonic Values | 1,120 | 13 | 6.06 | 0.79 | -1.45 | 1 | 7 | 6.33 |
| Self-deceptive Enhancement | 1,118 | 15 | 3.72 | 0.85 | 0.12 | 1 | 7 | 3.72 |
| Impression Management | 1,119 | 14 | 4.00 | 0.85 | 0.24 | 1 | 7 | 4 |
| Age | 1,119 | 14 | 19.88 | 1.94 | 4.63 | 18 | 50 | 19 |
| 5 | Biospheric Values | 1,119 | 14 | 5.85 | 1.00 | -1.11 | 1 | 7 | 6 |
| Altruistic Values | 1,120 | 13 | 6.21 | 0.81 | -1.91 | 1 | 7 | 6.50 |
| Egoistic Values | 1,119 | 14 | 4.99 | 0.92 | -0.39 | 1 | 7 | 5 |
| Hedonic Values | 1,120 | 13 | 6.05 | 0.79 | -1.45 | 1 | 7 | 6.33 |
| Self-deceptive Enhancement | 1,118 | 15 | 3.72 | 0.86 | 0.15 | 1 | 7 | 3.72 |
| Impression Management | 1,119 | 14 | 4.00 | 0.85 | 0.26 | 1 | 7 | 4 |
| Age | 1,119 | 14 | 19.89 | 1.92 | 4.69 | 18 | 50 | 19.14 |

**Figure #**

*Histograms for the Continuous Variables* **A graph of a number of people

Description automatically generated**

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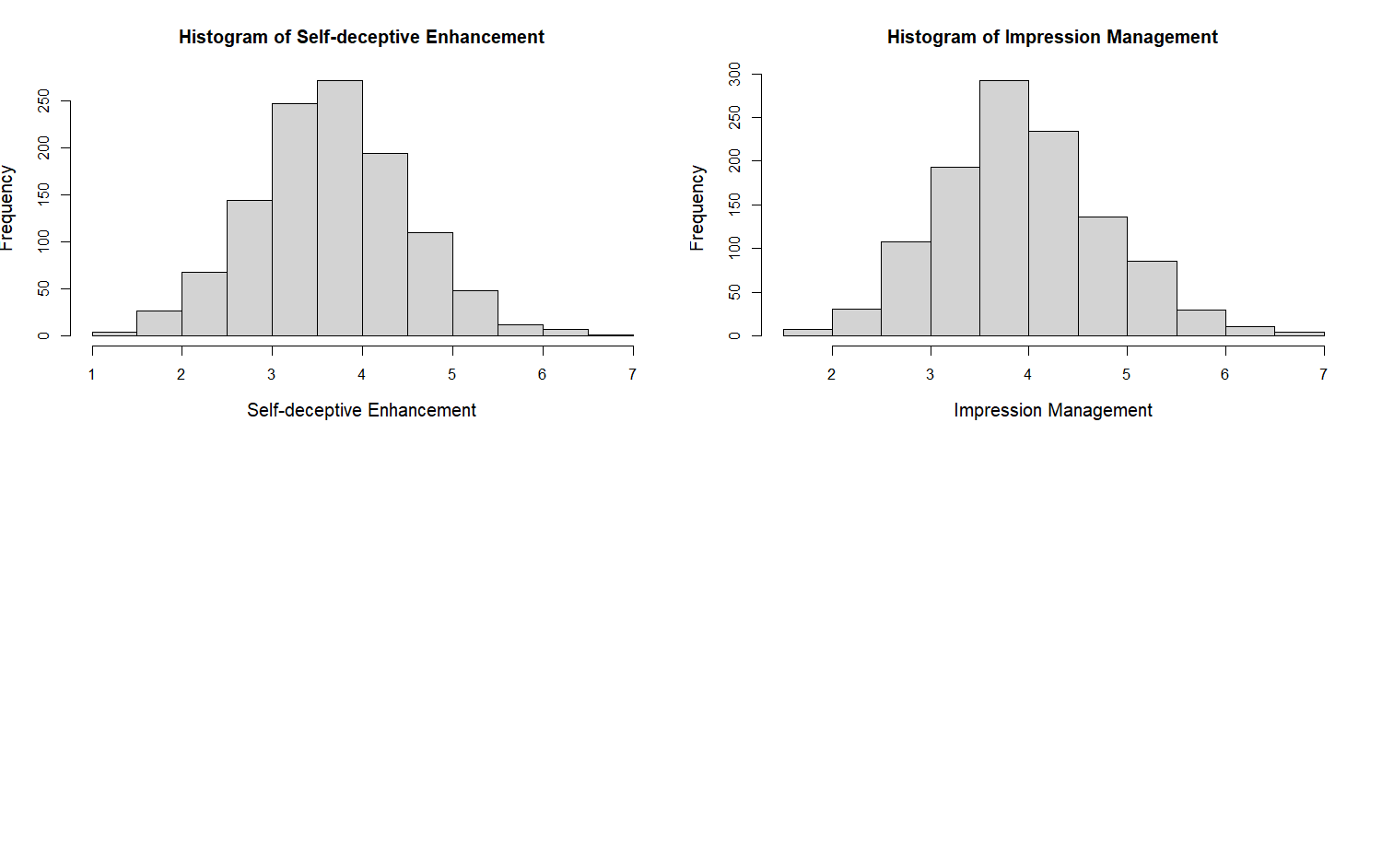
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Table # shows the final sample size per framing by norm condition. Each combination of framing and norm condition had between 64-91 participants, and there was an average of 75 participants per condition.

**Table #**

*Sample Size per Condition*

|  | Framing Condition | | |  |
| --- | --- | --- | --- | --- |
| Norm Condition | Control | Pro-environmental | Self-enhancing | Total *n* per Norm |
| Control | 79 | 73 | 79 | 231 |
| Descriptive Norm | 71 | 76 | 80 | 227 |
| Convention | 66 | 85 | 77 | 228 |
| Social Norm | 91 | 67 | 64 | 222 |
| Moral Norm | 68 | 80 | 77 | 225 |
| Total *n* per Framing | 375 | 381 | 377 |  |

*Note.* Total sample size was *n* = 1,133.

**Linear Regression Analysis for Consumer Intentions.**

A linear regression analysis was performed to analyze the effects of framing condition, norm condition, values, in-group identification, and the interaction effects between these predictors, on consumer intentions while also controlling for interest in clothing, gender, and age. To perform the analysis using the multiply imputed data, the `lm` function was used in tandem with the `with` function in R. Together, these functions perform the regression analysis on each of the five imputed data sets. Then, the `pool` function was used to aggregate the final results across all sets of imputed data. Table # displays these pooled results below. This ANOVA table was produced using the `mi.anova` function which works compatibly with pooled objects.

**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 | <.001 | 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 | <.001 | 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 |  |  |  |  |  |  |

The `mi.anova` function calculates the denominator degrees of freedom for multiply imputed data using the formula *K*-3/M(*M* – 1)(1 + ARIV-1)2 where *K* is the numerator degrees of freedom, *M* is the number of multiple imputations performed, and ARIV is the average relative increase in variance due to the presence of missing data. For an accessible discussion of how the degrees of freedom are calculated by `mi.anova`, see Grund, Lüdtke, and Robitzsch (2016), and for the original derivation of the degrees of freedom formula, see Li et al. (1991).

***Main effect of framing condition.***

The overall effect of framing condition was not significant in the overall model, *F*(2, 277911.15) = 1.94. However, because there was an a priori hypothesis regarding how specific levels of framing condition compare to one another, it was still followed up with simple effects analyses. Table # below shows the estimated marginal means (EMMs) for each level of framing condition resulting from the model from Table # above. These EMMs are visually depicted in Figure # below.

**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] |

**Figure #**

*Visualization of the EMMs for Consumer Intentions Across Each Framing Condition*

A diagram of a diagram

Description automatically generated

The results from comparing each of these estimated marginal means to one another are displayed in Table #. While consumer intentions were slightly higher in the self-enhancing framing condition compared to the control framing condition, the difference was not significant and the effect size was nearly zero.

**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 |

***Main effect of norm condition.***

***Framing by norm interaction effect.***

***Values interaction effects.***

Biospheric values.

Altruistic values.

Egoistic values.

Hedonic values.

***Ingroup identification interaction effects.***

***Exploratory analyses.***

**Logistic Regression Analysis for Consumer Behaviors.**

***Main effect of framing condition.***

***Main effect of norm condition.***

***Framing by norm interaction effect.***

***Values interaction effects.***

Biospheric values.

Altruistic values.

Egoistic values.

Hedonic values.

***Ingroup identification interaction effects.***

***Exploratory analyses.***