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Figures (NO AUTHOR DETAILS)

Figure 1. Flow of participants through each stage

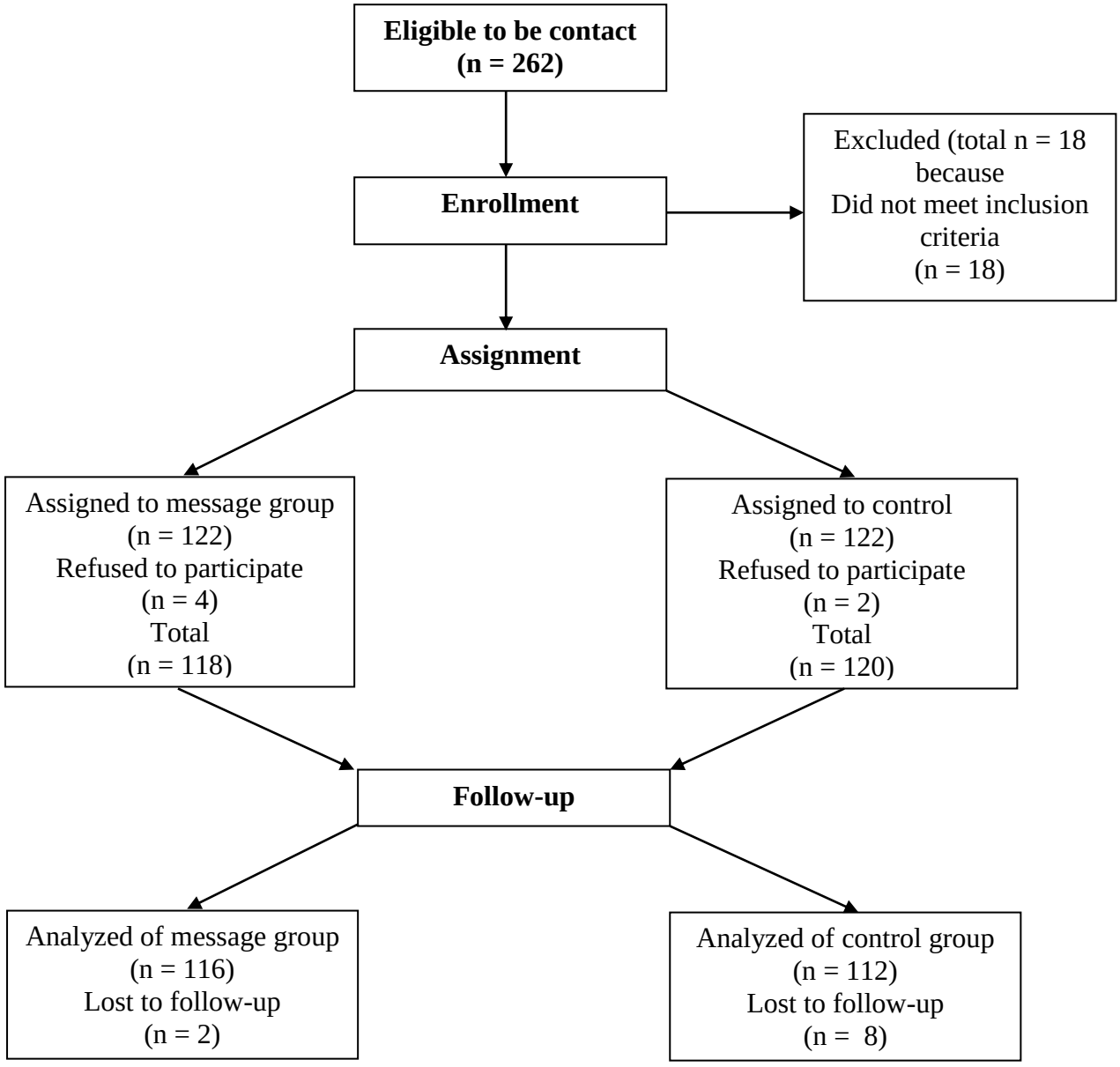
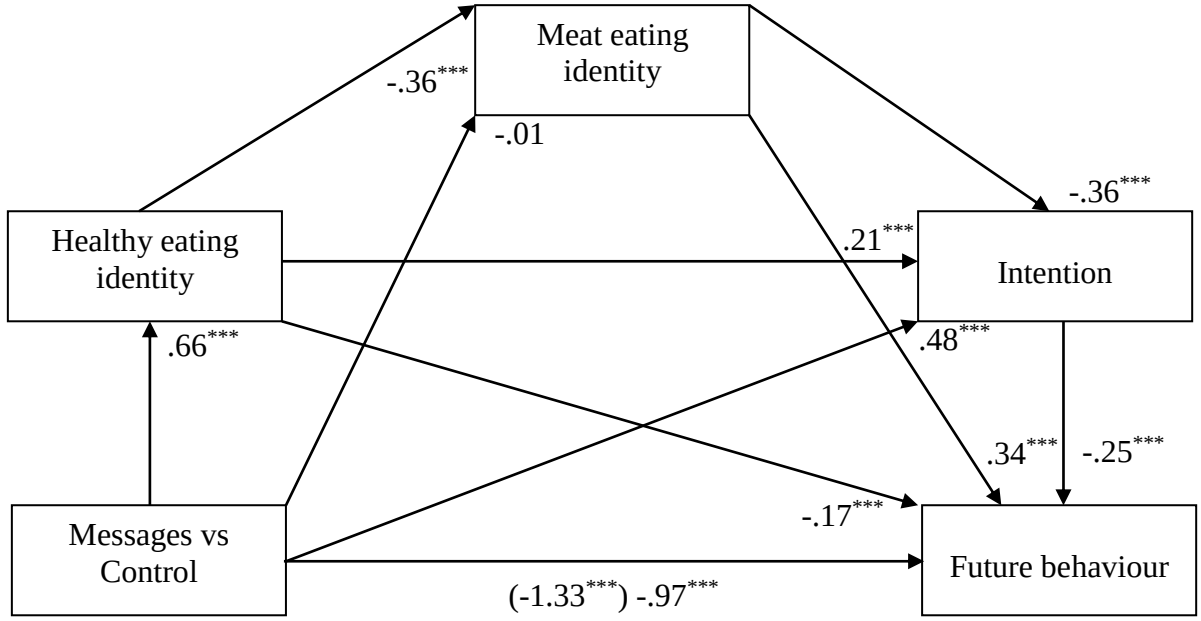


Figure 2. Mediation effects showing paths between variables (Study 2).



Note: All values indicated B coefficients; * p < 0.05, *** p < 0.001.

Table 1. Descriptive finding and correlations among Study 1 variables

	1.	2.	3.	4.	5.	6.	7.	8.	M	SD
1. Intention	1								4.27	1.81
2. Affective attitude	.52**	1							4.24	1.38
3. Instrumental attitude	.38**	.37**	1						5.37	1.46
4. Subjective norm	.18**	.15**	.28**	1					4.09	1.27
5. Perceived behavioural control	.54**	.35**	.26**	.13**	1				5.07	1.27
6. Healthy-eating identity	.15**	.09*	−.03	.13*	.14*	1			4.00	1.49
7. Meat-eating identity	−.27**	−.09*	.16**	.00	−.29**	−.46**	1		3.87	1.36
8. Past behaviour	−.11*	−.12*	−.07	−.00	−.04	−.25**	.30**	1	3.22	2.60

Note: ** $p < 0.001$; *$p < 0.05$

Table 2. Hierarchical regressions predicting intention to reduce red meat consumption (Study 1)

Predictor	B	SE	β	R^2
Step 1				
Past behaviour	-.08	.04	-.11**	
				.01
Step 2				
Past behaviour	-.07	.03	.10**	
Affective attitude	.20	.06	.15***	
Instrumental attitude	.18	.06	.15***	
Subjective norm	.12	.06	.08	
Perceived behavioural control	.64	.07	.45***	
				.36
Step 3				
Past behaviour	-.05	.03	-.07	
Affective attitude	.19	.06	.14***	
Instrumental attitude	.23	.06	.19***	
Subjective norm	.12	.06	.08	
Perceived behavioural control	.57	.07	.40***	
Healthy-eating identity	−.04	.06	−.03	
Meat-eating identity	−.23	.07	−.17***	
				.38

Note: ***p < .001; **p < .05

Table 3. Means and standard deviations of measured variables at Time 1 (T1) and Time 2 (T2) in each condition (Study 2)

	Control (N = 112)				Affective (N = 116)			
	T1		T2		T1		T2	
Variables	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Intention	4.25	1.74	4.07	1.79	4.29	1.82	4.80	1.81
PBC	4.75	1.23	4.09	1.16	4.99	1.14	5.23	1.33
Subjective norm	4.08	1.19	3.98	1.28	3.98	1.43	4.10	1.44
Affective attitude	4.47	1.31	4.46	1.12	4.24	1.19	4.45	1.41
Instrumental attitude	5.00	1.24	5.09	1.27	4.82	1.12	5.86	1.15
Meat-eating identity	3.75	1.17	3.93	1.47	3.75	1.44	3.67	1.66
Healthy-eating identity	4.05	1.46	3.91	1.52	4.15	1.40	4.60	1.60
Red meat consumption	3.26	2.40	3.03	2.26	3.13	2.14	1.62	1.58

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