**Supplementary material**

Table S1.

*Pearson correlations between motives for the German sample.*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 1 Liking |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2 Habits | .07 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3 Hunger | .37\*\*\* | .20\*\* |  |  |  |  |  |  |  |  |  |  |  |  |
| 4 Health | .20\*\* | .07 | .45\*\*\* |  |  |  |  |  |  |  |  |  |  |  |
| 5 Convenience | .11 | .34\*\*\* | .22\*\*\* | .00 |  |  |  |  |  |  |  |  |  |  |
| 6 Pleasure | .40\*\*\* | .30\*\*\* | .23\*\*\* | .21\*\*\* | .20\*\* |  |  |  |  |  |  |  |  |  |
| 7 Traditional Eating | .14\* | .49\*\*\* | .21\*\*\* | .07 | .14\* | .34\*\*\* |  |  |  |  |  |  |  |  |
| 8 Natural Concerns | .07 | -.19\*\* | .25\*\*\* | .55\*\*\* | -.17\*\* | .07 | -.09 |  |  |  |  |  |  |  |
| 9 Sociability | .16\*\* | .15\* | .18\*\* | .23\*\*\* | -.06 | .33\*\*\* | .51\*\*\* | .20\*\*\* |  |  |  |  |  |  |
| 10 Price | .06 | .32\*\*\* | .10 | .05 | .44\*\*\* | .20\*\*\* | .23\*\*\* | -.20\*\* | .03 |  |  |  |  |  |
| 11 Visual Appeal | .19\*\* | .22\*\*\* | -.03 | -.12\* | .11 | .28\*\*\* | .40\*\*\* | -.18\*\* | .32\*\*\* | .14\* |  |  |  |  |
| 12 Weight Control | .01 | .09 | .07 | .39\*\*\* | .02 | .09 | .07 | .15\*\* | .06 | .07 | .08 |  |  |  |
| 13 Affect Regulation | .08 | .13\* | .00 | -.07 | .22\*\*\* | .38\*\*\* | .26\*\*\* | -.05 | .13\* | .17\*\* | .28\*\*\* | .14\* |  |  |
| 14 Social Norms | -.11 | .12\* | -.01 | -.03 | .05 | .12\* | .37\*\*\* | -.01 | .31\*\*\* | .12\* | .29\*\*\* | .15\*\* | .21\*\*\* |  |
| 15 Social Image | -.01 | .24\*\*\* | -.03 | .04 | .16\*\* | .21\*\*\* | .29\*\*\* | -.03 | .31\*\*\* | .19\*\* | .53\*\*\* | .22\*\*\* | .32\*\*\* | .42\*\*\* |

*Note.* \* *p* < .05; \*\* *p* < .01; \*\*\* *p* < .001

Table S2.

*Pearson correlations between motives for the Indian sample.*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 1 Liking |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2 Habits | .48\*\*\* |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3 Hunger | .50\*\*\* | .37\*\*\* |  |  |  |  |  |  |  |  |  |  |  |  |
| 4 Health | .23\*\*\* | .26\*\*\* | .46\*\*\* |  |  |  |  |  |  |  |  |  |  |  |
| 5 Convenience | .40\*\*\* | .50\*\*\* | .33\*\*\* | .35\*\*\* |  |  |  |  |  |  |  |  |  |  |
| 6 Pleasure | .46\*\*\* | .59\*\*\* | .34\*\*\* | .13\* | .46\*\*\* |  |  |  |  |  |  |  |  |  |
| 7 Traditional Eating | .31\*\*\* | .60\*\*\* | .29\*\*\* | .20\*\* | .44\*\*\* | .54\*\*\* |  |  |  |  |  |  |  |  |
| 8 Natural Concerns | .26\*\*\* | .48\*\*\* | .36\*\*\* | .52\*\*\* | .51\*\*\* | .42\*\*\* | .47\*\*\* |  |  |  |  |  |  |  |
| 9 Sociability | .34\*\*\* | .48\*\*\* | .30\*\*\* | .24\*\*\* | .56\*\*\* | .60\*\*\* | .64\*\*\* | .49\*\*\* |  |  |  |  |  |  |
| 10 Price | .15\* | .38\*\*\* | .06 | .03 | .43\*\*\* | .48\*\*\* | .47\*\*\* | .38\*\*\* | .51\*\*\* |  |  |  |  |  |
| 11 Visual Appeal | .40\*\*\* | .44\*\*\* | .30\*\*\* | .09 | .56\*\*\* | .61\*\*\* | .56\*\*\* | .42\*\*\* | .73\*\*\* | .56\*\*\* |  |  |  |  |
| 12 Weight Control | .01 | .23\*\*\* | .08 | .46\*\*\* | .37\*\*\* | .28\*\*\* | .37\*\*\* | .51\*\*\* | .40\*\*\* | .43\*\*\* | .26\*\*\* |  |  |  |
| 13 Affect Regulation | -.07 | .09 | -.09 | -.17\*\* | .21\*\* | .31\*\*\* | .34\*\*\* | .18\*\* | .30\*\*\* | .63\*\*\* | .39\*\*\* | .32\*\*\* |  |  |
| 14 Social Norms | .20\*\* | .37\*\*\* | .17\*\* | .02 | .45\*\*\* | .48\*\*\* | .53\*\*\* | .46\*\*\* | .54\*\*\* | .61\*\*\* | .60\*\*\* | .38\*\*\* | .52\*\*\* |  |
| 15 Social Image | .16\*\* | .35\*\*\* | .11 | .19\*\* | .49\*\*\* | .56\*\*\* | .59\*\*\* | .46\*\*\* | .69\*\*\* | .63\*\*\* | .66\*\*\* | .42\*\*\* | .51\*\*\* | .60\*\*\* |

*Note.* \* *p* < .05; \*\* *p* < .01; \*\*\* *p* < .001

Table S3.

*Pearson correlations between motives for the US American sample.*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 1 Liking |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2 Habits | .32\*\*\* |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3 Hunger | .43\*\*\* | .26\*\*\* |  |  |  |  |  |  |  |  |  |  |  |  |
| 4 Health | -.09 | .03 | .30\*\*\* |  |  |  |  |  |  |  |  |  |  |  |
| 5 Convenience | .33\*\*\* | .45\*\*\* | .22\*\* | -.17\* |  |  |  |  |  |  |  |  |  |  |
| 6 Pleasure | .51\*\*\* | .27\*\*\* | .11 | -.17\* | .35\*\*\* |  |  |  |  |  |  |  |  |  |
| 7 Traditional Eating | .31\*\*\* | .45\*\*\* | .19\*\* | -.04 | .46\*\*\* | .44\*\*\* |  |  |  |  |  |  |  |  |
| 8 Natural Concerns | .01 | .19\*\* | .15\* | .50\*\*\* | -.01 | .08 | .26\*\*\* |  |  |  |  |  |  |  |
| 9 Sociability | .27\*\*\* | .34\*\*\* | .12 | .08 | .39\*\*\* | .35\*\*\* | .65\*\*\* | .29\*\*\* |  |  |  |  |  |  |
| 10 Price | .08 | .16\* | .10 | -.05 | .51\*\*\* | .27\*\*\* | .39\*\*\* | .09 | .36\*\*\* |  |  |  |  |  |
| 11 Visual Appeal | .25\*\*\* | .35\*\*\* | .06 | -.15\* | .42\*\*\* | .49\*\*\* | .65\*\*\* | .20\*\* | .59\*\*\* | .23\*\* |  |  |  |  |
| 12 Weight Control | -.06 | .04 | .11 | .56\*\*\* | .03 | .08 | .12 | .28\*\*\* | .11 | .17\* | .03 |  |  |  |
| 13 Affect Regulation | .00 | .07 | -.24\*\* | -.09 | .13 | .46\*\*\* | .24\*\* | .15\* | .21\*\* | .22\*\* | .22\*\* | .17\* |  |  |
| 14 Social Norms | -.02 | .30\*\*\* | .02 | -.02 | .34\*\*\* | .23\*\* | .54\*\*\* | .21\*\* | .49\*\*\* | .34\*\*\* | .47\*\*\* | .11 | .25\*\*\* |  |
| 15 Social Image | .01 | .20\*\* | .00 | .04 | .34\*\*\* | .27\*\*\* | .57\*\*\* | .31\*\*\* | .53\*\*\* | .39\*\*\* | .60\*\*\* | .22\*\* | .29\*\*\* | .66\*\*\* |

*Note.* \* *p* < .05; \*\* *p* < .01; \*\*\* *p* < .001