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| **Supplementary Table 1.** Standardised factor loadings for Food Choice Questionnaire | | | |
| Food Choice Motive | Questionnaire Item | Factor Loading a | Factor Loading b |
| Health | Contains a lot of vitamins and minerals | 0.759 | 0.77 |
| Keeps me healthy | 0.737 | 0.75 |
| Is nutritious | 0.758 | 0.75 |
| Is high in protein | 0.722 | 0.72 |
| Is good for my skin/teeth/hair/nails etc. | 0.802 | 0.68 |
| Is high in fibre and roughage | 0.814 | 0.66 |
| Mood | Helps me cope with stress | 0.763 | 0.79 |
| Helps me to cope with life | 0.722 | 0.79 |
| Helps me relax | 0.711 | 0.78 |
| Keeps me awake/alert | 0.719 | 0.60 |
| Cheers me up | 0.683 | 0.60 |
| Makes me feel good | 0.752 | 0.57 |
| Convenience | Is easy to prepare | 0.675 | 0.82 |
| Can be cooked very simply | 0.692 | 0.81 |
| Takes no time to prepare | 0.697 | 0.76 |
| Can be bought in shops close to where I live or work | 0.717 | 0.65 |
| Is easily available in shops and supermarkets | 0.711 | 0.59 |
| Sensory Appeal | Smells nice | 0.758 | 0.80 |
| Looks nice | 0.682 | 0.72 |
| Has a pleasant texture | 0.749 | 0.70 |
| Tastes good | 0.561 | 0.53 |
| Natural Content | Contains no additives | 0.862 | 0.81 |
| Contains natural ingredients | 0.923 | 0.72 |
| Contains no artificial ingredients | 0.859 | 0.71 |
| Price | Is not expensive | 0.921 | 0.87 |
| Is cheap | 0.620 | 0.87 |
| Is good value for money | 0.783 | 0.76 |
| Weight Control | Is low in calories | 0.759 | 0.87 |
| Helps me control my weight | 0.541 | 0.79 |
| Is low in fat | 0.814 | 0.74 |
| Familiarity | Is what I normally eat | 0.782 | 0.79 |
| Is well-known | 0.741 | 0.79 |
| Is like the food I ate when I was a child | 0.628 | 0.66 |
| Ethical Concern | Comes from countries I approve of politically | 0.584 | 0.87 |
| Has the country of origin clearly marked | 0.745 | 0.79 |
| Is packaged in an environmentally friendly way | 0.842 | 0.43 |
| a. Factor loadings from this study.  b. Factor loadings from original Steptoe *et al*. (1995). | | | |

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| **Supplementary Table 2.** Proportion of variance accounted for (R2) structural equations in Model*vi* | | | | | | | | | | |
| **Construct** | **Country** | | | | | | | | | |
|  | **Norway** | **Germany** | **Spain** | **Greece** | **Poland** | **UK** | **Ireland** | **NL** | | **Portugal** |
| Attitude towards personalised nutrition a | 0.384 | 0.384 | 0.384 | 0.384 | 0.384 | 0.384 | 0.384 | | 0.384 | 0.384 |
| Intention to adopt personalised nutrition | 0.356 | 0.448 | 0.504 | 0.655 | 0.514 | 0.544 | 0.553 | | 0.485 | 0.553 |
| a R2 equal across countries because of equality constraints.  NL, the Netherlands; UK, United Kingdom. | | | | | | | | | | |

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| **Supplementary Table 3.** Model-based internal-consistency reliabilities Model *vi* | | | | | | | | | |
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| **Construct** | **Country** | | | | | | | | |
|  | **Norway** | **Germany** | **Spain** | **Greece** | **Poland** | **UK** | **Ireland** | **NL** | **Portugal** |
| Health | 0.902 | 0.880 | 0.880 | 0.883 | 0.902 | 0.924 | 0.908 | 0.881 | 0.914 |
| Mood | 0.909 | 0.872 | 0.890 | 0.858 | 0.897 | 0.912 | 0.892 | 0.914 | 0.887 |
| Convenience | 0.896 | 0.873 | 0.900 | 0.886 | 0.887 | 0.897 | 0.873 | 0.903 | 0.883 |
| Sensory Appeal | 0.807 | 0.803 | 0.868 | 0.799 | 0.792 | 0.825 | 0.818 | 0.803 | 0.851 |
| Natural Content | 0.927 | 0.917 | 0.890 | 0.859 | 0.898 | 0.942 | 0.922 | 0.911 | 0.881 |
| Price | 0.847 | 0.853 | 0.868 | 0.743 | 0.798 | 0.816 | 0.826 | 0.806 | 0.855 |
| Weight Control | 0.765 | 0.928 | 0.923 | 0.904 | 0.918 | 0.924 | 0.915 | 0.910 | 0.897 |
| Familiarity | 0.781 | 0.824 | 0.757 | 0.701 | 0.841 | 0.785 | 0.762 | 0.774 | 0.793 |
| Ethical Concern | 0.799 | 0.816 | 0.769 | 0.655 | 0.757 | 0.867 | 0.810 | 0.880 | 0.768 |
| Attitude towards personalised nutrition | 0.876 | 0.890 | 0.838 | 0.845 | 0.896 | 0.875 | 0.845 | 0.852 | 0.863 |
| Intention to adopt personalised nutrition | 0.952 | 0.948 | 0.880 | 0.883 | 0.925 | 0.907 | 0.891 | 0.949 | 0.899 |
| NL, the Netherlands; UK, United Kingdom. | | | | | | | | | |

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| **Supplementary Table 4.** Correlations among exogenous latent variables in Model *vi* | | | | | | | | |
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| **Construct** | **Construct** | | | | | | | |
|  | Health | Mood | Convenience | Sensory Appeal | Natural Content | Price | Weight Control | Familiarity |
| Health |  |  |  |  |  |  |  |  |
| Mood | 0.797 |  |  |  |  |  |  |  |
| Convenience | 0.359 | 0.523 |  |  |  |  |  |  |
| Sensory Appeal | 0.475 | 0.599 | 0.590 |  |  |  |  |  |
| Natural Content | 0.668 | 0.573 | 0.280 | 0.464 |  |  |  |  |
| Price | 0.248 | 0.312 | 0.464 | 0.395 | 0.289 |  |  |  |
| Weight Control | 0.550 | 0.509 | 0.399 | 0.389 | 0.486 | 0.264 |  |  |
| Familiarity | 0.452 | 0.485 | 0.495 | 0.489 | 0.406 | 0.294 | 0.595 |  |
| Ethical Concern | 0.539 | 0.499 | 0.281 | 0.406 | 0.649 | 0.237 | 0.488 | 0.475 |
| All correlations significant at *P*<0.001. | | | | | | | | |