

## Supplement

Table S1. Dietary Belief Questions

Categories of dietary belief	Questions (each item scored 1-5, indicating very disagree to very agree)
Vegetables and Fruits	<ol style="list-style-type: none"><li>1. To increase intake vegetables and fruits keep me healthy.</li><li>2. Eating more vegetables and fruits help to reduce weight or maintain ideal weight.</li><li>3. Eating more vegetables and fruits costs more money.</li><li>4. Not many kinds of vegetables and fruits that I like.</li><li>5. Eating more vegetables and fruits may avoid constipation.</li><li>6. Eating more vegetables and fruits may present some kinds of chronic diseases, such as cancer, hypertension, and cardiovascular diseases.</li><li>7. I worry eating vegetables and fruits may intake too much pesticides.</li><li>8. I feel trouble to increase intake of vegetables and fruits.</li><li>9. In general, increase eating vegetables and fruits is beneficial for me.</li><li>10. I don't often have my favorite vegetables and fruits at home.</li><li>11. When I eat outside, it's not easy to eat vegetables and fruits for me.</li><li>12. More intake of vegetables and fruits make my diet more balanced and nutritious.</li><li>13. More intake of vegetables and fruits help my skin and beauty.</li><li>14. To increase the intake amount of vegetables and fruits is very difficult for me.</li><li>15. Eating more vegetables and fruits make my body feel more comfortable.</li></ol>
Dairy food	<ol style="list-style-type: none"><li>1. I believe dairy is nutritious.</li><li>2. Intake of dairy make me feel uncomfortable, such as diarrhea, constipation, or allergy.</li><li>3. I don't favor most dairy food.</li><li>4. Eating dairy food may prevent osteoporosis.</li><li>5. Increasing intake of dairy food is good for me.</li><li>6. I believe intake of dairy food is bad for health.</li><li>7. Dairy food is a good choice for snack (such as milk, cheese, and yogurt).</li><li>8. I like to mix dairy food with other food (such as milk mixed with soup, cheese in the burger).</li><li>9. I don't often have dairy food at home.</li><li>10. To increase dairy food intake is very difficult for me.</li></ol>
Whole-grain food	<ol style="list-style-type: none"><li>1. Using whole grains to replace refined grains makes my diet more balanced and nutritious.</li><li>2. Eating more whole-grain food may prevent constipation.</li><li>3. Most whole-grain food is not easy to chew.</li><li>4. Eating more whole-grain food makes my body more comfortable.</li><li>5. In general, eating more whole-grain food is good for me.</li><li>6. I don't often have whole-grain food at home.</li><li>7. When I eat outside, I don't often have chances to eat whole-grain food.</li><li>8. To choose whole-grain food cost more money.</li><li>9. I am not sure what foods in my daily diet are whole-grained.</li></ol>

- 
10. To increase intake of whole-grain food is difficult to me.
  11. To eat more whole-grain food may prevent chronic diseases, such as cancer, cardiovascular diseases, hyperlipidemia, etc.
- 

Fried food

1. I feel hard to resist the attraction of fried food.
  2. Eating less fried food may prevent me obesity.
  3. Eating less fried food may reduce the possibility of vascular disease or strokes.
  4. Eating less fried food makes me feel hungry and not satisfied.
  5. I feel inconvenient to buy other food to avoid fried food.
  6. Eating less fried food may prevent acnes.
  7. Eating less fried food may prevent cancers.
  8. If I buy other food to avoid fried food, it will cost me more.
  9. When I eat with my family or friends, it is hard to avoid fried food.
  10. I am not sure what foods in my daily diet are fried food.
  11. To eat less fried food is very difficult to me.
-

Table S2. Food categories by factor analysis

Factor loadings Food items (times/week)	Factors (Food Categories)							
	1Animal protein	2Whole grain, fruits and dairy	3Vegetables	4Viscera and fats	5 Melon and bamboo	6 Ice cream and fried food	7Sweets	8 Pickle and others
Other seafood	<b>.590</b>	.192	.013	.158	.066	.070	.011	.122
Poultry	<b>.587</b>	-.032	.139	.225	.121	.016	.058	-.148
Shell fish	<b>.581</b>	.135	.075	.104	.149	.091	-.021	.091
Processed seafood	<b>.571</b>	-.015	.090	.010	-.035	.035	.125	.231
Fish with bones	<b>.527</b>	.196	.060	.071	.199	-.151	.031	.140
Deep-ocean fish	<b>.515</b>	.210	.150	-.021	.101	.096	-.085	-.073
Livestock lean	<b>.501</b>	-.076	.133	.158	.101	-.080	.073	-.216
Minced meat	<b>.492</b>	-.155	.112	.058	-.091	.149	.132	.128
Processed meat	<b>.455</b>	-.068	.047	.108	-.084	.128	.265	.184
Livestock half-fat	<b>.437</b>	-.019	-.025	.212	.030	.140	.034	.012
Seafood product	<b>.370</b>	.096	-.094	.004	.035	.143	.089	.239
Seasoned vegetable	<b>.310</b>	.138	.238	.094	.170	-.193	-.067	-.056
Seafood eggs	<b>.241</b>	.192	.012	.191	-.103	.086	.158	-.002
Whole grain bread	.087	<b>.599</b>	.070	.012	.028	.129	.026	-.010
Whole grain rice	-.112	<b>.568</b>	.170	.002	.106	-.022	.029	-.074
Nuts	.033	<b>.560</b>	.144	.138	.077	-.008	.149	.069
Dried fruits	.051	<b>.555</b>	.127	.109	.004	-.002	.160	.101
Cheese	.049	<b>.491</b>	.068	.065	-.033	.249	.086	.070
Fresh fruits	.200	<b>.445</b>	.216	-.149	.282	-.012	.123	-.198
Jam	.134	<b>.309</b>	-.074	-.027	-.036	.079	.002	.227
Light vegetable	.116	.010	<b>.646</b>	.016	-.108	-.014	.021	.014
Roots and stem vegetables	.094	.175	<b>.638</b>	-.053	.122	.028	.109	.017
Dark vegetables	.065	.169	<b>.478</b>	-.014	.227	-.081	-.059	-.072
Mushrooms	.160	.368	<b>.472</b>	-.001	.275	.043	.075	.130
Sea plants	.100	.274	<b>.415</b>	.018	.209	.077	.114	.252
Eggs	.290	.082	<b>.317</b>	.036	.007	.188	-.031	-.064
Liver	.071	.065	.021	<b>.708</b>	.059	-.019	.017	.027
Other viscus	.183	.073	-.044	<b>.691</b>	.047	.070	.039	.054
Other part of meat	.271	.092	-.033	<b>.513</b>	.021	.100	.073	.013
Animal blood	.237	.011	.007	<b>.414</b>	.035	.068	.065	.155
Melon	.088	.011	.144	-.012	<b>.679</b>	.107	-.029	.063
Bamboo	.169	.031	.064	.120	<b>.614</b>	.105	-.033	.168
Peacods	.050	.165	.311	.071	<b>.465</b>	-.026	.067	.085
Popsicle	.044	-.058	-.142	.040	.351	<b>.555</b>	.060	-.055
Ice cream	.082	.129	-.035	-.023	.116	<b>.553</b>	.163	-.064
Fried fast food	.122	.091	.058	.126	-.112	<b>.452</b>	-.030	-.010
Sweets/pudding	.043	.163	-.024	.030	.241	<b>.413</b>	.144	.103
Soy bean milk/jelly	.111	.311	.151	.001	-.025	<b>.408</b>	-.202	.187
Other fried food	.146	-.134	.186	.316	-.120	<b>.391</b>	.126	.059
Cookie	.071	.088	.056	.004	.075	.005	<b>.675</b>	-.026
Candy	.055	.073	.113	.133	-.126	.083	<b>.587</b>	.065
Cake	.131	.177	.101	.093	-.039	.217	<b>.412</b>	.078
Sweet preserved	.072	.179	-.142	.040	.138	.040	<b>.411</b>	.213
Fermented beans	.184	.207	-.035	.029	.166	-.043	.087	<b>.528</b>
Pickles	.166	-.023	.060	.202	.169	-.076	.123	<b>.480</b>
Other soy bean product	.019	.115	.385	-.021	.229	.066	.071	<b>.419</b>
Fired soy bean	-.015	.001	.276	.237	.018	.264	.155	<b>.343</b>
Milk powder	.091	.213	-.022	-.104	.205	-.026	.278	<b>-.338</b>

---

Note: Factor analysis: extracted by principle component analysis; rotated by Kaiser Varimax, explained variance =36.87%. Food categories: 1. animal protein; 2. whole grain fruits and dairy, 3. vegetables; 4. viscera and fats; 5.melon and bamboo; 6. Ice cream and fried food; 7. Sweets; 8. Pickle and others.