1. The 2x4 full factorial design

Supplementary Table S1. Univariate Tests.

	Dependent Variable	Sum of Squares	*df*	Mean Square	*F*	*p*
goal	APE	21.3000	3	7.1000	3.0621	0.028
	ANE	6.6574	3	2.2191	1.2395	0.295
	Desire	11.1941	3	3.7314	1.2162	0.304
	Intention	5.5110	3	1.8370	0.6409	0.589
	Meat choice	20.3538	3	6.7846	2.9947	0.031
msg_emotion	APE	4.2266	1	4.2266	1.8229	0.178
	ANE	0.6026	1	0.6026	0.3366	0.562
	Desire	3.4207	1	3.4207	1.1149	0.292
	Intention	0.5686	1	0.5686	0.1984	0.656
	Meat choice	1.5608	1	1.5608	0.6889	0.407
goal ✻ msg_emotion	APE	11.5166	3	3.8389	1.6556	0.176
	ANE	4.2156	3	1.4052	0.7848	0.503
	Desire	3.0500	3	1.0167	0.3314	0.803
	Intention	4.7351	3	1.5784	0.5507	0.648
	Meat choice	0.7655	3	0.2552	0.1126	0.953
Residuals	APE	860.2154	371	2.3186		
	ANE	664.2447	371	1.7904		
	Desire	1138.2601	371	3.0681		
	Intention	1063.3395	371	2.8661		
	Meat choice	840.5126	371	2.2655		

Note. APE = Anticipated positive emotions, ANE = Anticipated negative emotions

Supplementary Table S2. Post Hoc comparison of goals on anticipated positive emotions.

Comparison					95% Confidence Intervals			
goal	vs	goal	Difference	*SE*	Lower	Upper	*t*	*df*
controllo	-	health	-0.0208	0.2246	-0.4624	0.4207	-0.092	371
controllo	-	environment	-0.4285	0.2228	-0.8667	0.0097	-1.923	371
controllo	-	animals	-0.5328	0.2256	-0.9765	-0.0891	-2.361	371

Supplementary Table S2. Post Hoc comparison of goals on anticipated positive emotions.

Comparison					95% Confidence Intervals			
goal	vs	goal	Difference	*SE*	Lower	Upper	*t*	*df*
health	-	environment	-0.4077	0.2182	-0.8368	0.0214	-1.868	371
health	-	animals	-0.5120	0.2211	-0.9467	-0.0773	-2.316	371
environment	-	animals	-0.1043	0.2193	-0.5356	0.3270	-0.475	371

Supplementary Table S3. Post Hoc comparison of goals on meat choice.

Comparison					95% Confidence Intervals			
goal	vs	goal	Difference	*SE*	Lower	Upper	*t*	*df*
controllo	-	health	0.3548	0.2220	-0.0817	0.7913	1.598	371
controllo	-	environment	0.6074	0.2203	0.1743	1.0406	2.757	371
controllo	-	animals	0.5128	0.2230	0.0742	0.9514	2.299	371
health	-	environment	0.2526	0.2157	-0.1715	0.6768	1.171	371
health	-	animals	0.1580	0.2185	-0.2717	0.5877	0.723	371
environment	-	animals	-0.0946	0.2168	-0.5209	0.3317	-0.436	371

2. Indirect effects of the 2x4 full factorial design

Supplementary Table S4. Models Info.

Mediators Models		
	m1	APE ~ goal + msg_emotion + goal:msg_emotion
	m2	Desire ~ goal + msg_emotion + APE + goal:msg_emotion
	m3	Intention ~ goal + msg_emotion + APE + Desire + goal:msg_emotion
Full Model		
Indirect Effects	m4	Meat choice ~ APE + Desire + Intention + goal + msg_emotion + goal:msg_emotion
	IE 1	goal ⇒ APE ⇒ Meat choice
	IE 2	goal ⇒ Desire ⇒ Meat choice

Supplementary Table S4. Models Info.

	IE 3	goal ⇒ Intention ⇒ Meat choice
	IE 4	msg_emotion ⇒ APE ⇒ Meat choice
	IE 5	msg_emotion ⇒ Desire ⇒ Meat choice
	IE 6	msg_emotion ⇒ Intention ⇒ Meat choice
	IE 7	goal:msg_emotion ⇒ APE ⇒ Meat choice
	IE 8	goal:msg_emotion ⇒ Desire ⇒ Meat choice
	IE 9	goal:msg_emotion ⇒ Intention ⇒ Meat choice
	IE 10	goal ⇒ APE ⇒ Desire ⇒ Meat choice
	IE 11	goal ⇒ APE ⇒ Intention ⇒ Meat choice
	IE 12	goal ⇒ Desire ⇒ Intention ⇒ Meat choice
	IE 13	msg_emotion ⇒ APE ⇒ Desire ⇒ Meat choice
	IE 14	msg_emotion ⇒ APE ⇒ Intention ⇒ Meat choice
	IE 15	msg_emotion ⇒ Desire ⇒ Intention ⇒ Meat choice
	IE 16	goal:msg_emotion ⇒ APE ⇒ Desire ⇒ Meat choice
	IE 17	goal:msg_emotion ⇒ APE ⇒ Intention ⇒ Meat choice
	IE 18	goal:msg_emotion ⇒ Desire ⇒ Intention ⇒ Meat choice
	IE 19	goal ⇒ APE ⇒ Desire ⇒ Intention ⇒ Meat choice
	IE 20	msg_emotion ⇒ APE ⇒ Desire ⇒ Intention ⇒ Meat choice
	IE 21	goal:msg_emotion ⇒ APE ⇒ Desire ⇒ Intention ⇒ Meat choice
Sample size	N	379

For variable **goal** the contrasts are: goal1 = health - controllo, goal2 = environment - controllo, goal3 = animals - controllo

For variable **msg_emotion** the contrasts are: msg_emotion1 = pride - guilt

Covariances among IV are estimated but not shown

Supplementary Table S5. Indirect and Total Effects (4x2 design).

				95% C.I. (a)				
Type	Effect	*b*	*SE*	Lower	Upper	β	*z*	*p*
Indirect	goal1 ⇒ APE ⇒ Meat choice	-0.0024	0.0262	-0.0537	0.0488	-0.0007	-0.0935	0.926
	goal1 ⇒ Desire ⇒ Meat choice	-0.0165	0.0339	-0.0830	0.0500	-0.0048	-0.4862	0.627
	goal1 ⇒ Intention ⇒ Meat choice	-0.0185	0.0317	-0.0806	0.0436	-0.0053	-0.5839	0.559
	goal2 ⇒ APE ⇒ Meat choice	-0.0504	0.0392	-0.1271	0.0263	-0.0147	-1.2872	0.198
	goal2 ⇒ Desire ⇒ Meat choice	0.0110	0.0336	-0.0548	0.0768	0.0032	0.3275	0.743
	goal2 ⇒ Intention ⇒ Meat choice	0.0262	0.0321	-0.0367	0.0891	0.0076	0.8167	0.414
	goal3 ⇒ APE ⇒ Meat choice	-0.0627	0.0449	-0.1508	0.0254	-0.0179	-1.3943	0.163
	goal3 ⇒ Desire ⇒ Meat choice	0.0110	0.0341	-0.0558	0.0778	0.0031	0.3227	0.747
	goal3 ⇒ Intention ⇒ Meat choice	0.0058	0.0316	-0.0562	0.0678	0.0017	0.1825	0.855
	msg_emotion1 ⇒ APE ⇒ Meat choice	0.0234	0.0228	-0.0212	0.0681	0.0078	1.0284	0.304
	msg_emotion1 ⇒ Desire ⇒ Meat choice	0.0008	0.0234	-0.0452	0.0467	0.0003	0.0333	0.973
	msg_emotion1 ⇒ Intention ⇒ Meat choice	-0.0176	0.0225	-0.0616	0.0265	-0.0058	-0.7815	0.434
	goal1:msg_emotion1 ⇒ APE ⇒ Meat choice	0.0839	0.0715	-0.0563	0.2241	0.0121	1.1729	0.241
	goal1:msg_emotion1 ⇒ Desire ⇒ Meat choice	-0.0488	0.0692	-0.1845	0.0869	-0.0070	-0.7055	0.481
	goal1:msg_emotion1 ⇒ Intention ⇒ Meat choice	-0.0037	0.0627	-0.1265	0.1192	-0.0005	-0.0588	0.953
	goal2:msg_emotion1 ⇒ APE ⇒ Meat choice	0.0900	0.0737	-0.0545	0.2345	0.0131	1.2209	0.222
	goal2:msg_emotion1 ⇒ Desire ⇒ Meat choice	-0.0560	0.0694	-0.1921	0.0800	-0.0082	-0.8072	0.420
	goal2:msg_emotion1 ⇒ Intention ⇒ Meat choice	-0.0968	0.0686	-0.2313	0.0376	-0.0141	-1.4113	0.158
	goal3:msg_emotion1 ⇒ APE ⇒ Meat choice	0.0100	0.0528	-0.0935	0.1136	0.0014	0.1895	0.850
	goal3:msg_emotion1 ⇒ Desire ⇒ Meat choice	0.0136	0.0674	-0.1185	0.1457	0.0019	0.2018	0.840
	goal3:msg_emotion1 ⇒ Intention ⇒ Meat choice	-0.0759	0.0667	-0.2066	0.0548	-0.0109	-1.1381	0.255
	goal1 ⇒ APE ⇒ Desire ⇒ Meat choice	-0.0040	0.0424	-0.0870	0.0791	-0.0011	-0.0936	0.925

Supplementary Table S5. Indirect and Total Effects (4x2 design).

Type	Effect	*b*	*SE*	95% C.I. (a) Lower	95% C.I. (a) Upper	β	*z*	*p*
	goal1 ⇒ APE ⇒ Intention ⇒ Meat choice	-0.0008	0.0083	-0.0171	0.0156	-0.0002	-0.0936	0.925
	goal1 ⇒ Desire ⇒ Intention ⇒ Meat choice	-0.0114	0.0234	-0.0572	0.0344	-0.0033	-0.4877	0.626
	goal2 ⇒ APE ⇒ Desire ⇒ Meat choice	-0.0817	0.0507	-0.1811	0.0178	-0.0238	-1.6095	0.108
	goal2 ⇒ APE ⇒ Intention ⇒ Meat choice	-0.0161	0.0108	-0.0372	0.0051	-0.0047	-1.4911	0.136
	goal2 ⇒ Desire ⇒ Intention ⇒ Meat choice	0.0076	0.0231	-0.0378	0.0530	0.0022	0.3279	0.743
	goal3 ⇒ APE ⇒ Desire ⇒ Meat choice	-0.1015	0.0553	-0.2099	0.0069	-0.0291	-1.8353	0.066
	goal3 ⇒ APE ⇒ Intention ⇒ Meat choice	-0.0200	0.0120	-0.0435	0.0035	-0.0057	-1.6652	0.096
	goal3 ⇒ Desire ⇒ Intention ⇒ Meat choice	0.0076	0.0235	-0.0385	0.0536	0.0022	0.3231	0.747
	msg_emotion1 ⇒ APE ⇒ Desire ⇒ Meat choice	0.0380	0.0324	-0.0255	0.1015	0.0126	1.1720	0.241
	msg_emotion1 ⇒ APE ⇒ Intention ⇒ Meat choice	0.0075	0.0067	-0.0056	0.0205	0.0025	1.1238	0.261
	msg_emotion1 ⇒ Desire ⇒ Intention ⇒ Meat choice	0.0005	0.0162	-0.0312	0.0322	0.0002	0.0333	0.973
	goal1:msg_emotion1 ⇒ APE ⇒ Desire ⇒ Meat choice	0.1359	0.0970	-0.0542	0.3260	0.0196	1.4011	0.161
	goal1:msg_emotion1 ⇒ APE ⇒ Intention ⇒ Meat choice	0.0268	0.0203	-0.0129	0.0665	0.0039	1.3209	0.187
	goal1:msg_emotion1 ⇒ Desire ⇒ Intention ⇒ Meat choice	-0.0337	0.0475	-0.1268	0.0593	-0.0049	-0.7101	0.478
	goal2:msg_emotion1 ⇒ APE ⇒ Desire ⇒ Meat choice	0.1458	0.0982	-0.0466	0.3382	0.0212	1.4852	0.137
	goal2:msg_emotion1 ⇒ APE ⇒ Intention ⇒ Meat choice	0.0287	0.0206	-0.0118	0.0692	0.0042	1.3907	0.164
	goal2:msg_emotion1 ⇒ Desire ⇒ Intention ⇒ Meat choice	-0.0387	0.0475	-0.1318	0.0544	-0.0056	-0.8141	0.416
	goal3:msg_emotion1 ⇒ APE ⇒ Desire ⇒ Meat choice	0.0162	0.0853	-0.1509	0.1833	0.0023	0.1902	0.849
	goal3:msg_emotion1 ⇒ APE ⇒ Intention ⇒ Meat choice	0.0032	0.0168	-0.0298	0.0361	0.0005	0.1900	0.849

Supplementary Table S5. Indirect and Total Effects (4x2 design).

				95% C.I. (a)				
Type	Effect	*b*	*SE*	Lower	Upper	β	*z*	*p*
	goal3:msg_emotion1 ⇒ Desire ⇒ Intention ⇒ Meat choice	0.0094	0.0465	-0.0817	0.1005	0.0013	0.2019	0.840
	goal1 ⇒ APE ⇒ Desire ⇒ Intention ⇒ Meat choice	-0.0027	0.0292	-0.0600	0.0546	-0.0008	-0.0936	0.925
	goal2 ⇒ APE ⇒ Desire ⇒ Intention ⇒ Meat choice	-0.0564	0.0338	-0.1226	0.0099	-0.0164	-1.6665	0.096
	goal3 ⇒ APE ⇒ Desire ⇒ Intention ⇒ Meat choice	-0.0701	0.0365	-0.1416	0.0014	-0.0201	-1.9213	0.055
	msg_emotion1 ⇒ APE ⇒ Desire ⇒ Intention ⇒ Meat choice	0.0262	0.0220	-0.0168	0.0693	0.0087	1.1935	0.233
	goal1:msg_emotion1 ⇒ APE ⇒ Desire ⇒ Intention ⇒ Meat choice	0.0938	0.0652	-0.0340	0.2217	0.0135	1.4383	0.150
	goal2:msg_emotion1 ⇒ APE ⇒ Desire ⇒ Intention ⇒ Meat choice	0.1006	0.0658	-0.0283	0.2296	0.0146	1.5297	0.126
	goal3:msg_emotion1 ⇒ APE ⇒ Desire ⇒ Intention ⇒ Meat choice	0.0112	0.0588	-0.1041	0.1265	0.0016	0.1903	0.849
Component	goal1 ⇒ APE	0.0208	0.2222	-0.4146	0.4562	0.0059	0.0936	0.925
	APE ⇒ Meat choice	-0.1176	0.0685	-0.2518	0.0166	-0.1199	-1.7179	0.086
	goal1 ⇒ Desire	0.0782	0.1585	-0.2324	0.3888	0.0195	0.4933	0.622
	Desire ⇒ Meat choice	-0.2111	0.0730	-0.3543	-0.0680	-0.2443	-2.8904	0.004
	goal1 ⇒ Intention	0.0847	0.1428	-0.1951	0.3645	0.0219	0.5930	0.553
	Intention ⇒ Meat choice	-0.2187	0.0652	-0.3465	-0.0909	-0.2439	-3.3539	<.001
	goal2 ⇒ APE	0.4285	0.2205	-0.0036	0.8606	0.1223	1.9437	0.052
	goal2 ⇒ Desire	-0.0521	0.1580	-0.3618	0.2576	-0.0131	-0.3296	0.742
	goal2 ⇒ Intention	-0.1199	0.1423	-0.3988	0.1591	-0.0313	-0.8420	0.400
	goal3 ⇒ APE	0.5328	0.2232	0.0953	0.9703	0.1495	2.3868	0.017
	goal3 ⇒ Desire	-0.0521	0.1604	-0.3665	0.2623	-0.0129	-0.3247	0.745
	goal3 ⇒ Intention	-0.0264	0.1445	-0.3096	0.2568	-0.0068	-0.1827	0.855
	msg_emotion1 ⇒ APE	-0.1994	0.1553	-0.5037	0.1050	-0.0647	-1.2839	0.199

Supplementary Table S5. Indirect and Total Effects (4x2 design).

				95% C.I. (a)				
Type	Effect	*b*	*SE*	Lower	Upper	β	*z*	*p*
	msg_emotion1 ⇒ Desire	-0.0037	0.1110	-0.2212	0.2138	-0.0011	-0.0333	0.973
	msg_emotion1 ⇒ Intention	0.0803	0.1000	-0.1156	0.2763	0.0238	0.8037	0.422
	goal1:msg_emotion1 ⇒ APE	-0.7133	0.4443	-1.5842	0.1576	-0.1008	-1.6053	0.108
	goal1:msg_emotion1 ⇒ Desire	0.2313	0.3180	-0.3919	0.8546	0.0288	0.7275	0.467
	goal1:msg_emotion1 ⇒ Intention	0.0169	0.2866	-0.5448	0.5786	0.0022	0.0588	0.953
	goal2:msg_emotion1 ⇒ APE	-0.7652	0.4409	-1.6294	0.0990	-0.1092	-1.7355	0.083
	goal2:msg_emotion1 ⇒ Desire	0.2654	0.3157	-0.3534	0.8843	0.0334	0.8407	0.401
	goal2:msg_emotion1 ⇒ Intention	0.4428	0.2846	-0.1150	1.0007	0.0578	1.5558	0.120
	goal3:msg_emotion1 ⇒ APE	-0.0851	0.4465	-0.9602	0.7899	-0.0119	-0.1907	0.849
	goal3:msg_emotion1 ⇒ Desire	-0.0644	0.3185	-0.6886	0.5597	-0.0080	-0.2023	0.840
	goal3:msg_emotion1 ⇒ Intention	0.3470	0.2868	-0.2151	0.9092	0.0445	1.2099	0.226
	APE ⇒ Desire	0.9025	0.0366	0.8307	0.9743	0.7951	24.6321	<.001
	APE ⇒ Intention	0.1716	0.0532	0.0673	0.2759	0.1568	3.2245	0.001
	Desire ⇒ Intention	0.6664	0.0463	0.5758	0.7571	0.6913	14.4061	<.001
Direct	goal1 ⇒ Meat choice	-0.2985	0.1813	-0.6538	0.0569	-0.0860	-1.6463	0.100
	goal2 ⇒ Meat choice	**-0.4477**	**0.1808**	**-0.8022**	**-0.0933**	**-0.1303**	**-2.4758**	**0.013**
	goal3 ⇒ Meat choice	-0.2829	0.1834	-0.6424	0.0766	-0.0810	-1.5424	0.123
	msg_emotion1 ⇒ Meat choice	-0.2058	0.1270	-0.4547	0.0431	-0.0681	-1.6206	0.105
	goal1:msg_emotion1 ⇒ Meat choice	-0.3740	0.3638	-1.0870	0.3391	-0.0539	-1.0280	0.304
	goal2:msg_emotion1 ⇒ Meat choice	-0.2664	0.3624	-0.9768	0.4439	-0.0388	-0.7351	0.462
	goal3:msg_emotion1 ⇒ Meat choice	0.1215	0.3648	-0.5935	0.8364	0.0174	0.3330	0.739
Total	goal1 ⇒ Meat choice	-0.3548	0.2199	-0.7858	0.0762	-0.1022	-1.6135	0.107
	goal2 ⇒ Meat choice	**-0.6074**	**0.2182**	**-1.0351**	**-0.1797**	**-0.1768**	**-2.7837**	**0.005**

Supplementary Table S5. Indirect and Total Effects (4x2 design).

				95% C.I. (a)				
Type	Effect	*b*	*SE*	Lower	Upper	β	*z*	*p*
	goal3 ⇒ Meat choice	**-0.5128**	**0.2210**	**-0.9459**	**-0.0797**	**-0.1467**	**-2.3209**	**0.020**
	msg_emotion1 ⇒ Meat choice	-0.1269	0.1537	-0.4281	0.1743	-0.0420	-0.8258	0.409
	goal1:msg_emotion1 ⇒ Meat choice	-0.1198	0.4398	-0.9818	0.7422	-0.0173	-0.2724	0.785
	goal2:msg_emotion1 ⇒ Meat choice	-0.0928	0.4364	-0.9482	0.7626	-0.0135	-0.2127	0.832
	goal3:msg_emotion1 ⇒ Meat choice	0.1092	0.4419	-0.7569	0.9753	0.0156	0.2471	0.805

Note. Confidence intervals computed with method: Standard (Delta method). Betas are completely standardized effect sizes