

Supplementary Material S3

Table S2. Learning sources.

Variable	N	Frequency	Relative Frequency	95% CI for Frequency
Through networks and social media	933	623	66.77%	(63.63%, 69.77%)
I have a technical degree, undergraduate or postgraduate degree in this or related areas	933	366	39.23%	(36.09%, 42.45%)
I do or have done one or more short courses in this or related areas	933	328	35.16%	(32.11%, 38.33%)
I work or have worked in this or related areas	933	322	34.51%	(31.48%, 37.68%)

Note: 95% CI = 95% confidence interval for proportion.

Table S3. Answers in the knowledge test per group.

Characteristic	Overall	Group 2	Group 3	p-value (effect)
It has antioxidant, anti-inflammatory, and cardioprotective properties (n=517)				
Correct	392 (75.82%)	224 (70%)	168 (85.28%)	<0.001***a (V=0.17)
Incorrect	125 (24.18%)	96 (30%)	29 (14.72%)	
It is rich in proteins, contains essential amino acids, and B vitamins (n=517)				
Correct	327 (63.25%)	179 (55.94%)	148 (75.13%)	<0.001***a (V=0.19)
Incorrect	190 (36.75%)	141 (44.06%)	49 (24.87%)	
It can be consumed by people who do not eat animal-derived foods (n=517)				
Correct	368 (71.18%)	206 (64.38%)	162 (82.23%)	<0.001***a (V=0.19)
Incorrect	149 (28.82%)	114 (35.62%)	35 (17.77%)	
It contains phycocyanin, a blue antioxidant pigment that can be used as a natural food colorant (n=517)				
Correct	250 (48.36%)	133 (41.56%)	117 (59.39%)	<0.001***a (V=0.17)
Incorrect	267 (51.64%)	187 (58.44%)	80 (40.61%)	
Cultivating Spirulina can help capture carbon dioxide (CO₂) from the atmosphere (n=517)				
Correct	195 (37.72%)	106 (33.12%)	89 (45.18%)	0.008**a (V=0.12)
Incorrect	322 (62.28%)	214 (66.88%)	108 (54.82%)	
Large areas of land are not required to cultivate Spirulina (n=517)				
Correct	190 (36.75%)	94 (29.38%)	96 (48.73%)	<0.001***a (V=0.20)
Incorrect	327 (63.25%)	226 (70.62%)	101 (51.27%)	

Note: p-values marked with the letter 'a' indicate the Chi-square test followed by Cramer's V effect size; * significant at 5%; ** significant at 1%; *** significant at 0.1%.

Table S4. Spirulina brands seen in the market per group.

Characteristic	Overall	Group 2	Group 3	p-value (effect)
Brand 1 (n=517)				
No	416 (80.46%)	266 (83.12%)	150 (76.14%)	0.067a (V=0.09)
Yes	101 (19.54%)	54 (16.88%)	47 (23.86%)	
Brand 2 (n=517)				
No	492 (95.16%)	311 (97.19%)	181 (91.88%)	0.012*a (V=0.12)
Yes	25 (4.84%)	9 (2.81%)	16 (8.12%)	
Brand 3 (n=517)				
No	387 (74.85%)	263 (82.19%)	124 (62.94%)	<0.001***a (V=0.22)
Yes	130 (25.15%)	57 (17.81%)	73 (37.06%)	
Brand 4 (n=517)				
No	363 (70.21%)	239 (74.69%)	124 (62.94%)	0.006**a (V=0.12)
Yes	154 (29.79%)	81 (25.31%)	73 (37.06%)	
Brand 5 (n=517)				
No	356 (68.86%)	243 (75.94%)	113 (57.36%)	<0.001***a (V=0.19)
Yes	161 (31.14%)	77 (24.06%)	84 (42.64%)	
Bulk product without brand label (n=517)				
No	393 (76.02%)	268 (83.75%)	125 (63.45%)	<0.001***a (V=0.23)
Yes	124 (23.98%)	52 (16.25%)	72 (36.55%)	
I don't remember (n=517)				
No	369 (71.37%)	199 (62.19%)	170 (86.29%)	<0.001***a (V=0.26)
Yes	148 (28.63%)	121 (37.81%)	27 (13.71%)	
Other (n=517)				
No	496 (95.94%)	309 (96.56%)	187 (94.92%)	0.492a (V=0.04)
Yes	21 (4.06%)	11 (3.44%)	10 (5.08%)	

Note: p-values marked with the letter 'a' indicate the Chi-square test followed by Cramer's V effect size; * significant at 5%; ** significant at 1%; *** significant at 0.1%.

Table S5. Consumption motivators per group.

Characteristic	Overall	Group 2	Group 3	p-value (effect)
Benefit 1 - Human health (n=517)				
1 - Very low willingness	25 (4.84%)	17 (5.31%)	8 (4.06%)	<0.001***f ($\eta^2=0.02$)
2 - Low willingness	21 (4.06%)	16 (5%)	5 (2.54%)	
3 - Neither low nor high willingness	132 (25.53%)	99 (30.94%)	33 (16.75%)	
4 - High willingness	200 (38.68%)	116 (36.25%)	84 (42.64%)	
5 - Very high willingness	139 (26.89%)	72 (22.5%)	67 (34.01%)	
Benefit 2 - Environment (n=517)				
1 - Very low willingness	29 (5.61%)	18 (5.62%)	11 (5.58%)	<0.001***f ($\eta^2=0.02$)
2 - Low willingness	26 (5.03%)	22 (6.88%)	4 (2.03%)	
3 - Neither low nor high willingness	149 (28.82%)	108 (33.75%)	41 (20.81%)	
4 - High willingness	184 (35.59%)	111 (34.69%)	73 (37.06%)	
5 - Very high willingness	129 (24.95%)	61 (19.06%)	68 (34.52%)	
Benefit 3 - Food production (n=517)				
1 - Very low willingness	26 (5.03%)	15 (4.69%)	11 (5.58%)	<0.001***f ($\eta^2=0.02$)
2 - Low willingness	27 (5.22%)	20 (6.25%)	7 (3.55%)	
3 - Neither low nor high willingness	169 (32.69%)	122 (38.12%)	47 (23.86%)	
4 - High willingness	183 (35.4%)	111 (34.69%)	72 (36.55%)	
5 - Very high willingness	112 (21.66%)	52 (16.25%)	60 (30.46%)	

Note: p-values marked with the letter 'f' indicate the Kruskal-Wallis test and eta-squared effect size; * significant at 5%; ** significant at 1%; *** significant at 0.1%.

Table S6. Consumption motivators per generation per Group.

Characteristic	Baby boomer	X	Y	Z	p-value (effect)
GROUP 1					
Benefit 1 - Human health (n=416)					
1 - Very low willingness	6 (11.54%)	6 (7.69%)	5 (3.09%)	2 (1.61%)	<0.001***f ($\eta^2=0.03$)
2 - Low willingness	6 (11.54%)	7 (8.97%)	11 (6.79%)	5 (4.03%)	
3 - Neither low nor high willingness	21 (40.38%)	30 (38.46%)	65 (40.12%)	40 (32.26%)	
4 - High willingness	16 (30.77%)	23 (29.49%)	57 (35.19%)	51 (41.13%)	
5 - Very high willingness	3 (5.77%)	12 (15.38%)	24 (14.81%)	26 (20.97%)	
Benefit 2 - Environment (n=416)					
1 - Very low willingness	3 (5.77%)	2 (2.56%)	4 (2.47%)	2 (1.61%)	0.003***f ($\eta^2=0.03$)
2 - Low willingness	6 (11.54%)	8 (10.26%)	9 (5.56%)	4 (3.23%)	
3 - Neither low nor high willingness	20 (38.46%)	28 (35.9%)	60 (37.04%)	32 (25.81%)	
4 - High willingness	15 (28.85%)	27 (34.62%)	62 (38.27%)	54 (43.55%)	
5 - Very high willingness	8 (15.38%)	13 (16.67%)	27 (16.67%)	32 (25.81%)	
Benefit 3 - Food production (n=416)					
1 - Very low willingness	3 (5.77%)	3 (3.85%)	3 (1.85%)	2 (1.61%)	0.030*f ($\eta^2=0.01$)
2 - Low willingness	4 (7.69%)	7 (8.97%)	13 (8.02%)	5 (4.03%)	
3 - Neither low nor high willingness	23 (44.23%)	34 (43.59%)	66 (40.74%)	45 (36.29%)	
4 - High willingness	17 (32.69%)	22 (28.21%)	52 (32.1%)	42 (33.87%)	
5 - Very high willingness	5 (9.62%)	12 (15.38%)	28 (17.28%)	30 (24.19%)	
GROUP 2					
Benefit 1 - Human health (n=320)					
1 - Very low willingness	1 (4.55%)	7 (9.72%)	6 (3.85%)	3 (4.29%)	0.353f ($\eta^2=0$)
2 - Low willingness	2 (9.09%)	4 (5.56%)	4 (2.56%)	6 (8.57%)	
3 - Neither low nor high willingness	10 (45.45%)	20 (27.78%)	51 (32.69%)	18 (25.71%)	
4 - High willingness	4 (18.18%)	29 (40.28%)	60 (38.46%)	23 (32.86%)	
5 - Very high willingness	5 (22.73%)	12 (16.67%)	35 (22.44%)	20 (28.57%)	
Benefit 2 - Environment (n=320)					
1 - Very low willingness	2 (9.09%)	3 (4.17%)	8 (5.13%)	5 (7.14%)	0.578f ($\eta^2=0$)
2 - Low willingness	2 (9.09%)	7 (9.72%)	7 (4.49%)	6 (8.57%)	
3 - Neither low nor high willingness	8 (36.36%)	21 (29.17%)	62 (39.74%)	17 (24.29%)	
4 - High willingness	7 (31.82%)	29 (40.28%)	51 (32.69%)	24 (34.29%)	
5 - Very high willingness	3 (13.64%)	12 (16.67%)	28 (17.95%)	18 (25.71%)	
Benefit 3 - Food production (n=320)					
1 - Very low willingness	1 (4.55%)	4 (5.56%)	7 (4.49%)	3 (4.29%)	0.852f ($\eta^2=-0.01$)
2 - Low willingness	2 (9.09%)	5 (6.94%)	7 (4.49%)	6 (8.57%)	
3 - Neither low nor high willingness	9 (40.91%)	26 (36.11%)	66 (42.31%)	21 (30%)	
4 - High willingness	7 (31.82%)	24 (33.33%)	52 (33.33%)	28 (40%)	
5 - Very high willingness	3 (13.64%)	13 (18.06%)	24 (15.38%)	12 (17.14%)	
GROUP 3					
Benefit 1 - Human health (n=197)					
1 - Very low willingness	1 (7.14%)	2 (4.76%)	4 (3.74%)	1 (2.94%)	0.126f ($\eta^2=0.01$)
2 - Low willingness	0 (0%)	1 (2.38%)	4 (3.74%)	0 (0%)	
3 - Neither low nor high willingness	5 (35.71%)	7 (16.67%)	16 (14.95%)	5 (14.71%)	
4 - High willingness	7 (50%)	14 (33.33%)	46 (42.99%)	17 (50%)	
5 - Very high willingness	1 (7.14%)	18 (42.86%)	37 (34.58%)	11 (32.35%)	
Benefit 2 - Environment (n=197)					
1 - Very low willingness	1 (7.14%)	2 (4.76%)	6 (5.61%)	2 (5.88%)	0.259f ($\eta^2=0.01$)
2 - Low willingness	1 (7.14%)	2 (4.76%)	1 (0.93%)	0 (0%)	
3 - Neither low nor high willingness	5 (35.71%)	7 (16.67%)	24 (22.43%)	5 (14.71%)	
4 - High willingness	4 (28.57%)	13 (30.95%)	42 (39.25%)	14 (41.18%)	
5 - Very high willingness	3 (21.43%)	18 (42.86%)	34 (31.78%)	13 (38.24%)	
Benefit 3 - Food production (n=197)					
1 - Very low willingness	1 (7.14%)	1 (2.38%)	7 (6.54%)	2 (5.88%)	0.092f ($\eta^2=0.02$)
2 - Low willingness	1 (7.14%)	2 (4.76%)	4 (3.74%)	0 (0%)	
3 - Neither low nor high willingness	5 (35.71%)	8 (19.05%)	26 (24.3%)	8 (23.53%)	
4 - High willingness	5 (35.71%)	11 (26.19%)	39 (36.45%)	17 (50%)	
5 - Very high willingness	2 (14.29%)	20 (47.62%)	31 (28.97%)	7 (20.59%)	

Note: p-values marked with the letter 'f' indicate the Kruskal-Wallis test and eta-squared effect size; * significant at 5%; ** significant at 1%; *** significant at 0.1%

Table S7. Consumption motivators per gender per Group.

Characteristic	Female	Male	p-value (effect)
GROUP 1			
Benefit 1 - Human health (n=416)			
1 - Very low willingness	6 (2.47%)	13 (7.51%)	<0.001***d (r=0.2)
2 - Low willingness	11 (4.53%)	18 (10.4%)	
3 - Neither low nor high willingness	81 (33.33%)	75 (43.35%)	
4 - High willingness	103 (42.39%)	44 (25.43%)	
5 - Very high willingness	42 (17.28%)	23 (13.29%)	
Benefit 2 - Environment (n=416)			
1 - Very low willingness	2 (0.82%)	9 (5.2%)	0.006**d (r=0.14)
2 - Low willingness	12 (4.94%)	15 (8.67%)	
3 - Neither low nor high willingness	75 (30.86%)	65 (37.57%)	
4 - High willingness	106 (43.62%)	52 (30.06%)	
5 - Very high willingness	48 (19.75%)	32 (18.5%)	
Benefit 3 - Food production (n=416)			
1 - Very low willingness	3 (1.23%)	8 (4.62%)	0.140d (r=0.07)
2 - Low willingness	15 (6.17%)	14 (8.09%)	
3 - Neither low nor high willingness	95 (39.09%)	73 (42.2%)	
4 - High willingness	88 (36.21%)	45 (26.01%)	
5 - Very high willingness	42 (17.28%)	33 (19.08%)	
GROUP 2			
Benefit 1 - Human health (n=320)			
1 - Very low willingness	16 (6.81%)	1 (1.18%)	0.541d (r=-0.03)
2 - Low willingness	11 (4.68%)	5 (5.88%)	
3 - Neither low nor high willingness	72 (30.64%)	27 (31.76%)	
4 - High willingness	83 (35.32%)	33 (38.82%)	
5 - Very high willingness	53 (22.55%)	19 (22.35%)	
Benefit 2 - Environment (n=320)			
1 - Very low willingness	15 (6.38%)	3 (3.53%)	0.759d (r=0.02)
2 - Low willingness	14 (5.96%)	8 (9.41%)	
3 - Neither low nor high willingness	77 (32.77%)	31 (36.47%)	
4 - High willingness	85 (36.17%)	26 (30.59%)	
5 - Very high willingness	44 (18.72%)	17 (20%)	
Benefit 3 - Food production (n=320)			
1 - Very low willingness	14 (5.96%)	1 (1.18%)	0.652d (r=-0.03)
2 - Low willingness	14 (5.96%)	6 (7.06%)	
3 - Neither low nor high willingness	88 (37.45%)	34 (40%)	
4 - High willingness	81 (34.47%)	30 (35.29%)	
5 - Very high willingness	38 (16.17%)	14 (16.47%)	
GROUP 3			
Benefit 1 - Human health (n=197)			
1 - Very low willingness	6 (3.87%)	2 (4.76%)	0.001**d (r=0.23)
2 - Low willingness	2 (1.29%)	3 (7.14%)	
3 - Neither low nor high willingness	20 (12.9%)	13 (30.95%)	
4 - High willingness	68 (43.87%)	16 (38.1%)	
5 - Very high willingness	59 (38.06%)	8 (19.05%)	
Benefit 2 - Environment (n=197)			
1 - Very low willingness	6 (3.87%)	5 (11.9%)	0.014*d (r=0.18)
2 - Low willingness	2 (1.29%)	2 (4.76%)	
3 - Neither low nor high willingness	30 (19.35%)	11 (26.19%)	
4 - High willingness	59 (38.06%)	14 (33.33%)	
5 - Very high willingness	58 (37.42%)	10 (23.81%)	
Benefit 3 - Food production (n=197)			
1 - Very low willingness	9 (5.81%)	2 (4.76%)	0.370d (r=0.06)
2 - Low willingness	4 (2.58%)	3 (7.14%)	
3 - Neither low nor high willingness	37 (23.87%)	10 (23.81%)	
4 - High willingness	55 (35.48%)	17 (40.48%)	
5 - Very high willingness	50 (32.26%)	10 (23.81%)	

Note: p-values marked with the letter 'd' indicate the Mann-Whitney test and effect size r; * significant at 5%; ** significant at 1%;

*** significant at 0.1%.

Table S8. Consumption motivators per family income per Group.

GROUP 1				
Variable	p-value	Statistic	Shared Variance	CI (95%)
Benefit 1 - Human health	0.957g	0.00	0	(-0.11 ,0.1)
Benefit 2 – Environment	0.257g	-0.06	0	(-0.16 ,0.04)
Benefit 3 - Food production	0.556g	-0.03	0	(-0.13 ,0.07)
GROUP 2				
Variable	p-value	Statistic	Shared Variance	CI (95%)
Benefit 1 - Human health	0.750g	-0.02	0	(-0.13 ,0.1)
Benefit 2 – Environment	0.404g	-0.05	0	(-0.16 ,0.06)
Benefit 3 - Food production	0.927g	0.01	0	(-0.11 ,0.12)
GROUP 3				
Variable	p-value	Statistic	Shared Variance	CI (95%)
Benefit 1 - Human health	0.761g	0.02	0	(-0.13 ,0.17)
Benefit 2 – Environment	0.723g	-0.03	0	(-0.18 ,0.13)
Benefit 3 - Food production	0.370g	0.07	0	(-0.09 ,0.23)

Note: p-values marked with the letter 'g' indicate Spearman's rank correlation; * significant at 5%; ** significant at 1%; *** significant at 0.1%.

Table S9. Association between the learning source and the barriers to consumption in Group 2.

I don't know what Spirulina is used for			
Characteristic	Disagree/Neutral	Agree	p-value (effect)
I have a technical degree, undergraduate or postgraduate degree in this or related areas (n=320)			
No/I don't remember	122 (82.43%)	26 (17.57%)	0.065a (V=0.11)
Yes	155 (90.12%)	17 (9.88%)	
I work or have worked in this or related areas (n=320)			
No/I don't remember	142 (83.04%)	29 (16.96%)	0.070a (V=0.11)
Yes	135 (90.6%)	14 (9.4%)	
I do or have done one or more short courses in this or related areas (n=320)			
No/I don't remember	131 (82.39%)	28 (17.61%)	0.044*a (V=0.12)
Yes	146 (90.68%)	15 (9.32%)	
Through networks and social media (n=320)			
No/I don't remember	84 (83.17%)	17 (16.83%)	0.302a (V=0.07)
Yes	193 (88.13%)	26 (11.87%)	
I don't know Spirulina's benefits			
Characteristic	Disagree/Neutral	Agree	p-value (effect)
I have a technical degree, undergraduate or postgraduate degree in this or related areas (n=320)			
No/I don't remember	121 (81.76%)	27 (18.24%)	0.372a (V=0.06)
Yes	148 (86.05%)	24 (13.95%)	
I work or have worked in this or related areas (n=320)			
No/I don't remember	139 (81.29%)	32 (18.71%)	0.193a (V=0.08)
Yes	130 (87.25%)	19 (12.75%)	
I do or have done one or more short courses in this or related areas (n=320)			
No/I don't remember	128 (80.5%)	31 (19.5%)	0.115a (V=0.1)
Yes	141 (87.58%)	20 (12.42%)	
Through networks and social media (n=320)			
No/I don't remember	86 (85.15%)	15 (14.85%)	0.845a (V=0.02)
Yes	183 (83.56%)	36 (16.44%)	

Note: p-values marked with the letter 'a' indicate the Chi-square test followed by Cramer's V effect size; * significant at 5%; ** significant at 1%; *** significant at 0.1%.

Table S10. Association between the family income and the barrier “Its price is not compatible with my income” in Groups 2 and 3.

GROUP 2			Characteristic		
Its price is not compatible with my income (n=296)	Up to US\$ 726.58	Between US\$ 726.59 and US\$ 1,453.16	Between US\$ 1,453.17 and US\$ 2,421.95	From US\$ 2,421.96	p-value (effect)
Disagree/Neutral	63 (25.1%)	73 (29.08%)	56 (22.31%)	59 (23.51%)	0.032*a (V=0.17)
Agree	21 (46.67%)	10 (22.22%)	7 (15.56%)	7 (15.56%)	
GROUP 3			Characteristic		
Its price is not compatible with my income (n=181)	Up to US\$ 726.58	Between US\$ 726.59 and US\$ 1,453.16	Between US\$ 1,453.17 and US\$ 2,421.95	From US\$ 2,421.96	p-value (effect)
Disagree/Neutral	28 (70%)	32 (76.19%)	38 (77.55%)	40 (80%)	0.730a (V=0.08)
Agree	12 (30%)	10 (23.81%)	11 (22.45%)	10 (20%)	

Note: p-values marked with the letter 'a' indicate the Chi-square test followed by Cramer's V effect size; * significant at 5%; ** significant at 1%; *** significant at 0.1%.

Table S11. Frequency of Spirulina consumption and diet classification in Group 3.

Frequency	Flexitarian	Omnivorous	Other	Pescetarian	Vegan	Vegetarian	p-value
Tried it only once	8 (50%)	88 (56.05%)	3 (75%)	1 (14.29%)	3 (75%)	4 (44.44%)	0.481f ($\eta^2=0$)
Less than once every 6 months	5 (31.25%)	21 (13.38%)	1 (25%)	3 (42.86%)	0 (0%)	1 (11.11%)	
Once every 3 to 6 months	0 (0%)	8 (5.1%)	0 (0%)	1 (14.29%)	0 (0%)	0 (0%)	
Once every two months	1 (6.25%)	6 (3.82%)	0 (0%)	0 (0%)	0 (0%)	1 (11.11%)	
Once per month	0 (0%)	3 (1.91%)	0 (0%)	2 (28.57%)	1 (25%)	0 (0%)	
Twice per month	1 (6.25%)	3 (1.91%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	
At least once per week	1 (6.25%)	28 (17.83%)	0 (0%)	0 (0%)	0 (0%)	3 (33.33%)	

Note: p-values marked with the letter 'f' indicate the Kruskal-Wallis test and eta-squared effect size; * significant at 5%; ** significant at 1%; *** significant at 0.1%.

Table S12. Food categories for Spirulina addition.

Variable	N	Frequency	Relative Frequency	95% CI for Frequency
Bread, cakes, cookies, and similar items	197	102	51.78%	(44.58%, 58.9%)
Ready-made powdered food mixes	197	84	42.64%	(35.7%, 49.88%)
Food bars	197	82	41.62%	(34.72%, 48.86%)
Savory snacks	197	77	39.09%	(32.3%, 46.3%)
Noodles and pasta	197	74	37.56%	(30.86%, 44.76%)
Yogurts, cheeses, and other dairy products	197	72	36.55%	(29.9%, 43.73%)
Preserves, jams and similar items	197	53	26.9%	(20.97%, 33.76%)
Ice cream	197	49	24.87%	(19.13%, 31.62%)
Sausages, burgers, and other meat derivatives	197	24	12.18%	(8.12%, 17.78%)
No food category	197	22	11.17%	(7.28%, 16.62%)
Other	197	8	4.06%	(1.9%, 8.13%)

Note: 95% CI = 95% confidence interval for proportion.

Table S13. Association between the selected food category for Spirulina addition and generation in Group 3.

Characteristic	Baby boomer	X	Y	Z	p-value (effect)
No food category (n=197)					
No	11 (78.57%)	35 (83.33%)	96 (89.72%)	33 (97.06%)	0.129b
Yes	3 (21.43%)	7 (16.67%)	11 (10.28%)	1 (2.94%)	
Bread, cakes, cookies, and similar items (n=197)					
No	7 (50%)	24 (57.14%)	47 (43.93%)	17 (50%)	0.534a (V=0.11)
Yes	7 (50%)	18 (42.86%)	60 (56.07%)	17 (50%)	
Preserves, jams and similar items (n=197)					
No	11 (78.57%)	31 (73.81%)	81 (75.7%)	21 (61.76%)	0.421a (V=0.12)
Yes	3 (21.43%)	11 (26.19%)	26 (24.3%)	13 (38.24%)	
Yogurts, cheeses, and other dairy products (n=197)					
No	10 (71.43%)	29 (69.05%)	65 (60.75%)	21 (61.76%)	0.722a (V=0.08)
Yes	4 (28.57%)	13 (30.95%)	42 (39.25%)	13 (38.24%)	
Noodles and pasta (n=197)					
No	10 (71.43%)	25 (59.52%)	69 (64.49%)	19 (55.88%)	0.694a (V=0.09)
Yes	4 (28.57%)	17 (40.48%)	38 (35.51%)	15 (44.12%)	
Food bars (n=197)					
No	9 (64.29%)	27 (64.29%)	64 (59.81%)	15 (44.12%)	0.291a (V=0.14)
Yes	5 (35.71%)	15 (35.71%)	43 (40.19%)	19 (55.88%)	
Savory snacks (n=197)					
No	11 (78.57%)	24 (57.14%)	65 (60.75%)	20 (58.82%)	0.542a (V=0.1)
Yes	3 (21.43%)	18 (42.86%)	42 (39.25%)	14 (41.18%)	
Ice cream (n=197)					
No	11 (78.57%)	34 (80.95%)	81 (75.7%)	22 (64.71%)	0.416a (V=0.12)
Yes	3 (21.43%)	8 (19.05%)	26 (24.3%)	12 (35.29%)	
Ready-made powdered food mixes (n=197)					
No	10 (71.43%)	25 (59.52%)	57 (53.27%)	21 (61.76%)	0.529a (V=0.11)
Yes	4 (28.57%)	17 (40.48%)	50 (46.73%)	13 (38.24%)	
Sausages, burgers, other meat derivatives (n=197)					
No	11 (78.57%)	35 (83.33%)	96 (89.72%)	31 (91.18%)	0.412b
Yes	3 (21.43%)	7 (16.67%)	11 (10.28%)	3 (8.82%)	
Other (n=197)					
No	14 (100%)	40 (95.24%)	101 (94.39%)	34 (100%)	0.633b
Yes	0 (0%)	2 (4.76%)	6 (5.61%)	0 (0%)	

Note: p-values marked with the letter 'b' indicate Fisher's exact test; p-values marked with the letter 'a' indicate the Chi-square test followed by Cramer's V effect size; * significant at 5%; ** significant at 1%; *** significant at 0.1%.

Table S14. Association between selected food category for Spirulina addition and gender in Group 3.

Characteristic	Female	Male	p-value (effect)
No food category (n=197)			
No	138 (89.03%)	37 (88.1%)	0.789b
Yes	17 (10.97%)	5 (11.9%)	
Bread, cakes, cookies, and similar items (n=197)			
No	73 (47.1%)	22 (52.38%)	0.664a (V=0.04)
Yes	82 (52.9%)	20 (47.62%)	
Preserves, jams and similar items (n=197)			
No	114 (73.55%)	30 (71.43%)	0.937a (V=0.02)
Yes	41 (26.45%)	12 (28.57%)	
Yogurts, cheeses, and other dairy products (n=197)			
No	97 (62.58%)	28 (66.67%)	0.759a (V=0.03)
Yes	58 (37.42%)	14 (33.33%)	
Noodles and pasta (n=197)			
No	97 (62.58%)	26 (61.9%)	1.000a (V=0.01)
Yes	58 (37.42%)	16 (38.1%)	
Food bars (n=197)			
No	88 (56.77%)	27 (64.29%)	0.484a (V=0.06)
Yes	67 (43.23%)	15 (35.71%)	
Savory snacks (n=197)			
No	88 (56.77%)	32 (76.19%)	0.035*a (V=0.16)
Yes	67 (43.23%)	10 (23.81%)	
Ice cream (n=197)			
No	117 (75.48%)	31 (73.81%)	0.983a (V=0.02)
Yes	38 (24.52%)	11 (26.19%)	
Ready-made powdered food mixes (n=197)			
No	89 (57.42%)	24 (57.14%)	1.000a (V=0)
Yes	66 (42.58%)	18 (42.86%)	
Sausages, burgers, other meat derivatives (n=197)			
No	135 (87.1%)	38 (90.48%)	0.743a (V=0.04)
Yes	20 (12.9%)	4 (9.52%)	
Other (n=197)			
No	148 (95.48%)	41 (97.62%)	1.000b
Yes	7 (4.52%)	1 (2.38%)	

Note: p-values marked with the letter 'b' indicate Fisher's exact test; p-values marked with the letter 'a' indicate the Chi-square test followed by Cramer's V effect size; * significant at 5%; ** significant at 1%; *** significant at 0.1%.

Table S15. Association between selected food category for Spirulina addition and family income in Group 3.

Characteristic	Up to US\$ 726.58	Between US\$ 726.59 and US\$ 1,453.16	Between US\$ 1,453.17 and US\$ 2,421.95	From US\$ 2,421.96	p-value (effect)
No food category (n=197)					
No	39 (97.5%)	36 (85.71%)	40 (81.63%)	44 (88%)	0.142a (V=0.17)
Yes	1 (2.5%)	6 (14.29%)	9 (18.37%)	6 (12%)	
Bread, cakes, cookies, and similar items (n=197)					
No	16 (40%)	22 (52.38%)	25 (51.02%)	25 (50%)	0.664a (V=0.09)
Yes	24 (60%)	20 (47.62%)	24 (48.98%)	25 (50%)	
Preserves, jams and similar items (n=197)					
No	28 (70%)	32 (76.19%)	34 (69.39%)	39 (78%)	0.717a (V=0.08)
Yes	12 (30%)	10 (23.81%)	15 (30.61%)	11 (22%)	
Yogurts, cheeses, and other dairy products (n=197)					
No	24 (60%)	29 (69.05%)	35 (71.43%)	28 (56%)	0.347a (V=0.13)
Yes	16 (40%)	13 (30.95%)	14 (28.57%)	22 (44%)	
Noodles and pasta (n=197)					
No	25 (62.5%)	28 (66.67%)	34 (69.39%)	30 (60%)	0.775a (V=0.08)
Yes	15 (37.5%)	14 (33.33%)	15 (30.61%)	20 (40%)	
Food bars (n=197)					
No	21 (52.5%)	27 (64.29%)	30 (61.22%)	31 (62%)	0.712a (V=0.08)
Yes	19 (47.5%)	15 (35.71%)	19 (38.78%)	19 (38%)	
Savory snacks (n=197)					
No	26 (65%)	26 (61.9%)	31 (63.27%)	31 (62%)	0.990a (V=0.02)
Yes	14 (35%)	16 (38.1%)	18 (36.73%)	19 (38%)	
Ice cream (n=197)					
No	30 (75%)	32 (76.19%)	38 (77.55%)	39 (78%)	0.987a (V=0.03)
Yes	10 (25%)	10 (23.81%)	11 (22.45%)	11 (22%)	
Ready-made powdered food mixes (n=197)					
No	21 (52.5%)	30 (71.43%)	30 (61.22%)	28 (56%)	0.309a (V=0.14)
Yes	19 (47.5%)	12 (28.57%)	19 (38.78%)	22 (44%)	
Sausages, burgers, other meat derivatives (n=197)					
No	35 (87.5%)	38 (90.48%)	45 (91.84%)	43 (86%)	0.826b
Yes	5 (12.5%)	4 (9.52%)	4 (8.16%)	7 (14%)	
Other (n=197)					
No	38 (95%)	42 (100%)	48 (97.96%)	47 (94%)	0.394b
Yes	2 (5%)	0 (0%)	1 (2.04%)	3 (6%)	

Note: p-values marked with the letter 'b' indicate Fisher's exact test; p-values marked with the letter 'a' indicate the Chi-square test followed by Cramer's V effect size; * significant at 5%; ** significant at 1%; *** significant at 0.1%.