

Supplementary material S4

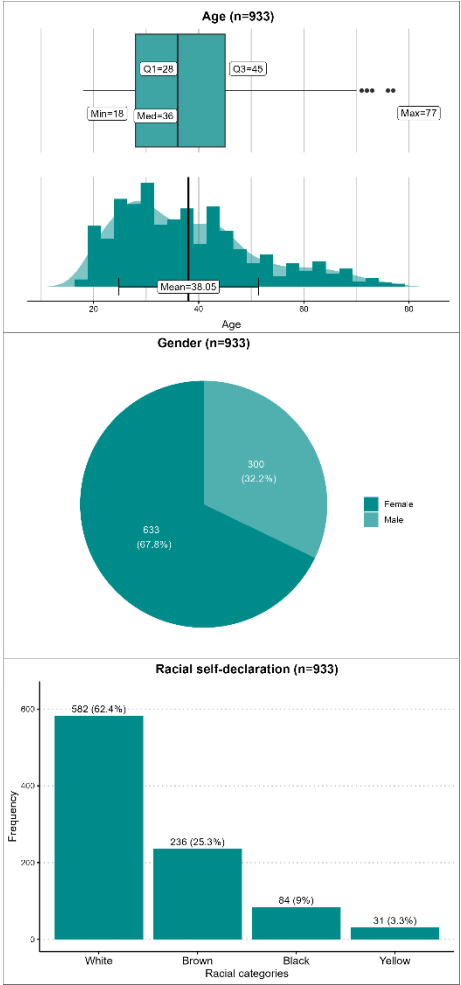


Figure S1. Age, gender, and racial self-declaration profile of respondents.

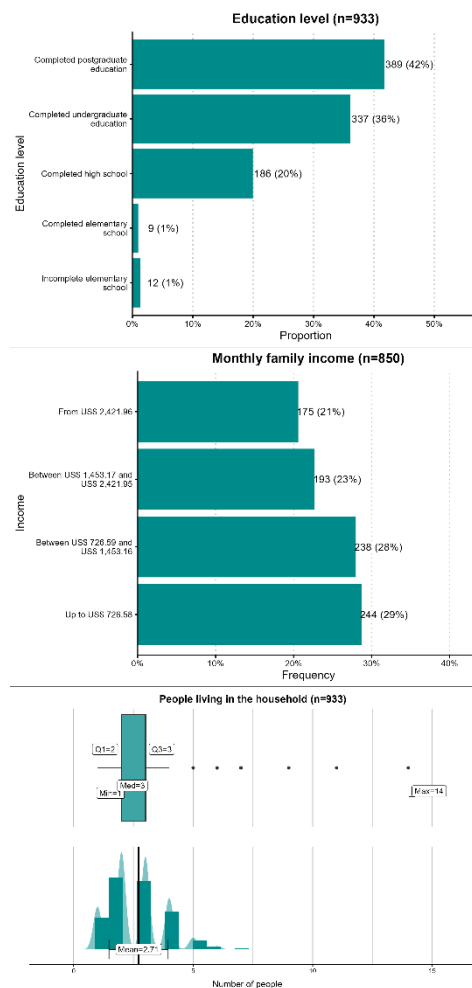


Figure S2. Educational level, monthly family income, and household size of respondents.

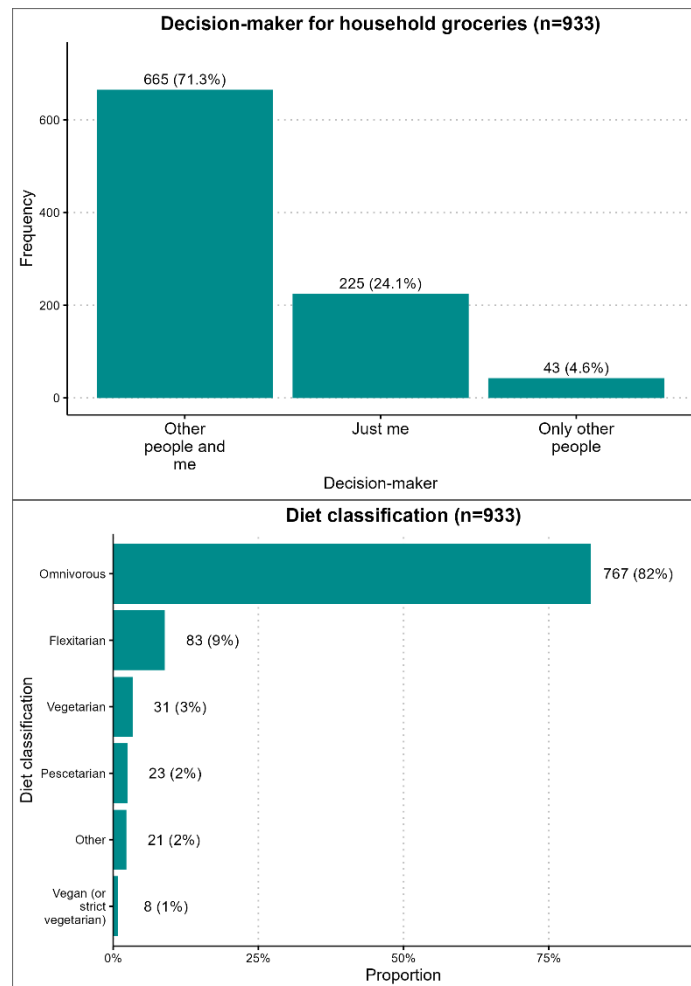


Figure S3. Household grocery decision-making and dietary profile of respondents.

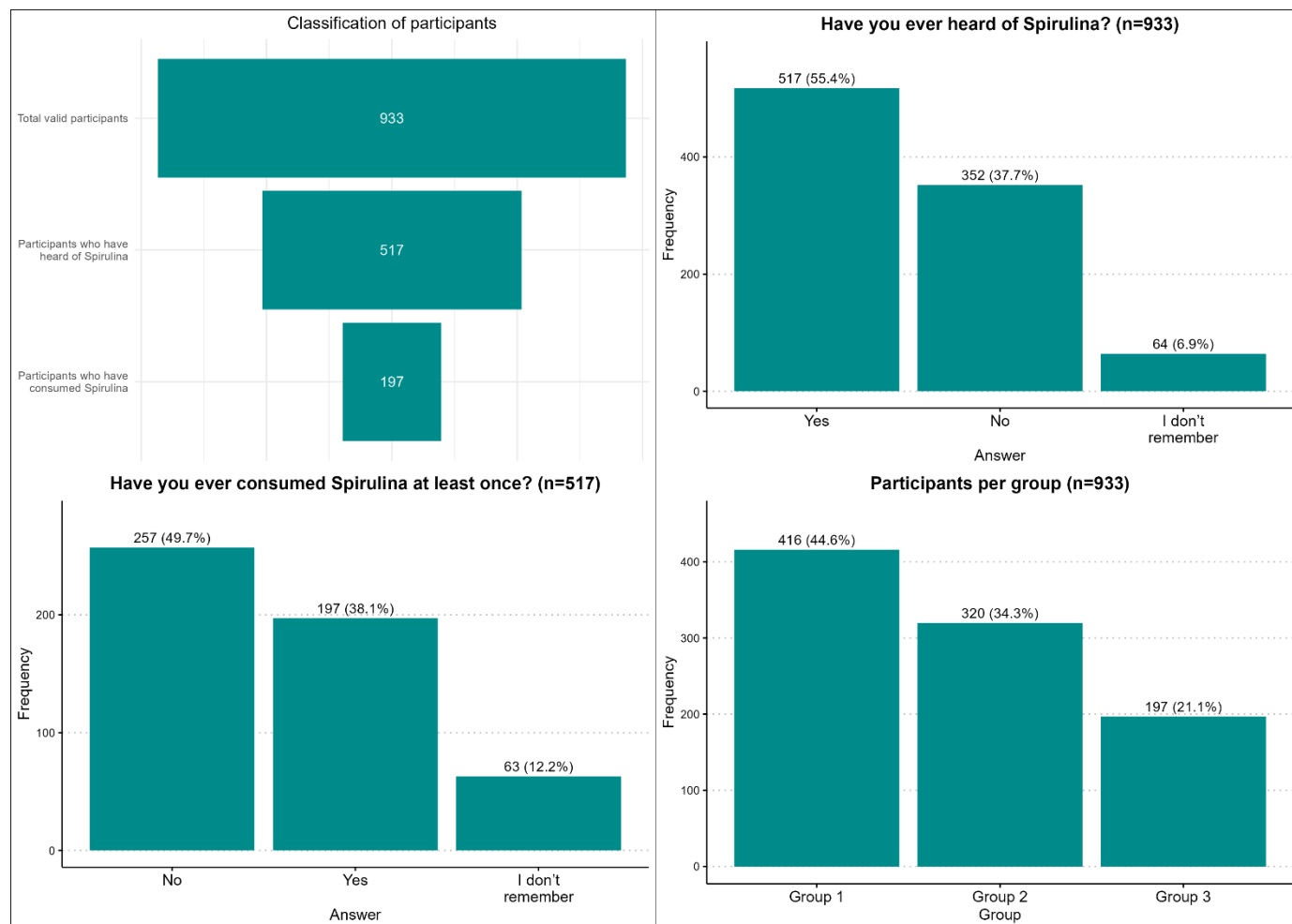


Figure S4. Spirulina awareness, previous consumption, and group classification of respondents.

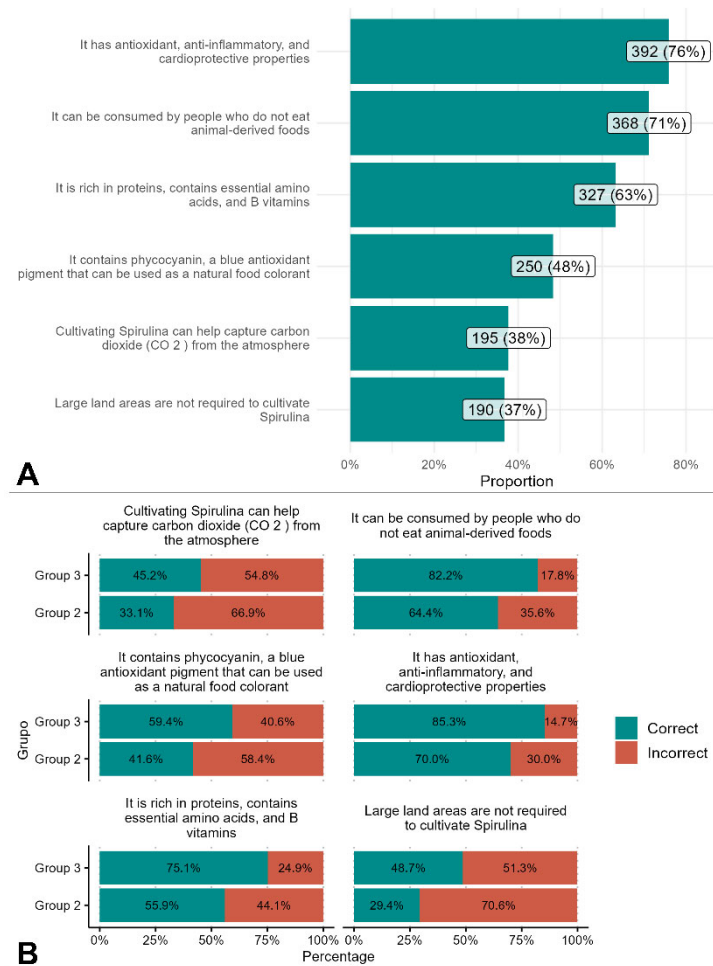


Figure S5. Item-level results of the Spirulina knowledge test, overall and by group.

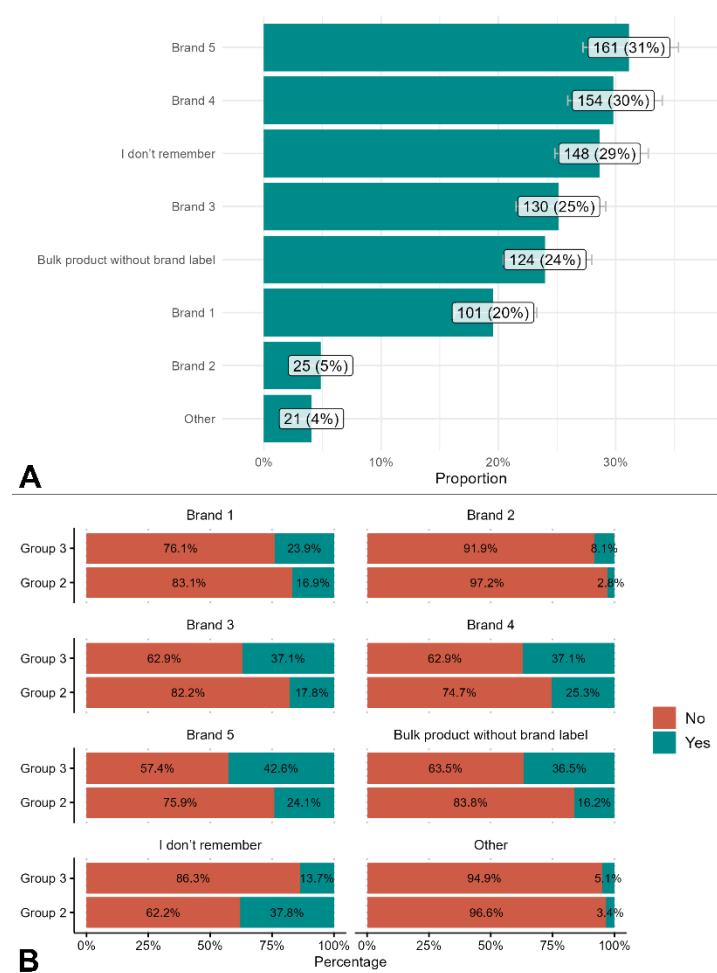


Figure S6. Spirulina brands seen in the market overall and by group. (A) Overall frequency of brands seen by respondents. (B) Brand recognition by Group 2 and Group 3.

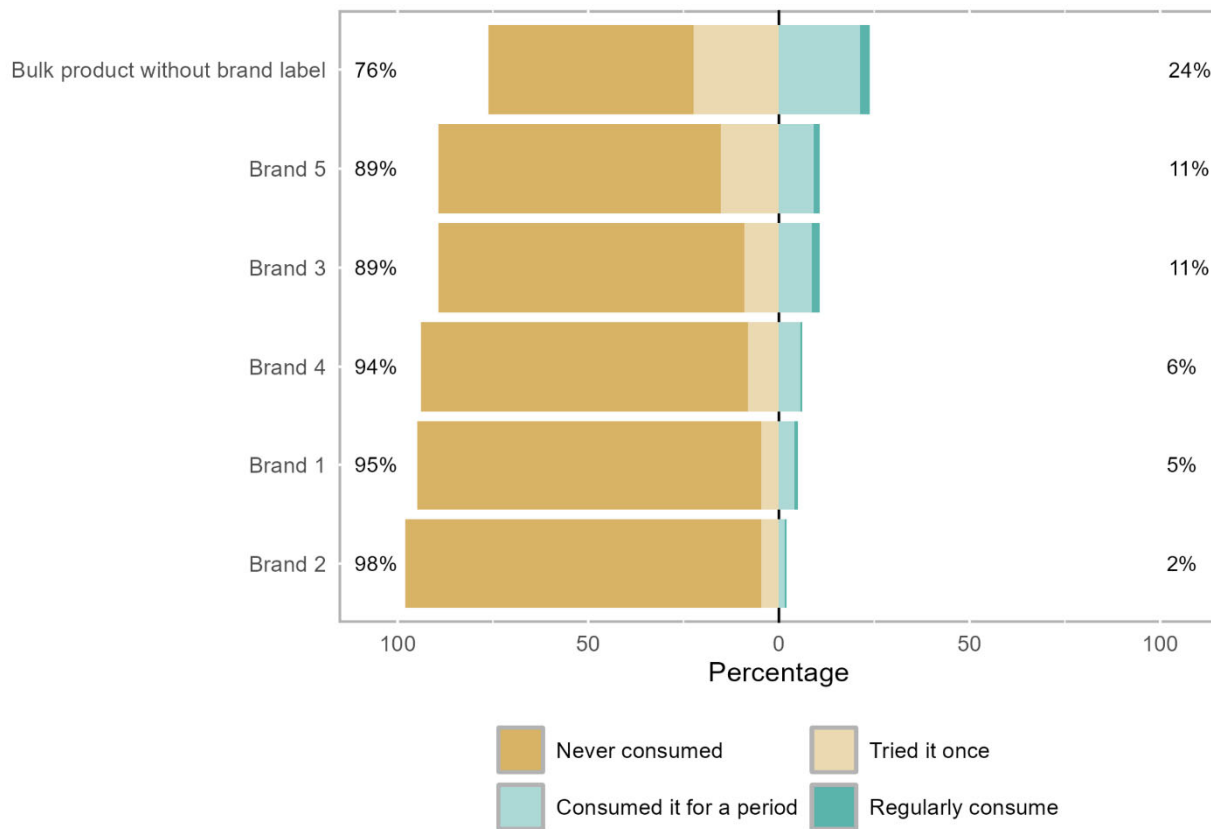


Figure S7. Spirulina brands consumed by participants who had previously consumed Spirulina.