

Multimedia Appendix 2

Statistical characteristics of trait and state eating motives at the between-motive level.

| | <i>Mean</i> | | <i>M_D</i> (<i>SD</i>) | 95% CI | <i>t</i> | <i>df</i> | <i>Paired t-test</i> | | |
|--------------------|--|--|------------------------------------|--------------|----------|-----------|----------------------|------------------|---------------------|
| | <i>trait</i> <i>M</i> (<i>SD</i>) | <i>state</i> <i>M</i> (<i>SD</i>) | | | | | <i>p</i> | <i>Cohen's d</i> | <i>r</i> |
| Liking | 3.50 (0.56) | 3.12 (0.52) | 0.39 (0.74) | 0.13 - 0.65 | 3.08 | 33 | .004 | 0.34 | .079 ^{ns} |
| Habit | 2.77 (0.88) | 1.84 (0.58) | 0.93 (0.90) | 0.62 - 1.24 | 6.11 | 34 | .000 | 1.23 | .292 ^{ns} |
| Need and hunger | 3.77 (0.43) | 3.08 (0.46) | 0.69 (0.62) | 0.48 - 0.90 | 6.61 | 34 | .000 | 1.35 | .027 ^{ns} |
| Health | 2.31 (0.96) | 1.83 (0.64) | 0.48 (0.95) | 0.16 - 0.81 | 3.01 | 34 | .005 | 0.58 | .354* |
| Convenience | 2.49 (0.82) | 2.54 (0.69) | -0.05 (0.85) | -0.34 - 0.24 | -0.36 | 34 | .724 | -0.07 | .376* |
| Pleasure | 2.94 (0.92) | 2.58 (0.71) | 0.36 (0.84) | 0.07 - 0.66 | 2.53 | 33 | .016 | 0.44 | .493*** |
| Traditional Eating | 1.80 (0.80) | 1.08 (0.19) | 0.72 (0.83) | 0.43 - 1.01 | 5.09 | 34 | .000 | 1.28 | -.102 ^{ns} |
| Natural concerns | 2.35 (1.10) | 1.38 (0.69) | 1.00 (0.90) | 0.69 - 1.32 | 6.50 | 33 | .000 | 1.03 | .575*** |
| Sociability | 2.46 (0.92) | 1.49 (0.39) | 0.97 (0.84) | 0.68 - 1.25 | 6.81 | 34 | .000 | 1.25 | .408* |
| Price | 2.66 (0.84) | 1.58 (0.59) | 1.08 (0.74) | 0.83 - 1.33 | 8.69 | 34 | .000 | 1.45 | .515** |
| Visual appeal | 2.97 (0.82) | 2.97 (0.64) | -0.00 (0.65) | -0.22 - 0.22 | -0.02 | 34 | .981 | -0.00 | .635*** |
| Weight control | 1.94 (0.94) | 1.33 (0.44) | 0.61 (0.74) | 0.35 - 0.87 | 4.85 | 34 | .000 | 0.70 | .631*** |
| Affect regulation | 1.71 (0.89) | 1.15 (0.24) | 0.56 (0.77) | 0.30 - 0.83 | 4.31 | 34 | .000 | 0.65 | .606*** |
| Social norms | 1.37 (0.65) | 1.13 (0.18) | 0.25 (0.63) | 0.03 - 0.46 | 2.30 | 34 | .028 | 0.48 | .226 ^{ns} |
| Social image | 1.20 (0.47) | 1.09 (0.19) | 0.11 (0.48) | -0.06 - 0.28 | 1.35 | 34 | .187 | 0.30 | .147 ^{ns} |

Note. Rating of eating motives ranged from 1 'strongly disagree' to 4 'strongly agree'. *** $p < .001$, ** $p < .01$, * $p < .05$