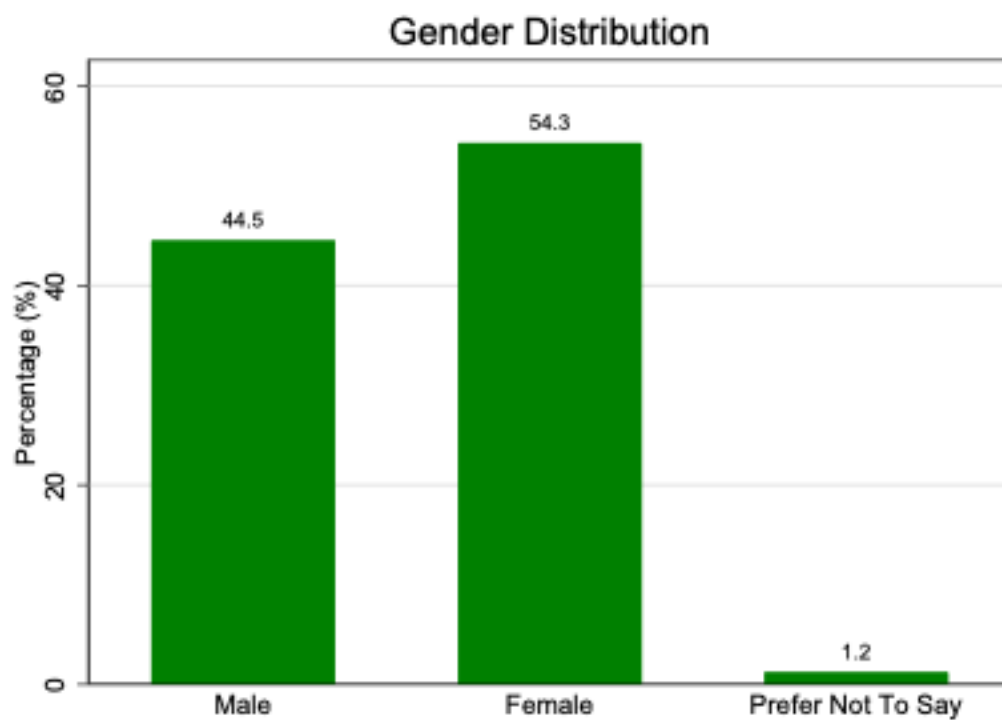


VII. Appendices

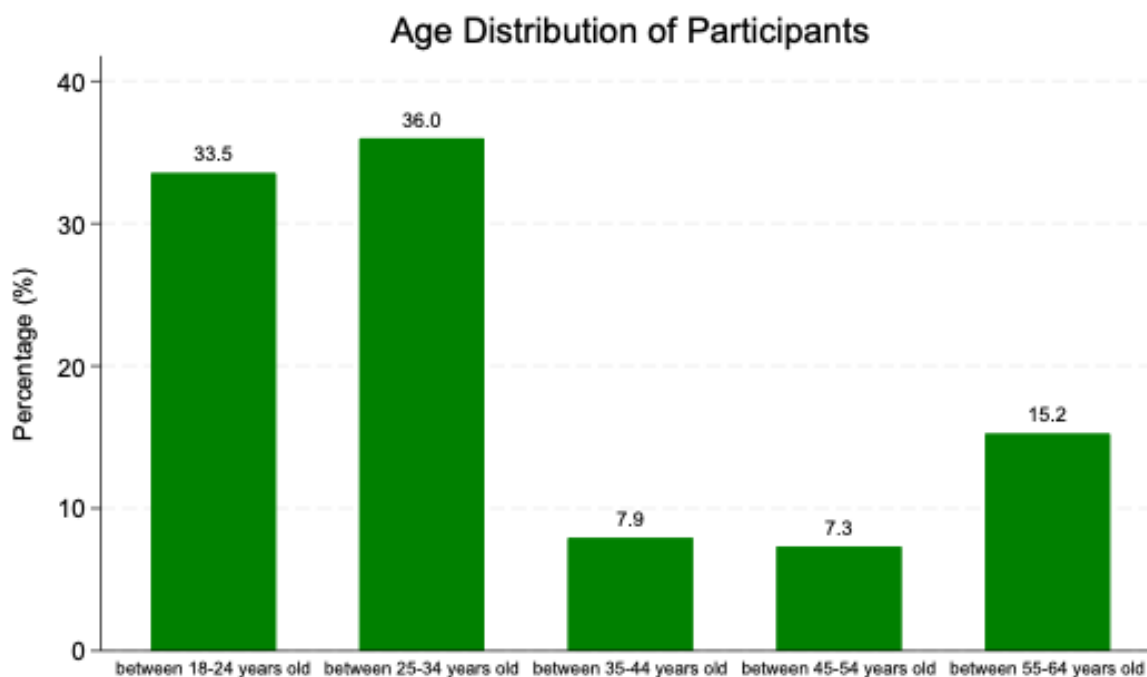
1. Stata Graphs

1.1. Demographics

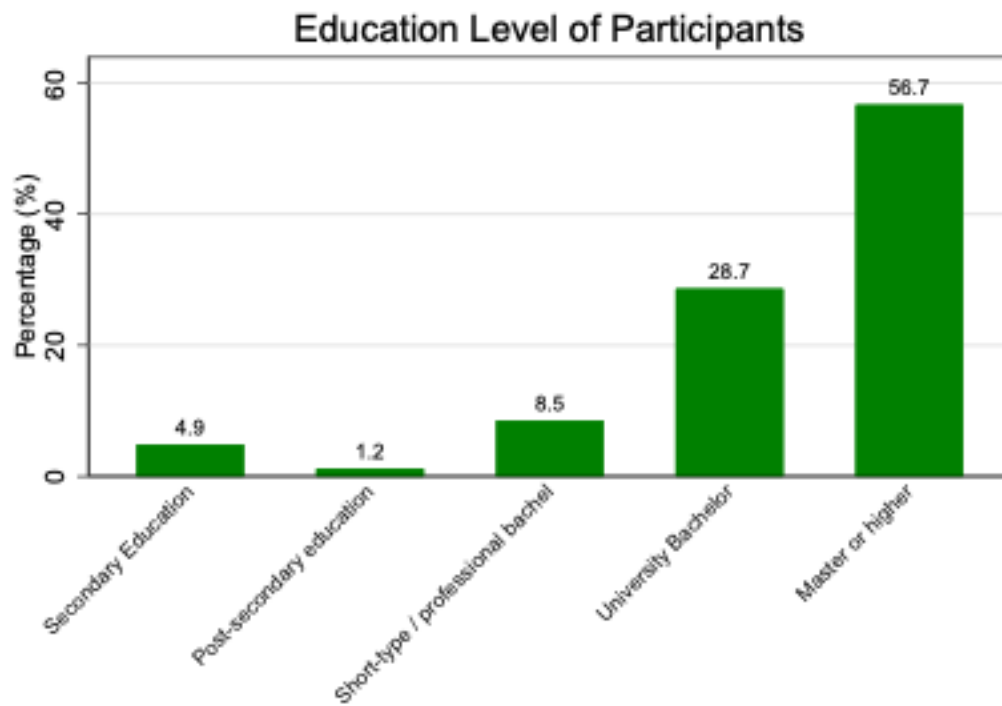
1.1.1. Gender



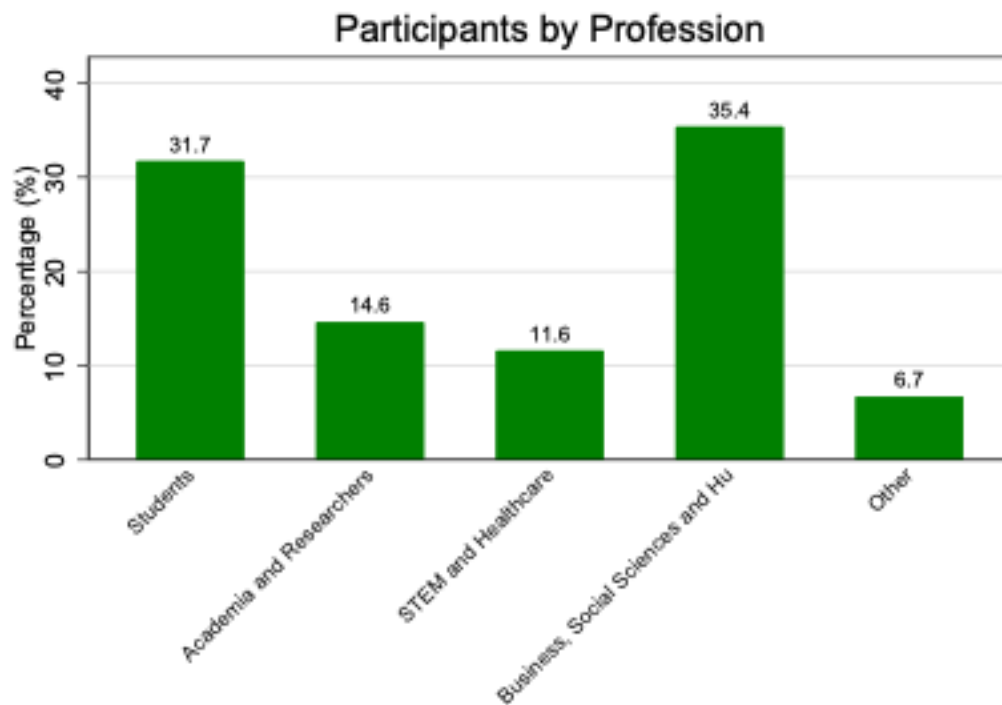
1.1.2. Age



1.1.3. Education Level

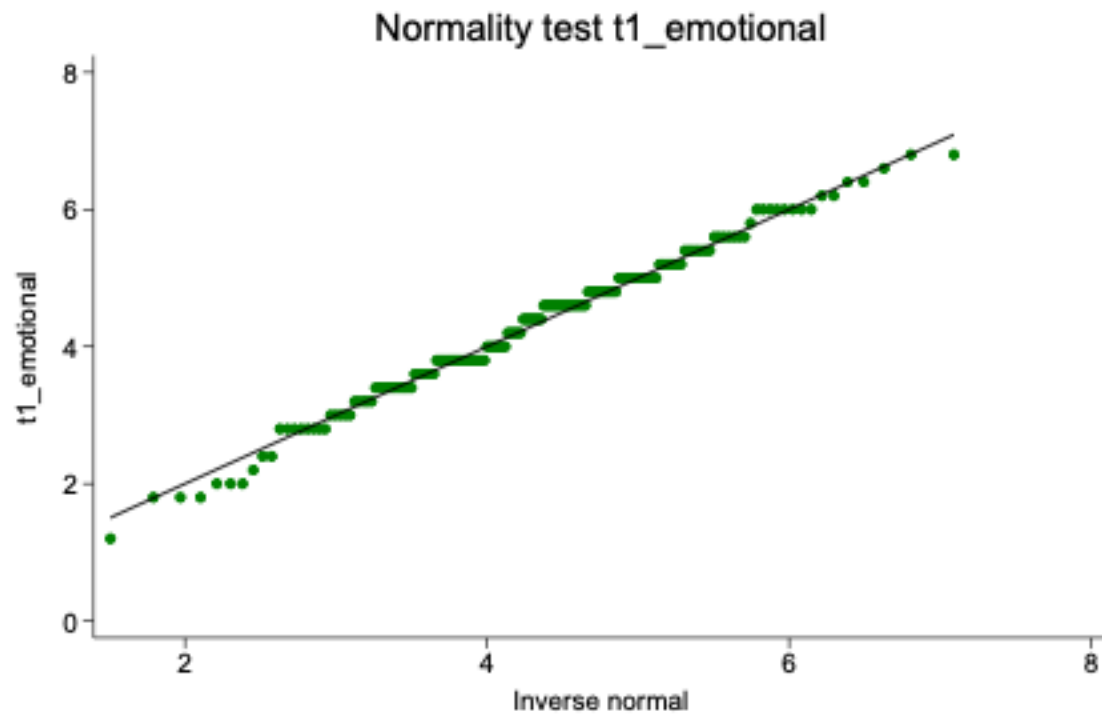


1.1.4. Profession



1.2. Normality

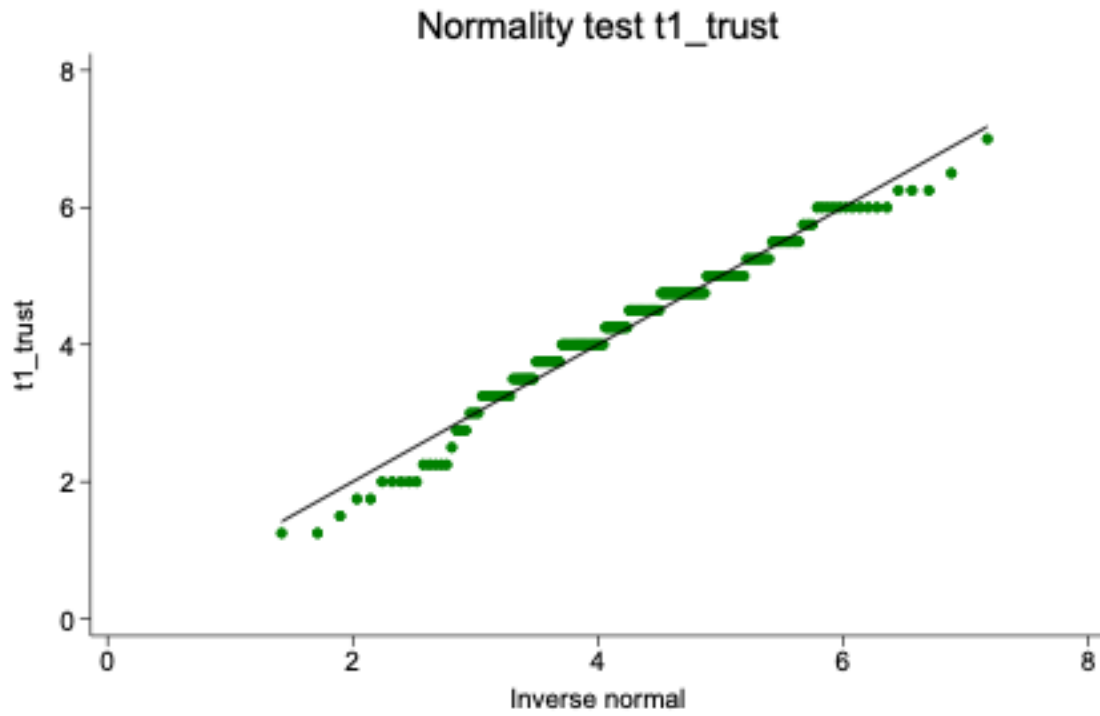
1.2.1. T1 Emotional Responses



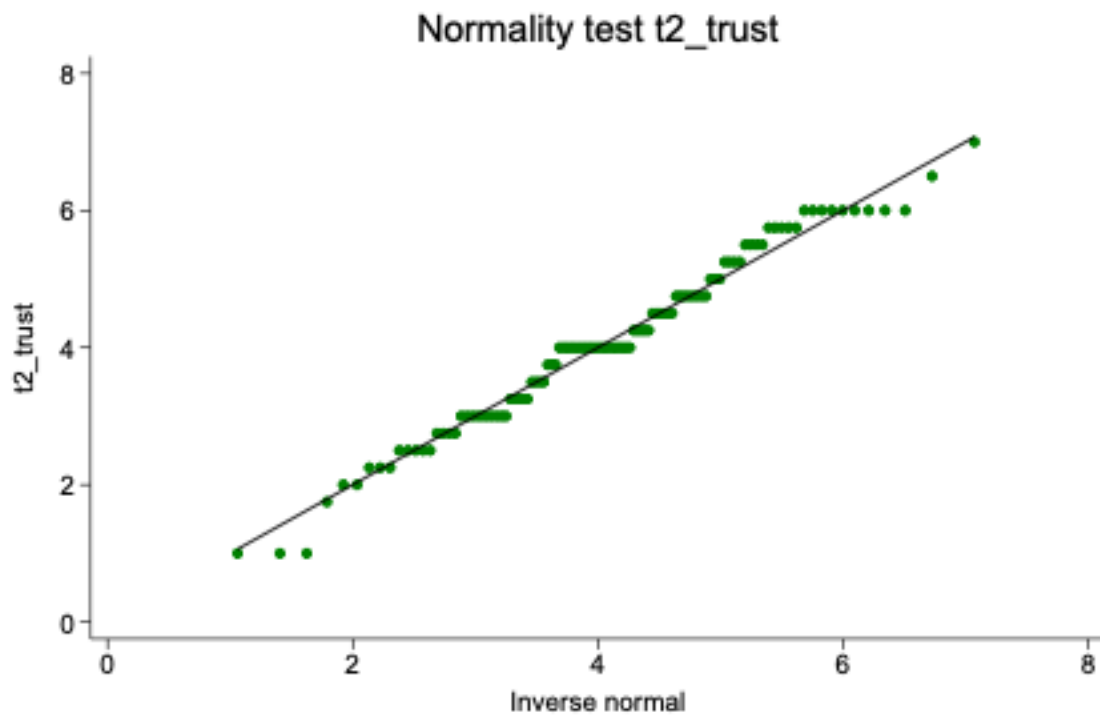
1.2.2. T2 Emotional Responses



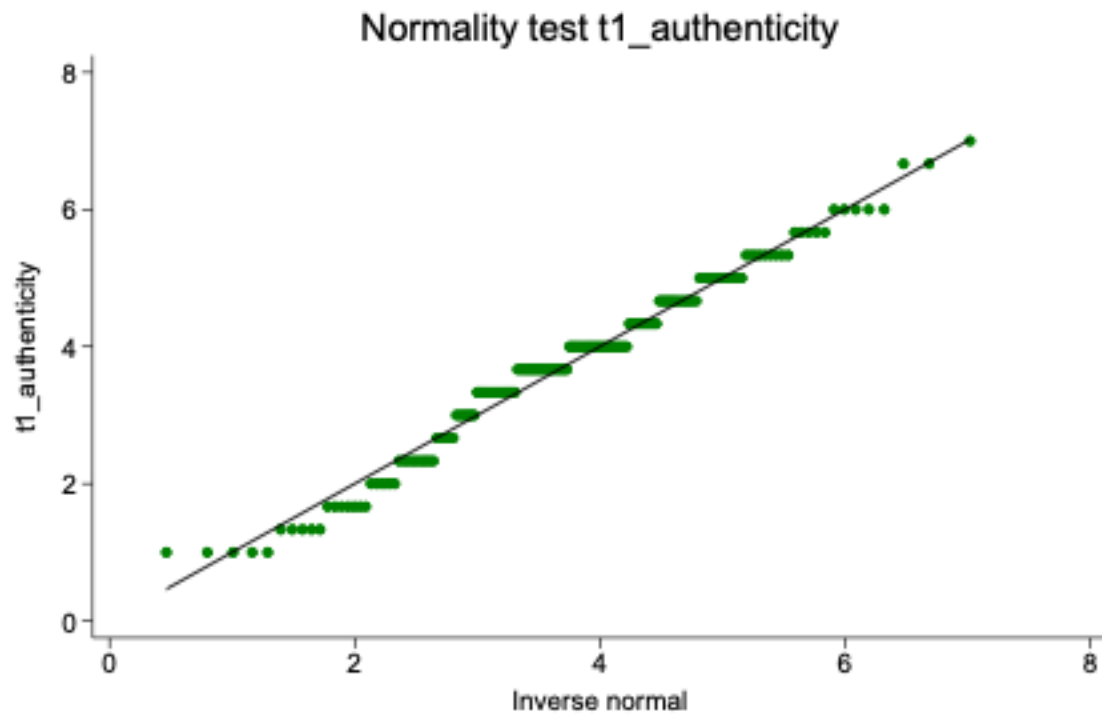
1.2.3. T1 Trust



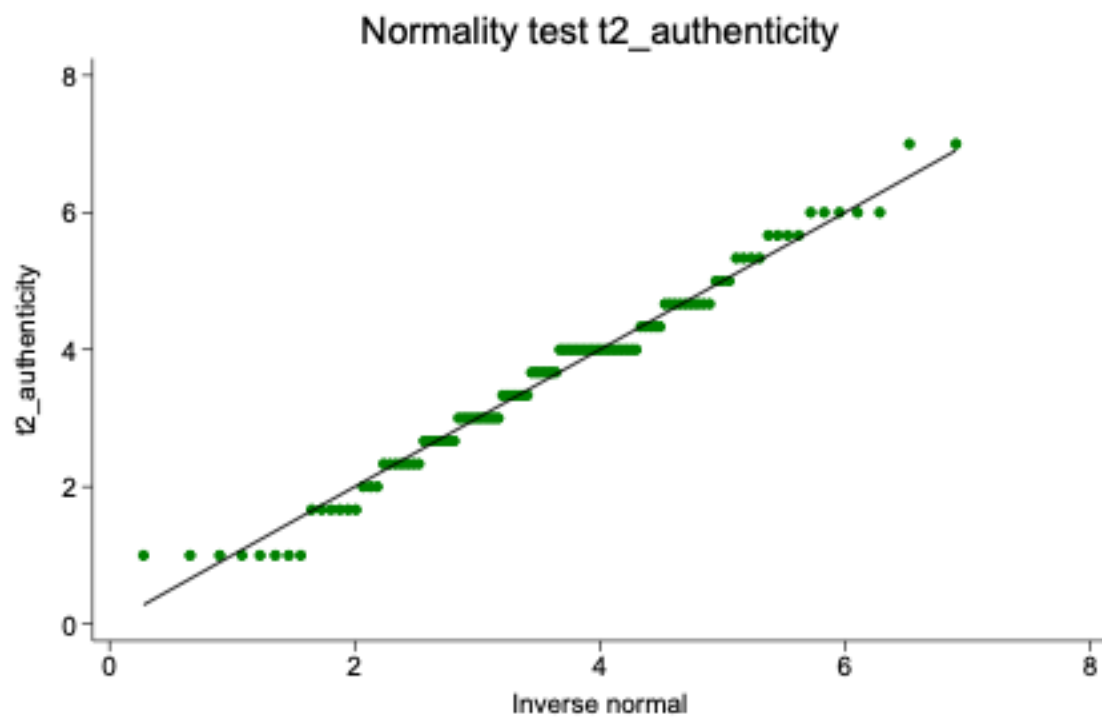
1.2.4. T2 Trust



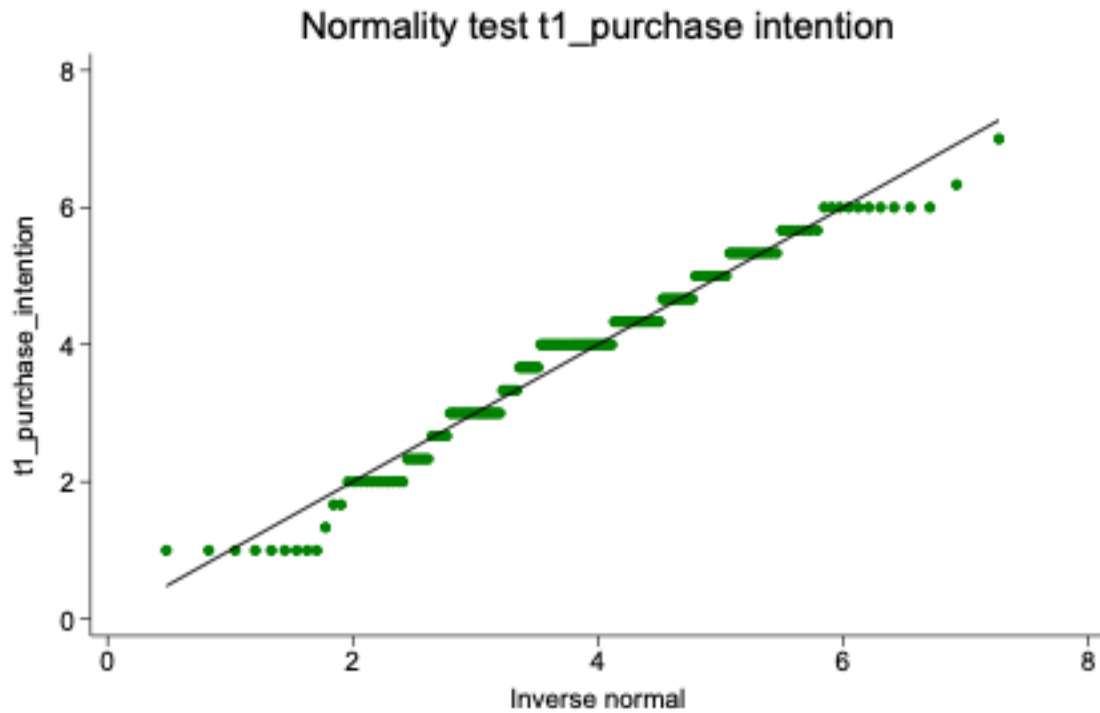
1.2.5. T1 Authenticity



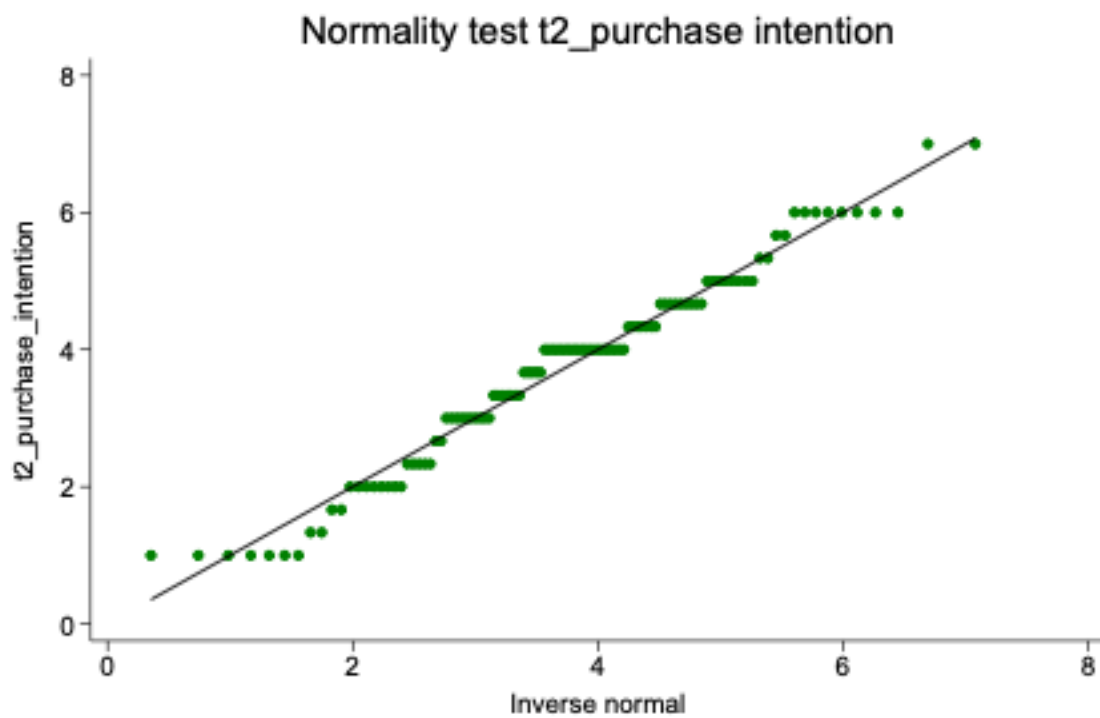
1.2.6. T2 Authenticity



1.2.7. T1 Purchase Intention



1.2.8. T2 Purchase Intention

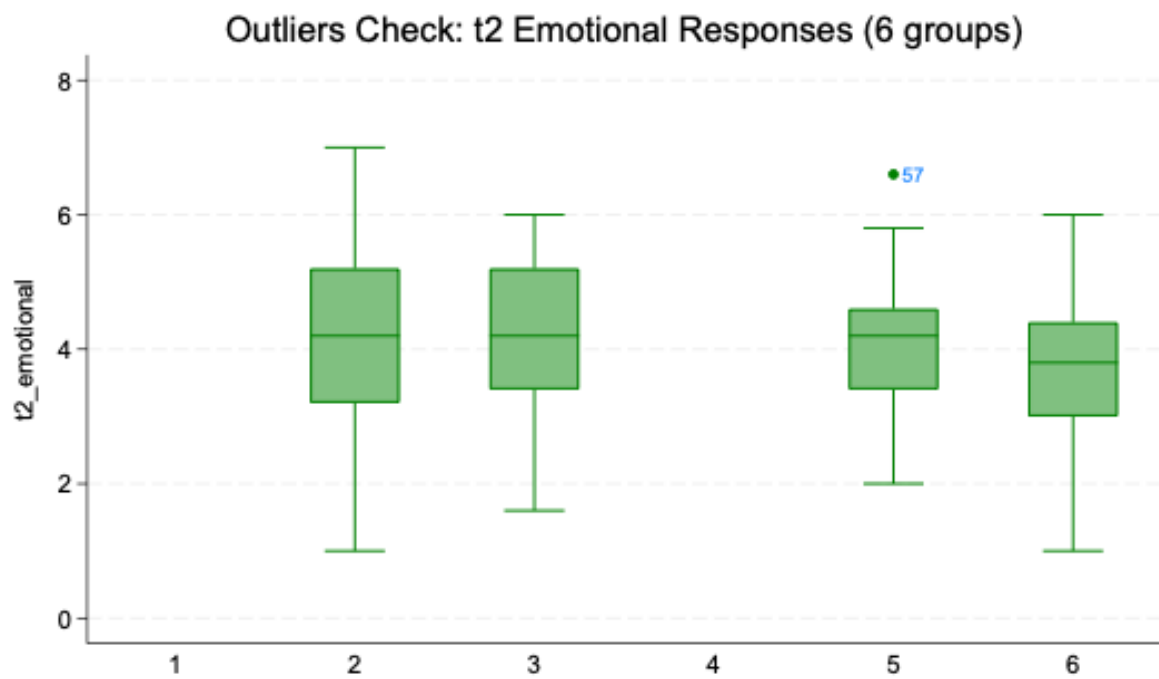


1.3. Outliers

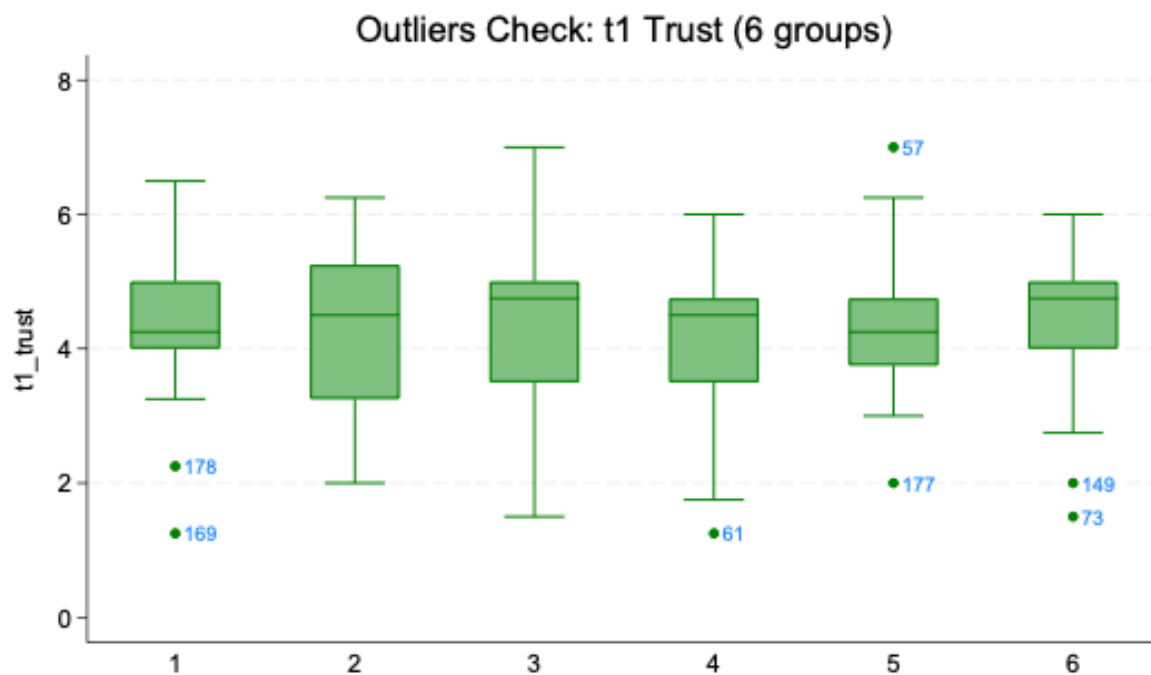
1.3.1. T1 Emotional Responses



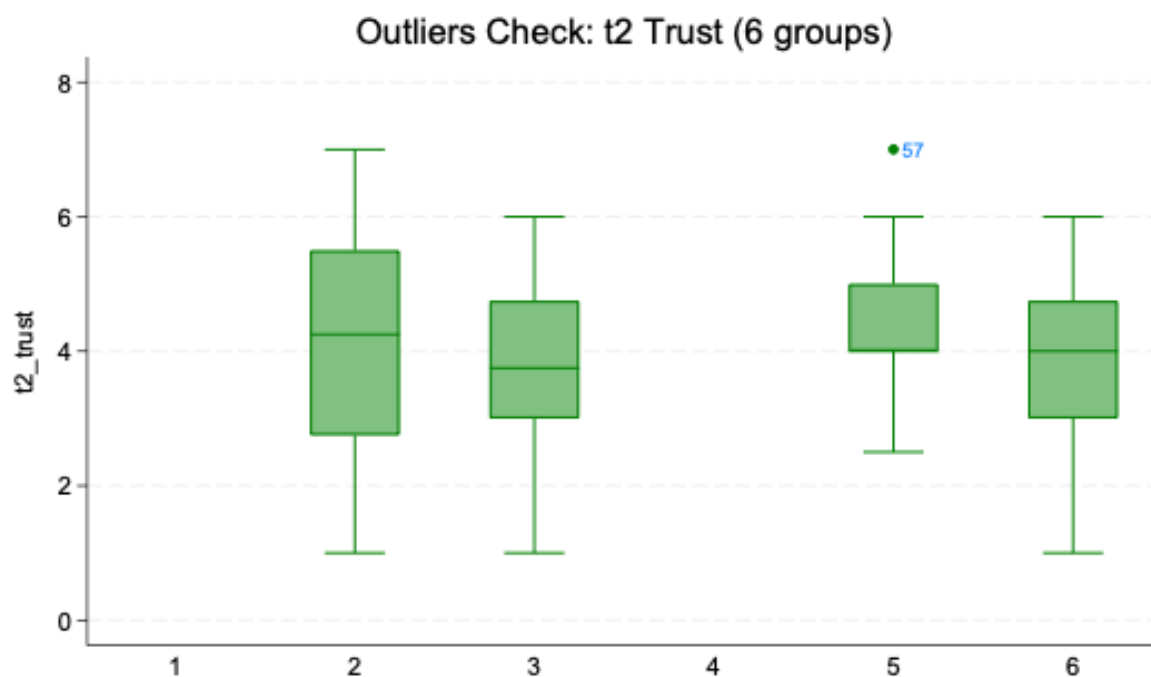
1.3.2. T2 Emotional Responses



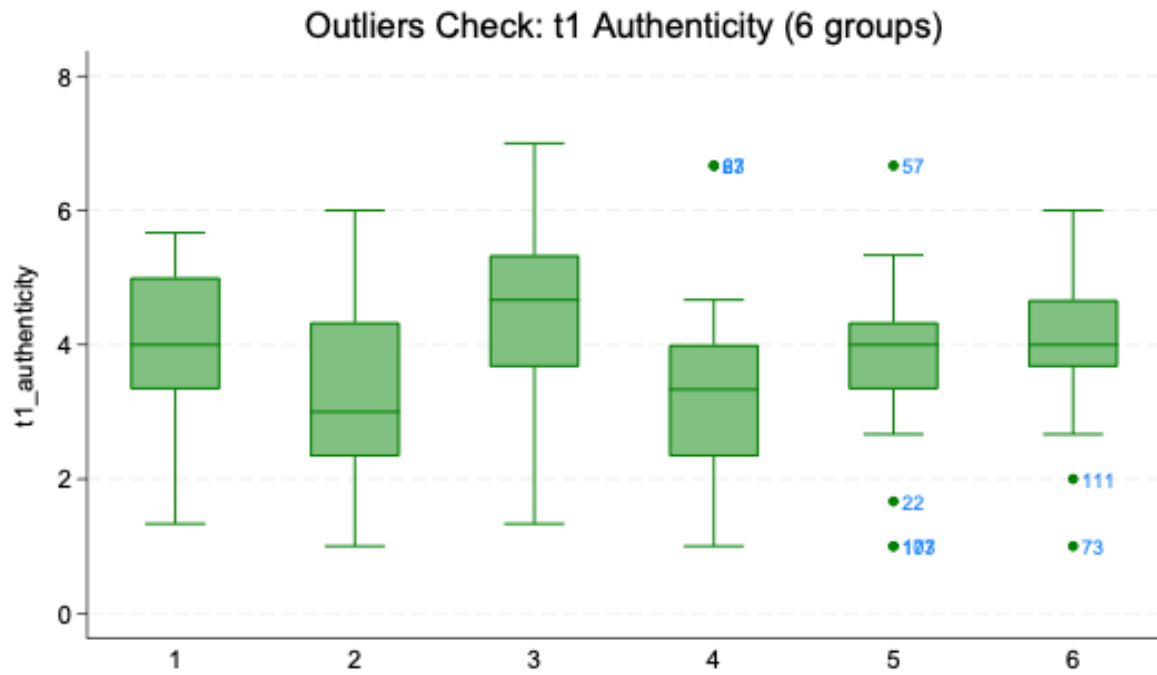
1.3.3. T1 Trust



1.3.4. T2 Trust

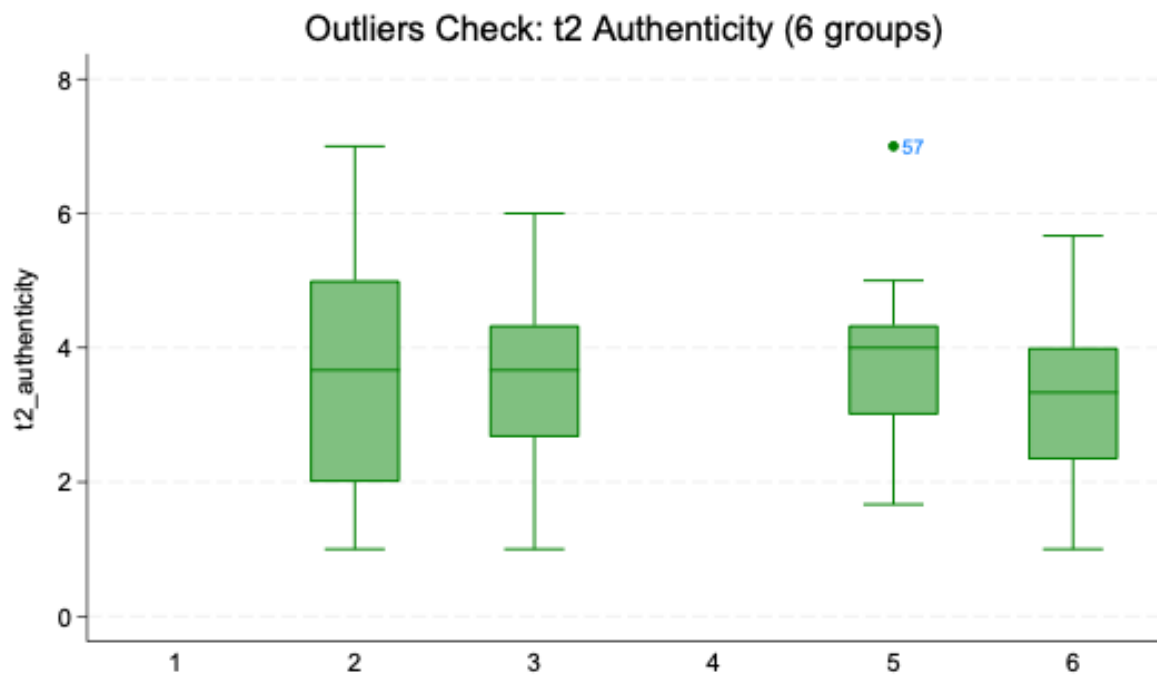


1.3.5. T1 Authenticity

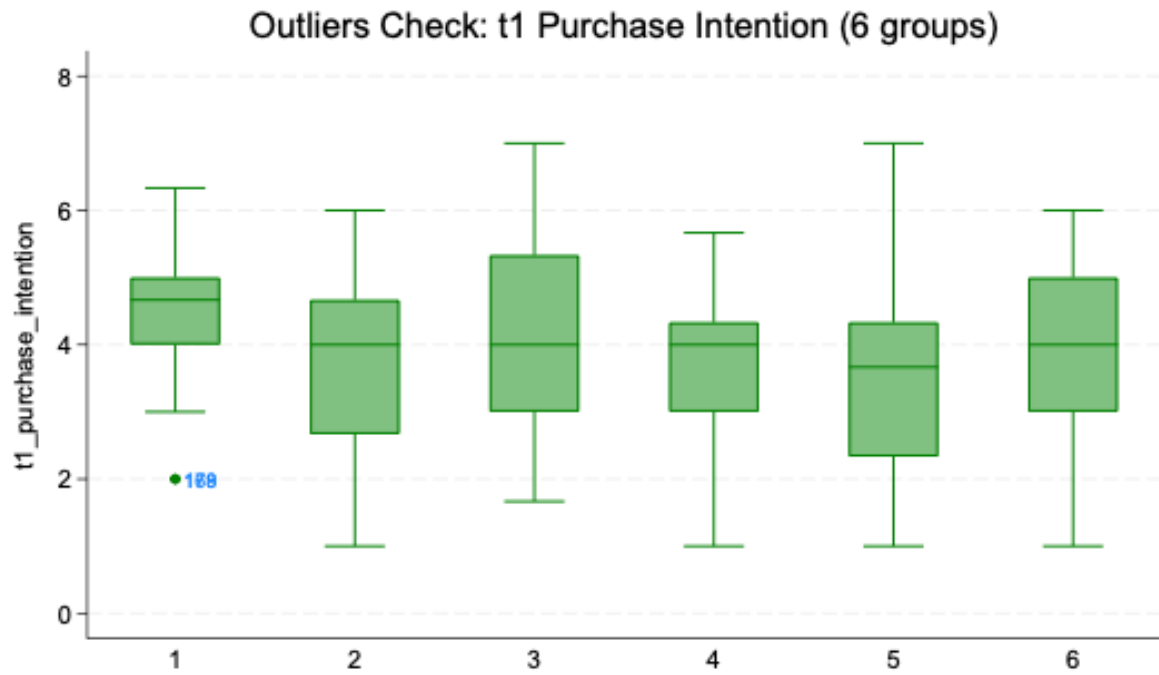


*27/63 *103/177

1.3.6. T2 Authenticity



1.3.7. T1 Purchase Intention



*169/178

1.3.8. T2 Purchase Intention



2. Generated Images (Nano Banana Pro, Gemini 3 Pro Image)

2.1. Juice

2.1.1. Final Image



2.1.2. Other images generated

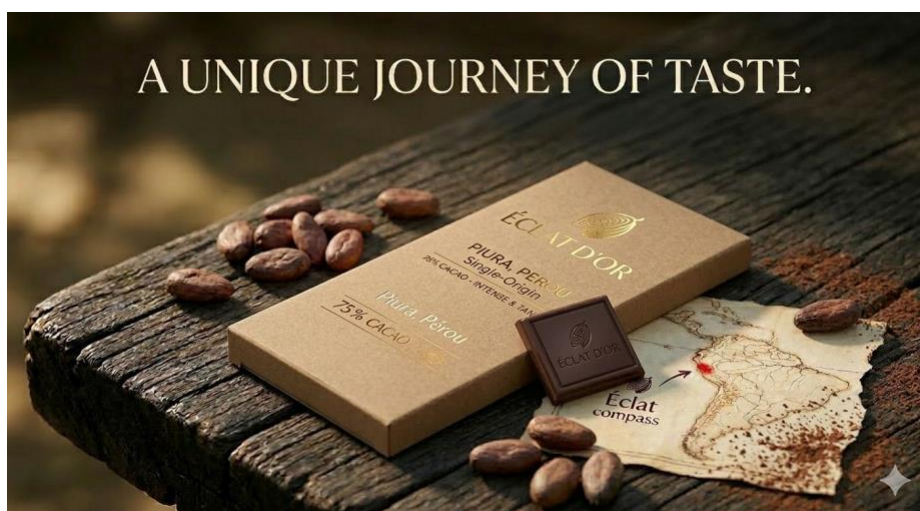


2.2. Chocolate

2.2.1. Final Image



2.2.2. Other Images generated





L'ATELIER VANDENBERGHE
MAÎTRES CHOCOLATIERS
BRUGES

BELGIUM'S UNTOLD
CHOCOLATE STORY.
SINCE 1912.

EXPLORE L'ATELIER VANDENBERGHE

VANDENBERGHE

CRAFTED IN BRUGES,
FOR DISCERNING PALATES.

GRAND CRU CANAL
78% CACAO.
BRUGES' SINGLE-ESTATE.
VELVETY & DEEP.

AV

Discover the profound character of Bruges' hidden gem.
An artisanal masterpiece of Belgian chocolate craft.

L'ATELIER VANDENBERGHE | BRUGES, BELGIUM | www.vandenberghe-chocolatier.be | @VandenbergheBruges | MADE IN BELGIUM.

THE ART OF INDULGENCE



CHOCORA GOURMET

70% DARK | SEA SALT & CARAMEL
SINGLE-ORIGIN CACAO SLOW-ROASTED

DISCOVER THE CHOCORA COLLECTION | HANDCRAFTED PERFECTION | SUSTAINABLY SOURCED

Serving suggestion. See side panel for detailed nutritional information.

INDULGENCE, BORN FROM AUTHENTICITY.



AETHELRED CHOCOLATIER

70% Dark Chocolate with Sea Salt & Roasted Almonds
SINGLE-ORIGIN CACAO HANDCRAFTED 100g

Discover the rich, complex flavors of Aethelred Chocolatier. We use only ethically sourced, single-origin cocoa beans and natural ingredients for a truly authentic taste experience. Crafted for those who appreciate quality in every bite.

Find us at select independent retailers. | aethelredchocolatier.co.uk

AETHELRED CHOCOLATIER
Taste the Tradition.



AURA CHOCOLATIER

70% Single Origin Ecuadorian Dark

Aura: Discover the Depth of Dark

Artisanal. Ethical. Uncompromising.

Fictional brand created for research purposes.





2.3. Cereals

2.3.1. Final Image



2.3.2. Other images generated









2.4. Shampoo

2.4.1. Final Image



2.4.2. Other images generated





2.5. Soap

2.5.1. Final Image



2.5.2. Other images generated



2.6. Toothpaste

2.6.1. Final Image



2.6.2. Other images generated



TRANSFORM YOUR SMILE.



- Deep Enamel Repair for Lasting Strength
- Advanced Stain-Lift in Just 3 Days*
- Gentle Protection with Bamboo Charcoal

AETHEL. Define Your Confident Shine.

*based on brand survey. 75ml. Find it at leading stores.

Confidence You Can See.

Start your morning with EverBright.



EverBright
EverBright Oral Care
EverBrightCare.com

fictional brand for academic study.

CONFIDENCE YOU CAN FEEL.

Stronger Enamel. Brighter Smiles. Lumident Enamel Restore.



Lumident
LUMIDENT - Healthy Smiles, Every Day.

*Results may vary.



2.7. Canned Food

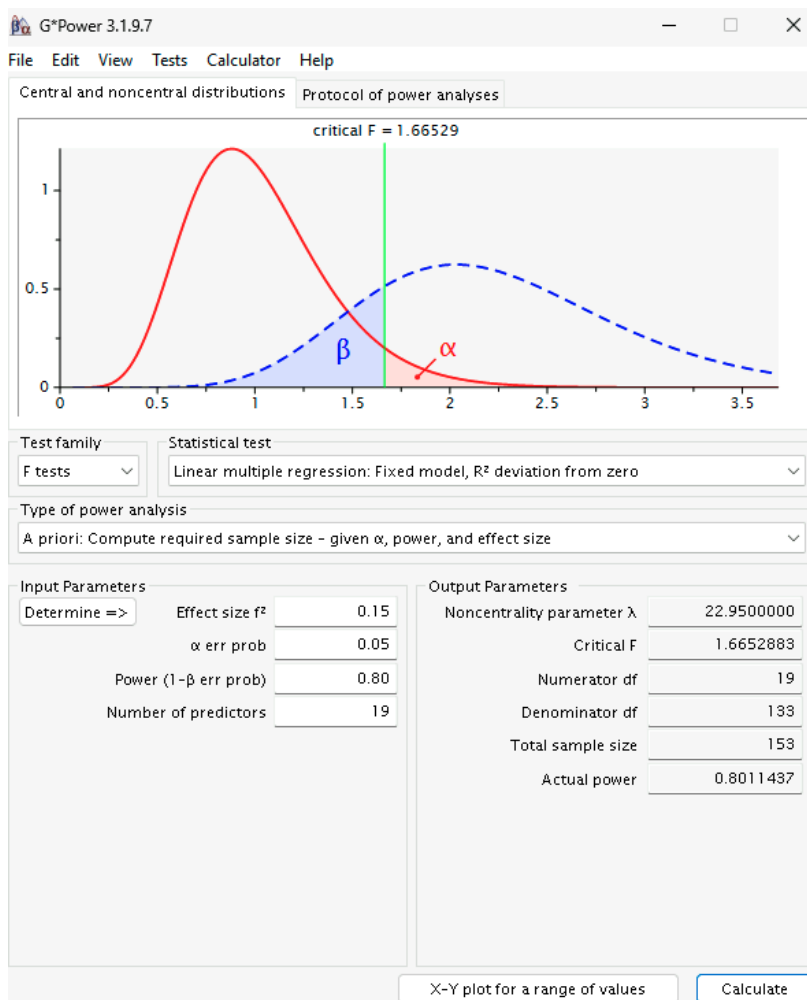
2.7.1. Final Image



2.7.2. Other images generated



3. G*Power Calculus



4. Questionnaire link (Google Forms) + Google sheets

[https://uclouvain-my.sharepoint.com/:b:/r/personal/alexia-ilinca_mateiciuc_student_uclouvain_be/Documents/Questionnaire%20Master%20Thesis%20\(Google%20Forms\).pdf?csf=1&web=1&e=tTUn94](https://uclouvain-my.sharepoint.com/:b:/r/personal/alexia-ilinca_mateiciuc_student_uclouvain_be/Documents/Questionnaire%20Master%20Thesis%20(Google%20Forms).pdf?csf=1&web=1&e=tTUn94)

Consumer perception in modern advertising (Responses) ☆ 📁 ☁

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default... 10 B I A

A1 fx id

	A	B	C	D	E	F	G	H	I	J	K	L	
1	id	product_type	label_type	group_number	gender	age	education_level	profession	passed_check	t1_visually_appe	t1_creative	t1_likable	t1
2	1	1	2	6	1	2	5	4	1	6	5	6	
3	2	0	2	3	0	2	5	3	1	6	5	6	
4	3	0	2	3	0	5	5	2	1	5	6	4	
5	4	1	1	5	1	5	5	2	1	6	4	5	
6	5	0	0	1	0	2	5	2	1	5	3	6	
7	6	1	0	4	1	2	5	4	1	3	1	2	
8	7	0	1	2	1	2	5	4	0	6	5	6	
9	8	1	1	5	0	4	5	4	0	6	6	6	
10	9	0	2	3	1	1	4	1	1	4	5	4	
11	10	1	0	4	0	1	4	1	1	4	3	4	
12	11	1	0	4	0	1	4	3	1	4	3	4	
13	12	0	2	3	1	1	4	1	1	4	3	4	
14	13	1	1	5	1	2	5	3	1	6	4	6	
15	14	0	2	3	0	2	5	3	1	5	5	5	
16	15	1	0	4	1	2	4	5	1	5	3	5	
17	16	1	0	4	1	2	5	4	1	1	1	3	
18	17	0	2	3	0	1	5	1	0	2	3	4	
19	18	1	1	5	0	2	5	1	0	6	2	2	
20	19	1	2	6	0	2	5	2	1	5	3	3	
21	20	1	1	5	1	2	3	4	1	5	3	4	
22	21	1	1	5	1	5	5	5	1	5	4	3	
23	22	1	1	5	0	2	5	4	1	4	1	5	
24	23	1	2	6	0	2	5	3	1	6	4	5	

+ Form Responses Group 1 FinalData

Consumer perception in modern advertising (Responses) ☆ 📁 ☁

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default... 10 B I A

A1 fx id

	M	N	O	P	Q	R	S	T	U	V	W	X	
1	t1_pleasant	t1_captivating	t1_convincing	t1_trustworthy	t1_realistic	t1_high_quality	t1_brand_effort	t1_professional	t1_genuine_auth	t1_conflict_visua	t1_likelhood_pu	t1_consideration t	
2	6	4	4	5	5	5	4	6	6	4	4	4	
3	6	4	5	5	4	5	5	6	6	6	4	5	
4	6	5	6	6	5	7	5	5	6	7	6	6	
5	6	4	5	4	5	5	5	5	4	1	4	5	
6	5	3	2	3	4	4	2	2	3	0	5	5	
7	3	1	1	1	7	4	1	4	1	0	2	1	
8	6	7	6	4	3	5	6	5	5	5	6	6	
9	6	5	5	4	6	4	7	6	6	2	5	5	
10	3	3	2	2	2	1	3	3	4	6	2	2	
11	5	2	3	2	3	4	2	4	3	0	3	4	
12	4	4	4	4	4	4	4	4	4	0	4	5	
13	3	2	5	3	3	4	2	5	4	6	3	3	
14	6	4	6	6	6	5	2	4	6	5	6	6	
15	6	4	6	5	4	4	5	5	5	4	2	4	
16	4	2	2	1	1	3	1	1	1	0	1	1	
17	3	1	2	1	3	2	1	1	1	0	1	1	
18	4	3	3	1	1	1	2	2	2	4	2	2	
19	4	4	4	4	5	3	2	2	2	6	2	5	
20	4	3	5	5	5	5	4	5	5	3	5	5	
21	4	3	4	4	5	5	2	5	5	2	4	4	
22	4	4	4	3	3	4	4	4	3	5	4	3	
23	4	2	5	4	3	4	1	2	2	4	1	1	
24	5	3	5	4	7	7	4	6	6	2	4	5	

+ Form Responses Group 1 FinalData

Consumer perception in modern advertising (Responses) ☆ 📁 ☁

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default... - 10 + B I A

A1 fx id

	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	
1	t1_willingness_p	t2_visually_appe	t2_creative	t2_likable	t2_pleasant	t2_captivating	t2_convincing	t2_trustworthy	t2_realistic	t2_high_quality	t2_brand_effort	t2_professional_t2	
2	4	6	5	6	5	4	4	4	4	4	4	5	
3	4	6	5	5	5	4	4	3	4	4	2	5	
4	6	6	6	6	6	5	6	6	5	7	6	6	
5	5	6	5	5	6	5	5	4	5	5	5	5	
6	5	0	0	0	0	0	0	0	0	0	0	0	
7	1	0	0	0	0	0	0	0	0	0	0	0	
8	7	6	5	5	5	6	5	4	4	5	4	4	
9	6	6	7	7	6	6	5	5	6	6	6	6	
10	1	4	3	4	4	3	3	3	3	3	3	3	
11	1	0	0	0	0	0	0	0	0	0	0	0	
12	4	0	0	0	0	0	0	0	0	0	0	0	
13	3	4	1	1	1	1	1	1	1	1	1	5	
14	6	6	5	5	4	2	5	5	5	5	4	5	
15	3	6	5	4	5	3	5	3	4	4	3	4	
16	1	0	0	0	0	0	0	0	0	0	0	0	
17	1	0	0	0	0	0	0	0	0	0	0	0	
18	2	1	2	4	2	2	1	1	1	1	1	1	
19	6	3	2	4	4	3	2	2	4	4	2	2	
20	5	5	3	4	4	3	4	5	5	5	5	5	
21	4	4	3	4	4	4	4	5	5	5	3	4	
22	3	4	3	3	3	3	3	3	3	3	3	3	
23	1	2	1	3	3	2	3	3	2	2	1	2	
24	4	5	3	2	6	4	4	2	5	4	1	1	

+ Form Responses Group 1 FinalData

Consumer perception in modern advertising (Responses) ☆ 📁 ☁

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100% 123 Default... - 10 + B I A

A1 fx id

	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	
1	t2_genuine_auth	t2_conflict_visua	t2_likelihood_pu	t2_consideration	t2_willingness_p	product_type_ch	frequency_purch	frequency_purch	gaais_pos1	gaais_pos2	gaais_neg1	gaais_pos3	
2	5	4	4	4	4	1		6	4	4	4	4	
3	4	2	3	4	4	1	3		4	4	4	4	
4	5	1	6	6	5	1	4		4	4	3	4	
5	4	1	5	4	4	1		8	4	4	3	4	
6	0	0	0	0	0	1	4		4	5	2	4	
7	0	0	0	0	0	1		10	5	5	2	5	
8	4	5	5	5	6	1	4		4	5	3	4	
9	6	6	6	5	6	1		9	4	3	3	4	
10	2	4	2	2	2	0	4		4	4	2	4	
11	0	0	0	0	0	1		4	2	3	4	5	
12	0	0	0	0	0	1		8	4	5	4	5	
13	1	4	2	2	2	0	4		2	3	4	1	
14	5	3	5	5	5	1		4	4	4	1	5	
15	5	4	3	3	3	0	1		4	4	5	4	
16	0	0	0	0	0	1		3	3	5	5	5	
17	0	0	0	0	0	1		6	4	5	5	5	
18	1	4	1	1	1	1	4		3	3	4	5	
19	2	6	3	5	5	1		4	3	3	2	4	
20	5	4	5	5	5	1		6	4	3	2	4	
21	5	2	4	4	4	1		2	5	4	4	4	
22	3	5	3	3	3	1		4	3	4	2	4	
23	2	3	1	1	1	1		3	4	5	3	5	
24	1	4	1	1	1	1		4	4	2	4	4	

+ Form Responses Group 1 FinalData

AW	AX	AY
gaais_neg2	gaais_neg3	
4	4	
4	4	
3	2	
3	3	
4	2	
3	3	
3	3	

5. Codes + Results Stata

5.1. Data cleaning

5.1.1. Label check

```
. count
187

. drop if passed_check ==0
(21 observations deleted)

. count
166
```

5.1.2. Meaning of the variables

```
Thesis.MeaningVariables.do  X
1  *1. Define the meanings
2  label define product_type_lab 0 "Chocolate" 1 "Toothpaste"
3  label define label_type_lab 0 "No Label" 1 "AI Label than
4  Human" 2 "Human label than AI"
5  label define gender_lab 0 "Male" 1 "Female" 2 "Prefer Not
6  To Say"
7  label define age_lab 1 "between 18-24 years old" 2 "between
8  25-34 years old" 3 "between 35-44 years old" 4 "between
9  45-54 years old" 5 "between 55-64 years old"
10 label define education_level_lab 1 "Secondary Education" 2
11 "Post-secondary education" 3 "Short-type / professional
12 bachelor" 4 "University Bachelor" 5 "Master or higher"
13 label define profession_lab 1 "Students" 2 "Academia and
14 Researchers" 3 "STEM and Healthcare" 4 "Business, Social
15 Sciences and Humanities" 5 "Other"
16
17 *2. Attach the meanings to your actual variables
18 label values product_type product_type_lab
19 label values label_type label_type_lab
20 label values gender gender_lab
21 label values age age_lab
22 label values education_level education_level_lab
23 label values profession profession_lab
24
25
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29
30 *3a. Dictionary for 7-point Likert Scales
31 label define likert7 1 "Strongly Disagree" 2 "Disagree" 3
32 "Somewhat Disagree" 4 "Neutral" 5 "Somewhat Agree" 6 "Agree"
33 7 "Strongly Agree"
34
35 *3b. Attach the 7-point Likert scales to the corresponding
36 values
37 label values t1_visually_appealing t1_creative t1_likable
38 t1_brand_effort t1_professional_brand t1_genuine_authentic
39 t1_conflict_visual_label t1_consideration_purchase
40 t1_willingness_purchase t1_likelihood_purchase
41 t1_conflict_visual_label_rev t2_visually_appealing
42 t2_creative t2_likable t2_brand_effort t2_professional_brand
43 t2_genuine_authentic t2_conflict_visual_label
44 t2_likelihood_purchase t2_consideration_purchase
45 t2_willingness_purchase t2_conflict_visual_label_rev likert7
46
47 *4a. Dictionary for 5-point Likert Scales
48 label define likert5 1 "Strongly Disagree" 2 "Disagree" 3
49 "Neutral" 4 "Agree" 5 "Strongly Agree"
50
51 *4b. Attach the 5-point Likert Scales to the corresponding
52 values
53 label values gaais_neg1 gaais_neg2 gaais_neg3 gaais_pos1
54 gaais_pos2 gaais_pos3 likert5
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5.1.3. Management of missing data

```
Thesis.ReplaceValues0.do  X
9  * Replace 0 with missing for the control group, second ad
10 replace t2_brand_effort = . if t2_brand_effort == 0
11 replace t2_captivating = . if t2_captivating == 0
12 replace t2_conflict_visual_label = . if
13 t2_conflict_visual_label == 0
14 replace t2_conflict_visual_label_rev = . if
15 t2_conflict_visual_label_rev == 0
16 replace t2_consideration_purchase = . if
17 t2_consideration_purchase == 0
18 replace t2_convincing = . if t2_convincing == 0
19 replace t2_creative = . if t2_creative == 0
20 replace t2_genuine_authentic = . if t2_genuine_authentic ==
21 0
22 replace t2_high_quality = . if t2_high_quality == 0
23 replace t2_likable = . if t2_likable == 0
24 replace t2_likelihood_purchase = . if t2_likelihood_purchase
25 == 0
26 replace t2_pleasant = . if t2_pleasant == 0
27 replace t2_professional_brand = . if t2_professional_brand
28 == 0
29 replace t2_realistic = . if t2_realistic == 0
30 replace t2_trustworthy = . if t2_trustworthy == 0
31 replace t2_visually_appealing = . if t2_visually_appealing
32 == 0
33 replace t2_willingness_purchase = . if
34 t2_willingness_purchase == 0
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5.1.4. Reverse item (conflict_visual_label)

```

4 *Reverse questions -> Conflict what I see and what I am told
5 recode t1_conflict_visual_label (1=7) (2=6) (3=5) (4=4) (5=3
6 ) (6=2) (7=1), gen(t1_conflict_visual_label_rev)
7
8 recode t2_conflict_visual_label (1=7) (2=6) (3=5) (4=4) (5=3
9 ) (6=2) (7=1), gen(t2_conflict_visual_label_rev)

```

5.2. Outliers

ID 57:

The advertisement is... *

Strongly Disagree Disagree Somewhat Disagree Neutral Somewhat Agree Agree Strongly Agree

Visually Appealing ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐

Creative ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒

Likable ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒

On a scale of 1 to 7, where 1 is the negative trait and 7 is the positive trait, please rate the advertisement:

1 2 3 4 5 6 7

Unpleasant/Pleasant ☐ ☐ ☐ ☐ ☐ ☐ ☒

Boring/Captivating ☐ ☐ ☐ ☐ ☐ ☐ ☒

On a scale of 1 to 7, where 1 is the negative trait and 7 is the positive trait, please rate the visual representation of this ad:

1 2 3 4 5 6 7

Unconvincing/Convincing ☐ ☐ ☐ ☐ ☐ ☐ ☒

Untruthful/Truthworthy ☐ ☐ ☐ ☐ ☐ ☐ ☒

Unrealistic/Realistic setup ☐ ☐ ☐ ☐ ☐ ☐ ☒

Low Quality/High Quality ☐ ☐ ☐ ☐ ☐ ☐ ☒

About the advertisement: *

Strongly Disagree Disagree Somewhat Disagree Neutral Somewhat Agree Agree Strongly Agree

I can tell that the brand put a lot of effort into creating this ad. ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐

This ad is consistent with what I expect from a professional brand. ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒

This advertisement feels like a genuine and authentic representation of the brand. ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒

There is a conflict between what I see and what I am told about this ad. ☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐

About the advertisement: "If I were to buy this type of product..." *

Strongly Disagree Disagree Somewhat Disagree Neutral Somewhat Agree Agree Strongly Agree

...my likelihood of purchasing the product in this ad would be high. ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒

...I would consider the product in this ad. ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒

...I would be willing to buy the product in this ad. ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒

ID 73:

The advertisement is... *

Strongly Disagree Disagree Somewhat Disagree Neutral Somewhat Agree Agree Strongly Agree

Visually Appealing ☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Creative ☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Likable ☐ ☒ ☐ ☐ ☐ ☐ ☐ ☐

On a scale of 1 to 7, where 1 is the negative trait and 7 is the positive trait, please rate the advertisement:

1 2 3 4 5 6 7

Unpleasant/Pleasant ☐ ☒ ☐ ☐ ☐ ☐ ☐

Boring/Captivating ☒ ☐ ☐ ☐ ☐ ☐ ☐

On a scale of 1 to 7, where 1 is the negative trait and 7 is the positive trait, please rate the visual representation of this ad:

1 2 3 4 5 6 7

Unconvincing/Convincing ☐ ☒ ☐ ☐ ☐ ☐ ☐

Untruthful/Truthworthy ☐ ☒ ☐ ☐ ☐ ☐ ☐

Unrealistic/Realistic setup ☒ ☐ ☐ ☐ ☐ ☐ ☐

Low Quality/High Quality ☒ ☐ ☐ ☐ ☐ ☐ ☐

About the advertisement: *

Strongly Disagree Disagree Somewhat Disagree Neutral Somewhat Agree Agree Strongly Agree

I can tell that the brand put a lot of effort into creating this ad. ☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐

This ad is consistent with what I expect from a professional brand. ☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐

This advertisement feels like a genuine and authentic representation of the brand. ☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐

There is a conflict between what I see and what I am told about this ad. ☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐

About the advertisement: "If I were to buy this type of product..." *

Strongly Disagree Disagree Somewhat Disagree Neutral Somewhat Agree Agree Strongly Agree

...my likelihood of purchasing the product in this ad would be high. ☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐

...I would consider the product in this ad. ☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐

...I would be willing to buy the product in this ad. ☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐

G6 - Ad 3 (Cereal)

To ensure you are paying attention to the visual details of the previous advertisement * (footprints), which of the following elements were present in the advertisement you saw? (Select all that apply)

☐ Product Price

☐ Brand Logo

☒ A "Human-Made" label

☐ A website URL

☐ None of the above

5.3. Sample Description

5.3.1. Gender

. tabulate gender			
gender	Freq.	Percent	Cum.
Male	73	44.51	44.51
Female	89	54.27	98.78
Prefer Not To Say	2	1.22	100.00
Total	164	100.00	

5.3.2. Age

```
. tabulate age
```

age	Freq.	Percent	Cum.
between 18-24 years old	55	33.54	33.54
between 25-34 years old	59	35.98	69.51
between 35-44 years old	13	7.93	77.44
between 45-54 years old	12	7.32	84.76
between 55-64 years old	25	15.24	100.00
Total	164	100.00	

5.3.3. Education level

```
. tabulate education_level
```

education_level	Freq.	Percent	Cum.
Secondary Education	8	4.88	4.88
Post-secondary education	2	1.22	6.10
Short-type / professional bachelor	14	8.54	14.63
University Bachelor	47	28.66	43.29
Master or higher	93	56.71	100.00
Total	164	100.00	

5.3.4. Profession

```
. tabulate profession
```

profession	Freq.	Percent	Cum.
Students	52	31.71	31.71
Academia and Researchers	24	14.63	46.34
STEM and Healthcare	19	11.59	57.93
Business, Social Sciences and Humanitie	58	35.37	93.29
Other	11	6.71	100.00
Total	164	100.00	

5.4. Groups Description

```
. tabulate product_type label_type
```

product_type	label_type			Total
	No Label	AI Label	Human lab	
Chocolate	27	31	25	83
Toothpaste	31	26	24	81
Total	58	57	49	164

5.5. Scale Reliability (Cronbach's Alpha)

5.5.1. T1 Emotional Responses

```

. *1a. Reliability Emotional Responses t1 & t2
. alpha t1_visually_appealing t1_creative t1_likable t1_pleasant t1_captivating,
> item

Test scale = mean(unstandardized items)

```

Item	Obs	Sign	Item-test correlation	Item-rest correlation	Average interitem covariance	alpha
t1_visually_appealing	164	+	0.7590	0.6251	1.14727	0.8518
t1_creative	164	+	0.8193	0.6972	1.033187	0.8347
t1_likable	164	+	0.8299	0.7232	1.045345	0.8279
t1_pleasant	164	+	0.8045	0.6913	1.093265	0.8363
t1_captivating	164	+	0.8187	0.6986	1.039734	0.8341
Test scale					1.07176	0.8654

5.5.2. T2 Emotional Responses

```

. alpha t2_visually_appealing t2_creative t2_likable t2_pleasant t2_captivating,
> item

Test scale = mean(unstandardized items)

```

Item	Obs	Sign	Item-test correlation	Item-rest correlation	Average interitem covariance	alpha
t2_visually_appealing	106	+	0.8318	0.7281	1.396676	0.9025
t2_creative	106	+	0.8944	0.8259	1.308745	0.8814
t2_likable	106	+	0.8798	0.8083	1.362004	0.8856
t2_pleasant	106	+	0.8760	0.8055	1.386164	0.8866
t2_captivating	106	+	0.8213	0.7177	1.431506	0.9041
Test scale					1.377035	0.9119

5.5.3. T1 Trust

```

. *2a. Reliability Trust t1 & t2
. alpha t1_convincing t1_trustworthy t1_realistic t1_high_quality, item

Test scale = mean(unstandardized items)

```

Item	Obs	Sign	Item-test correlation	Item-rest correlation	Average interitem covariance	alpha
t1_convincing	164	+	0.8099	0.6384	1.042209	0.7665
t1_trustworthy	164	+	0.8322	0.6896	1.019066	0.7426
t1_realistic	164	+	0.7449	0.5359	1.190795	0.8148
t1_high_quality	164	+	0.8270	0.6860	1.041461	0.7453
Test scale					1.073383	0.8153

5.5.4. T2 Trust

```

. alpha t2_convincing t2_trustworthy t2_realistic t2_high_quality, item

Test scale = mean(unstandardized items)

```

Item	Obs	Sign	Item-test correlation	Item-rest correlation	Average interitem covariance	alpha
t2_convincing	106	+	0.8933	0.8028	1.414076	0.8571
t2_trustworthy	106	+	0.9012	0.8106	1.358521	0.8542
t2_realistic	106	+	0.8404	0.7190	1.566247	0.8874
t2_high_quality	106	+	0.8645	0.7618	1.524409	0.8725
Test scale					1.465813	0.8979

5.5.5. T1 Authenticity

With the item conflict_visual_label:

```

. *3a. Reliability Authenticity t1 & t2
. alpha t1_brand_effort t1_professional_brand t1_genuine_authentic t1_conflict_v
> isual_label_rev, item

```

Test scale = mean(unstandardized items)

Item	Obs	Sign	Item-test correlation	Item-rest correlation	Average interitem covariance	alpha
t1_brand_e~t	164	+	0.8026	0.6114	.8569879	0.6445
t1_profess~d	164	+	0.8633	0.7144	.695563	0.5658
t1_genuine~c	164	+	0.8405	0.6650	.7545798	0.6072
t1_conflic~v	106	+	0.4592	0.1235	1.442616	0.8450
Test scale					.9736099	0.7523

Without the item:

```

. *3a. Reliability Authenticity t1 & t2
. alpha t1_brand_effort t1_professional_brand t1_genuine_authentic, item

```

Test scale = mean(unstandardized items)

Item	Obs	Sign	Item-test correlation	Item-rest correlation	Average interitem covariance	alpha
t1_brand_e~t	164	+	0.8456	0.6583	1.610504	0.8339
t1_profess~d	164	+	0.8874	0.7441	1.377226	0.7530
t1_genuine~c	164	+	0.8881	0.7340	1.340117	0.7619
Test scale					1.442616	0.8450

5.5.6. T2 Authenticity

With the item conflict_visual_label:

```

. alpha t2_brand_effort t2_professional_brand t2_genuine_authentic t2_conflict_v
> isual_label_rev, item

```

Test scale = mean(unstandardized items)

Item	Obs	Sign	Item-test correlation	Item-rest correlation	Average interitem covariance	alpha
t2_brand_e~t	106	+	0.8517	0.6985	.6442947	0.5290
t2_profess~d	106	+	0.8274	0.6523	.697065	0.5589
t2_genuine~c	106	+	0.8912	0.7690	.5457622	0.4769
t2_conflic~v	106	-	0.3557	0.0269	1.773914	0.8933
Test scale					.9152591	0.7162

Without the item:

```

. alpha t2_brand_effort t2_professional_brand t2_genuine_authentic, item

```

Test scale = mean(unstandardized items)

Item	Obs	Sign	Item-test correlation	Item-rest correlation	Average interitem covariance	alpha
t2_brand_e~t	106	+	0.8897	0.7550	1.901977	0.8781
t2_profess~d	106	+	0.9019	0.7774	1.810063	0.8591
t2_genuine~c	106	+	0.9316	0.8399	1.609704	0.8040
Test scale					1.773914	0.8933

5.5.7. T1 Purchase Intention

```
. *4a. Reliability Purchase Intention t1 & t2
. alpha t1_consideration_purchase t1_likelihood_purchase t1_willingness_purchase
> , item
```

```
Test scale = mean(unstandardized items)
```

Item	Obs	Sign	Item-test correlation	Item-rest correlation	Average interitem covariance	alpha
t1_consideration_purchase	164	+	0.9364	0.8523	1.655544	0.8914
t1_likelihood_purchase	164	+	0.9230	0.8359	1.837274	0.9059
t1_willingness_purchase	164	+	0.9428	0.8646	1.599955	0.8817
Test scale					1.697591	0.9264

5.5.8. T2 Purchase Intention

```
. alpha t2_consideration_purchase t2_likelihood_purchase t2_willingness_purchase
> , item
```

```
Test scale = mean(unstandardized items)
```

Item	Obs	Sign	Item-test correlation	Item-rest correlation	Average interitem covariance	alpha
t2_consideration_purchase	106	+	0.9555	0.8949	1.832974	0.9127
t2_likelihood_purchase	106	+	0.9348	0.8598	2.089308	0.9392
t2_willingness_purchase	106	+	0.9577	0.9031	1.872237	0.9054
Test scale					1.931506	0.9450

5.6. Composite mean scores

```
*1b. Create composite score Emotional Responses t1 & t2
egen t1_emotional = rowmean (t1_visually_appealing
t1_creative t1_likable t1_pleasant t1_captivating)
```

```
egen t2_emotional = rowmean (t2_visually_appealing
t2_creative t2_likable t2_pleasant t2_captivating)
```

```
*3b. Create composite score Authenticity t1 & t2
egen t1_authenticity = rowmean (t1_brand_effort
t1_professional_brand t1_genuine_authentic)
```

```
egen t2_authenticity = rowmean (t2_brand_effort
t2_professional_brand t2_genuine_authentic)
```

```
*2b. Create composite score Trust t1 & t2
egen t1_trust = rowmean (t1_convincing t1_trustworthy
t1_realistic t1_high_quality)
```

```
egen t2_trust = rowmean (t2_convincing t2_trustworthy
t2_realistic t2_high_quality)
```

```
*4b. Create composite score Purchase Intention t1 & t2
egen t1_purchase_intention = rowmean (
t1_consideration_purchase t1_likelihood_purchase
t1_willingness_purchase)
```

```
egen t2_purchase_intention = rowmean (
t2_consideration_purchase t2_likelihood_purchase
t2_willingness_purchase)
```

5.7. Randomization Check

5.7.1. Gender

```
. tabulate gender condition, chi2
```

gender	group(product_type label_type)				Total
	1	2	3	4	
Male	15	12	13	10	73
Female	11	19	12	20	89
Prefer Not To Say	1	0	0	1	2
Total	27	31	25	31	164

gender	group(product_type label_type)		Total
	5	6	
Male	10	13	73
Female	16	11	89
Prefer Not To Say	0	0	2
Total	26	24	164

Pearson chi2(10) = 9.2745 Pr = 0.506

5.7.2. Age

```
. tabulate age condition, chi2
```

age	group(product_type label_type)						Total
	1	2	3	4	5	6	
between 18-24 years o	9	9	10	13	5	9	55
between 25-34 years o	7	17	5	13	11	6	59
between 35-44 years o	4	2	2	0	3	2	13
between 45-54 years o	2	1	2	4	0	3	12
between 55-64 years o	5	2	6	1	7	4	25
Total	27	31	25	31	26	24	164

Pearson chi2(20) = 27.5849 Pr = 0.120

5.7.3. Education Level

```
. tabulate education_level condition, chi2
```

education_level	group(product_type label_type)						Total
	1	2	3	4	5	6	
Secondary Education	2	3	2	1	0	0	8
Post-secondary educat	0	1	0	1	0	0	2
Short-type / professi	2	1	0	3	5	3	14
University Bachelor	6	8	8	12	5	8	47
Master or higher	17	18	15	14	16	13	93
Total	27	31	25	31	26	24	164

Pearson chi2(20) = 19.1563 Pr = 0.512

5.7.4. Profession

```
. tabulate profession condition, chi2
```

profession	group(product_type label_type)						Total
	1	2	3	4	5	6	
Students	8	12	9	11	3	9	52
Academia and Research	4	3	6	2	7	2	24
STEM and Healthcare	2	2	4	6	2	3	19
Business, Social Scie	13	10	5	11	11	8	58
Other	0	4	1	1	3	2	11
Total	27	31	25	31	26	24	164

Pearson chi2(20) = 23.4693 Pr = 0.266

5.8. Normality of the dependent variables (Jarque-Bera): H1 + H2

5.8.1. T1 Emotional Responses

```
. robstat t1_emotional, jb
```

Robust Statistics Number of obs = 164

t1_emotional	Coefficient	Std. err.	[95% conf. interval]	
skewness	-.1719024	.1456727	-.4595514	.1157466
kurtosis	2.787564	.2255996	2.342089	3.233038
SK25	-.1428573	.1179068	-.375679	.0899644
QW25	1.285714	.1537038	.9822069	1.589221
MC	-.1428573	.1057409	-.3516558	.0659412
LMC	.1666667	.1229721	-.0761571	.4094905
RMC	.4285713	.1451656	.1419239	.7152188

Normality Tests

	chi2	df	Prob>chi2
JB	1.12	2	0.5723
MOORS	1.98	2	0.3714
MC-LR	5.08	3	0.1662

5.8.2. T2 Emotional Responses

```
. robstat t2_emotional, jb
```

Robust Statistics Number of obs = 106

t2_emotional	Coefficient	Std. err.	[95% conf. interval]	
skewness	-.1233775	.1593176	-.4392749	.1925199
kurtosis	2.807038	.2868398	2.238288	3.375788
SK25	.1428573	.1398142	-.1343684	.4200831
QW25	1.857142	.3245605	1.213599	2.500686
MC	0	.1170872	-.2321622	.2321622
LMC	.4285716	.1769871	.0776388	.7795043
RMC	.333333	.151716	.0325081	.6341578

Normality Tests

	chi2	df	Prob>chi2
JB	0.43	2	0.8052
MOORS	14.45	2	0.0007
MC-LR	2.89	3	0.4095

5.8.3. T1 Trust

```
. robstat t1_trust, jb
```

Robust Statistics Number of obs = 164

t1_trust	Coefficient	Std. err.	[95% conf. interval]	
skewness	-.4551432	.1338096	-.7193669	-.1909194
kurtosis	3.030512	.2794657	2.478672	3.582352
SK25	-.2	.1096494	-.4165163	.0165163
QW25	1.4	.1905144	1.023806	1.776194
MC	-.2	.098317	-.3941392	-.0058608
LMC	.5	.1188236	.265368	.734632
RMC	.4	.098604	.2052941	.5947059

Normality Tests

	chi2	df	Prob>chi2
JB	5.67	2	0.0588
MOORS	5.07	2	0.0791
MC-LR	14.55	3	0.0022

5.8.4. T2 Trust

```
. robstat t2_trust, jb
```

Robust Statistics Number of obs = 106

t2_trust	Coefficient	Std. err.	[95% conf. interval]	
skewness	-.1186574	.1702267	-.4561856	.2188707
kurtosis	2.615269	.2514109	2.116767	3.11377
SK25	0	.1235509	-.2449786	.2449786
QW25	1.25	.1752457	.9025202	1.59748
MC	0	.1261958	-.250223	.250223
LMC	.3333333	.2467727	-.1559714	.8226381
RMC	0	.1436687	-.2848685	.2848685

Normality Tests

normality jb Monday May 11 14:52:23 2026 P

	chi2	df	Prob>chi2
JB	0.90	2	0.6368
MOORS	0.01	2	0.9933
MC-LR	2.47	3	0.4801

5.8.5. T1 Authenticity

```
. robstat t1_authenticity, jb
```

Robust Statistics Number of obs = 164

t1_authent-y	Coefficient	Std. err.	[95% conf. interval]	
skewness	-.1530535	.1281731	-.4061473	.1000403
kurtosis	2.630563	.2123292	2.211293	3.049834
SK25	-1.43e-07	.1278826	-.2525202	.2525199
QW25	1.8	.2160635	1.373356	2.226645
MC	-2.75e-08	.0826821	-.1632661	.163266
LMC	.3333335	.1787819	-.0196937	.6863607
RMC	7.15e-07	.1696672	-.3350283	.3350297

Normality Tests

	chi2	df	Prob>chi2
JB	1.57	2	0.4555
MOORS	16.97	2	0.0002
MC-LR	3.83	3	0.2807

5.8.6. T2 Authenticity

```
. robstat t2_authenticity, jb
```

Robust Statistics Number of obs = 106

t2_authenticity	Coefficient	Std. err.	[95% conf. interval]	
skewness	.0453256	.1547999	-.261614	.3522651
kurtosis	2.587966	.2447778	2.102617	3.073316
SK25	-1.19e-07	.1264454	-.250718	.2507177
QW25	1.333334	.2041098	.9286215	1.738046
MC	-.1428572	.1243879	-.3894955	.1037811
LMC	.25	.1493733	-.0461797	.5461797
RMC	.2000001	.154562	-.1064678	.5064681

Normality Tests

	chi2	df	Prob>chi2
JB	0.79	2	0.6750
MOORS	0.36	2	0.8351
MC-LR	2.12	3	0.5488

5.8.7. T1 Purchase Intention

```
. robstat t1_purchase_intention, jb
```

Robust Statistics Number of obs = 164

t1_purchase~n	Coefficient	Std. err.	[95% conf. interval]	
skewness	-.3179648	.1184701	-.5518988	-.0840309
kurtosis	2.534843	.1997786	2.140355	2.92933
SK25	-.0909091	.1091023	-.3063452	.1245269
QW25	1.454546	.1922645	1.074895	1.834196
MC	-.1428571	.1005062	-.3413191	.0556049
LMC	.25	.1149578	.0230016	.4769985
RMC	0	.1619933	-.3198759	.3198759

Normality Tests

	chi2	df	Prob>chi2
JB	4.24	2	0.1199
MOORS	3.37	2	0.1854
MC-LR	6.85	3	0.0767

5.8.8. T2 Purchase Intention

```
. robstat t2_purchase_intention, jb
```

Robust Statistics Number of obs = 106

t2_purchase~n	Coefficient	Std. err.	[95% conf. interval]	
skewness	-.0947236	.1493044	-.3907667	.2013196
kurtosis	2.524027	.2351577	2.057753	2.990301
SK25	-.2000001	.1359936	-.4696504	.0696501
QW25	1.6	.2719581	1.060757	2.139243
MC	-.2000001	.1330901	-.4638933	.0638931
LMC	0	.1541304	-.3056121	.3056121
RMC	.2000001	.1697599	-.1366025	.5366027

Normality Tests

	chi2	df	Prob>chi2
JB	1.16	2	0.5601
MOORS	6.93	2	0.0313
MC-LR	4.39	3	0.2224

5.9. Normality of the dependent variables (Shapiro-Wilk): H3

5.9.1. H3A (Groups 3 & 6)

Emotional Responses (t1 – t2):

Trust (t1 – t2):

```
. swilk diffff_emotional if group_number == 3 | group_number == 6
```

Shapiro-Wilk W test for normal data

Variable	Obs	W	V	z	Prob>z
diffff_emot~1	49	0.92074	3.669	2.769	0.00281

```
. swilk diffff_trust if group_number == 3 | group_number == 6
```

Shapiro-Wilk W test for normal data

Variable	Obs	W	V	z	Prob>z
diffff_trust	49	0.95438	2.112	1.592	0.05566

Authenticity (t1 – t2):

```
. swilk diff_authenticity if group_number == 3 | group_number == 6
```

Shapiro-Wilk W test for normal data					
Variable	Obs	W	V	z	Prob>z
diff_auth~y	49	0.90542	4.378	3.145	0.00083

5.9.2. H3B (Groups 2 & 5)

Emotional Responses (t1 – t2):

```
. swilk diff_emotional if group_number == 2 | group_number == 5
```

Shapiro-Wilk W test for normal data					
Variable	Obs	W	V	z	Prob>z
diff_emot~l	57	0.96268	1.947	1.432	0.07607

Authenticity (t1- t2):

```
. swilk diff_authenticity if group_number == 2 | group_number == 5
```

Shapiro-Wilk W test for normal data					
Variable	Obs	W	V	z	Prob>z
diff_auth~y	57	0.90574	4.918	3.423	0.00031

5.10. Homogeneity of variances (Homoscedasticity)

5.10.1. H1

T1 Emotional Responses:

```
. *Homogeneity of Variances (Homoscedasticity) for H1 + Emotional Responses
. robvar t1_emotional, by(label_type)
```

label_type	Summary of t1_emotional		
	Mean	Std. dev.	Freq.
No Label	4.2034483	1.1141775	58
AI Label	4.2736842	1.1209891	57
Human lab	4.4408163	1.1105401	49
Total	4.2987805	1.1128909	164

W0 = 0.23381466 df(2, 161) Pr > F = 0.7917768
W50 = 0.20188621 df(2, 161) Pr > F = 0.81739447
W10 = 0.22570722 df(2, 161) Pr > F = 0.79820375

T1 Authenticity:

```
. *For H1 + Authenticity
. robvar t1_authenticity, by(label_type)
```

label_type	Summary of t1_authenticity		
	Mean	Std. dev.	Freq.
No Label	3.591954	1.2963333	58
AI Label	3.4269006	1.245236	57
Human lab	4.2857143	1.2435016	49
Total	3.7418699	1.3066482	164

W0 = 0.02142231 df(2, 161) Pr > F = 0.9788083
W50 = 0.00148765 df(2, 161) Pr > F = 0.99851347
W10 = 0.00720574 df(2, 161) Pr > F = 0.99282048

Purchase Intention (t1 – t2):

```
. swilk diff_purchase if group_number == 3 | group_number == 6
```

Shapiro-Wilk W test for normal data					
Variable	Obs	W	V	z	Prob>z
diff_purc~e	49	0.89671	4.781	3.333	0.00043

Trust (t1 – t2):

```
. swilk diff_trust if group_number == 2 | group_number == 5
```

Shapiro-Wilk W test for normal data					
Variable	Obs	W	V	z	Prob>z
diff_trust	57	0.90573	4.918	3.423	0.00031

Purchase Intention (t1 – t2):

```
. swilk diff_purchase if group_number == 2 | group_number == 5
```

Shapiro-Wilk W test for normal data					
Variable	Obs	W	V	z	Prob>z
diff_purc~e	57	0.97405	1.354	0.651	0.25749

T1 Trust:

```
. * For H1 + Trust
. robvar t1_trust, by(label_type)
```

label_type	Summary of t1_trust		
	Mean	Std. dev.	Freq.
No Label	4.25	1.1111477	58
AI Label	4.2236842	1.0995984	57
Human lab	4.4438776	1.2502763	49
Total	4.2987805	1.1474425	164

W0 = 0.87077353 df(2, 161) Pr > F = 0.42058965
W50 = 0.52379411 df(2, 161) Pr > F = 0.59327493
W10 = 0.65721599 df(2, 161) Pr > F = 0.51967706

T1 Purchase Intention:

```
. *For H1 + Purchase Intention
. robvar t1_purchase_intention, by(label_type)
```

label_type	Summary of t1_purchase_intention		
	Mean	Std. dev.	Freq.
No Label	3.9942529	1.2066925	58
AI Label	3.5964912	1.4194466	57
Human lab	4.0612245	1.413679	49
Total	3.8760163	1.3537071	164

W0 = 1.4307433 df(2, 161) Pr > F = 0.24215493
W50 = 1.3629156 df(2, 161) Pr > F = 0.25884997
W10 = 1.4510363 df(2, 161) Pr > F = 0.23737511

5.10.2. H2

T1 Emotional Responses:

```
. *Homogeneity of Variances for H2 + Emotional Responses
. robvar t1_emotional if label_type == 0 | label_type == 1, by(cell_group)
```

group(produ ct_type label_type)	Summary of t1_emotional		Freq.
	Mean	Std. dev.	
1	4.5259259	1.0109374	27
2	4.4258065	1.2487241	31
4	3.9225806	1.1392131	31
5	4.0923077	.93847666	26
Total	4.2382609	1.1132048	115

W0 = 1.2521833 df(3, 111) Pr > F = 0.29441955

W50 = 1.0661088 df(3, 111) Pr > F = 0.36655307

W10 = 1.1746884 df(3, 111) Pr > F = 0.32273776

T1 Trust:

```
. *For H2 + Trust
. robvar t1_trust if label_type == 0 | label_type == 1, by(cell_group)
```

group(produ ct_type label_type)	Summary of t1_trust		Freq.
	Mean	Std. dev.	
1	4.3703704	1.0949411	27
2	4.233871	1.2465544	31
4	4.1451613	1.1324277	31
5	4.2115385	.91840162	26
Total	4.2369565	1.1006594	115

W0 = 1.4728442 df(3, 111) Pr > F = 0.22585524
W50 = 1.0604180 df(3, 111) Pr > F = 0.36898888
W10 = 1.5410379 df(3, 111) Pr > F = 0.20790085

T1 Authenticity:

```
. *For H2 + Authenticity
. robvar t1_authenticity if label_type == 0 | label_type == 1, by(cell_group)
```

group(produ ct_type label_type)	Summary of t1_authenticity		Freq.
	Mean	Std. dev.	
1	3.9012345	1.1976288	27
2	3.2795699	1.3692301	31
4	3.3225806	1.3374488	31
5	3.6025641	1.0791735	26
Total	3.5101449	1.2683904	115

W0 = 1.0737156 df(3, 111) Pr > F = 0.36331923

W50 = 1.0457473 df(3, 111) Pr > F = 0.37533454

W10 = 1.1368542 df(3, 111) Pr > F = 0.33744104

T1 Purchase Intention:

```
. *For H2 + Purchase Intention
. robvar t1_purchase_intention if label_type == 0 | label_type == 1, by(cell_group)
```

group(produ ct_type label_type)	Summary of t1_purchase_intention		Freq.
	Mean	Std. dev.	
1	4.4074074	1.0267089	27
2	3.7311828	1.4231404	31
4	3.6344086	1.2512359	31
5	3.4358974	1.4260099	26
Total	3.7971015	1.3257795	115

W0 = 1.6199285 df(3, 111) Pr > F = 0.18881971

W50 = 1.3470365 df(3, 111) Pr > F = 0.26286635

W10 = 1.7848749 df(3, 111) Pr > F = 0.1541909

5.11. Hypothesis 1

5.11.1. ANOVA H1

T1 Emotional Responses:

```
anova t1_emotional i.product_type##i.label_type
```

Number of obs = 164 R-squared = 0.0493						
Root MSE = 1.10217 Adj R-squared = 0.0192						
Source	Partial SS	df	MS	F	Prob>F	
Model	9.943961	5	1.9887922	1.64	0.1532	
product_t-e	7.5593088	1	7.5593088	6.22	0.0136	
label_type	1.3475416	2	.67377082	0.55	0.5754	
product_t-e#label_type	.62783388	2	.31391694	0.26	0.7726	
Residual	191.9358	158	1.2147835			
Total	201.87976	163	1.2385261			

```
anova t1_trust i.product_type##i.label_type
```

Number of obs = 164 R-squared = 0.0125						
Root MSE = 1.15816 Adj R-squared = -0.0188						
Source	Partial SS	df	MS	F	Prob>F	
Model	2.6798783	5	.53597567	0.40	0.8486	
product_t-e	.01408331	1	.01408331	0.01	0.9185	
label_type	1.481881	2	.74094052	0.55	0.5767	
product_t-e#label_type	1.1524146	2	.57620732	0.43	0.6515	
Residual	211.92988	158	1.3413283			
Total	214.60976	163	1.3166243			

T1 Authenticity:

```
. anova t1_authenticity i.product_type##i.label_type
```

Number of obs = 164 R-squared = 0.1027						
Root MSE = 1.25714 Adj R-squared = 0.0743						
Source	Partial SS	df	MS	F	Prob>F	
Model	28.589415	5	5.717883	3.62	0.0040	
product_t-e	1.2020773	1	1.2020773	0.76	0.3845	
label_type	20.413734	2	10.206867	6.46	0.0020	
product_t-e#label_type	5.9470536	2	2.9735268	1.88	0.1558	
Residual	249.7053	158	1.5804133			
Total	278.29472	163	1.7073295			

T1 Purchase Intention:

```
. anova t1_purchase_intention i.product_type##i.label_type
```

Number of obs = 164 R-squared = 0.0589						
Root MSE = 1.33383 Adj R-squared = 0.0292						
Source	Partial SS	df	MS	F	Prob>F	
Model	17.604348	5	3.5208696	1.98	0.0846	
product_t-e	7.9123602	1	7.9123602	4.45	0.0365	
label_type	7.6796757	2	3.8398379	2.16	0.1189	
product_t-e#label_type	2.3041159	2	1.1520579	0.65	0.5247	
Residual	281.09687	158	1.7790941			
Total	298.70122	163	1.8325228			

5.11.2. Pairwise comparison for Authenticity

```
. margins label_type, pwcompare(effects)
```

Pairwise comparisons of predictive margins

Number of obs = 164

Expression: Linear prediction, predict()

	Contrast	Delta-method std. err.	Unadjusted t	P> t	Unadjusted [95% conf. interval]
label_type					
AI Label than Human vs No Label	-.1763384	.2351909	-0.75	0.455	-.6408622 .2881853
Human label than AI vs No Label	.6692084	.2443038	2.74	0.007	.1866858 1.151731
Human label than AI vs AI Label than Human	.8455468	.2452375	3.45	0.001	.3611802 1.329913

5.12. Hypothesis 2

5.12.1. H2A (interaction effect)

T1 Emotional Responses:

```
. anova t1_emotional i.label_type##i.product_type if label_type <= 1
```

	Number of obs =	115	R-squared =	0.0493	
	Root MSE =	1.09997	Adj R-squared =	0.0236	
Source	Partial SS	df	MS	F	Prob>F
Model	6.9677907	3	2.3225969	1.92	0.1305
label_type	.03460506	1	.03460506	0.03	0.8660
product_t-e	6.2684615	1	6.2684615	5.18	0.0248
label_type#product_t-e	.52006786	1	.52006786	0.43	0.5134
Residual	134.30386	111	1.2099447		
Total	141.27165	114	1.239225		

T1 Trust:

```
. anova t1_trust i.label_type##i.product_type if label_type <= 1
```

	Number of obs =	115	R-squared =	0.0055	
	Root MSE =	1.11237	Adj R-squared =	-0.0214	
Source	Partial SS	df	MS	F	Prob>F
Model	.75889035	3	.25296345	0.20	0.8931
label_type	.03511865	1	.03511865	0.03	0.8665
product_t-e	.43764573	1	.43764573	0.35	0.5532
label_type#product_t-e	.2939613	1	.2939613	0.24	0.6269
Residual	137.34654	111	1.2373563		
Total	138.10543	114	1.2114512		

T1 Authenticity:

```
. anova t1_authenticity i.label_type##i.product_type if label_type <= 1
```

	Number of obs =	115	R-squared =	0.0387	
	Root MSE =	1.26032	Adj R-squared =	0.0127	
Source	Partial SS	df	MS	F	Prob>F
Model	7.090455	3	2.363485	1.49	0.2218
label_type	.83381264	1	.83381264	0.52	0.4703
product_t-e	.46682152	1	.46682152	0.29	0.5888
label_type#product_t-e	5.8063142	1	5.8063142	3.66	0.0585
Residual	176.31437	111	1.5884178		
Total	183.40483	114	1.6088143		

T1 Purchase Intention

```
. anova t1_purchase_intention i.label_type##i.product_type if label_type <= 1
```

	Number of obs =	115	R-squared =	0.0719	
	Root MSE =	1.29438	Adj R-squared =	0.0468	
Source	Partial SS	df	MS	F	Prob>F
Model	14.404199	3	4.8013998	2.87	0.0399
label_type	5.4648741	1	5.4648741	3.26	0.0736
product_t-e	8.1507948	1	8.1507948	4.86	0.0295
label_type#product_t-e	1.6299009	1	1.6299009	0.97	0.3261
Residual	185.97261	111	1.675429		
Total	200.37681	114	1.7576914		

5.12.2. H2B & H2C

T1 Emotional Responses:

```
. margins product_type if label_type <= 1, dydx(label_type)
```

Conditional marginal effects

Number of obs = 115

Expression: Linear prediction, predict()
dy/dx wrt: 1.label_type

	Delta-method dy/dx	std. err.	t	P> t	[95% conf. interval]
0.label_type (base outcome)					
1.label_type					
product_type					
Chocolate	-.1001195	.289557	-0.35	0.730	-.6738959 .473657
Toothpaste	.1697271	.292518	0.58	0.563	-.409917 .7493711

Note: dy/dx for factor levels is the discrete change from the base level.

T1 trust:

```
. margins product_type if label_type <= 1, dydx(label_type)
```

Conditional marginal effects

Number of obs = 115

Expression: Linear prediction, predict()
dy/dx wrt: 1.label_type

	Delta-method dy/dx	std. err.	t	P> t	[95% conf. interval]
0.label_type (base outcome)					
1.label_type					
product_type					
Chocolate	-.1364994	.2928186	-0.47	0.642	-.716739 .4437402
Toothpaste	.0663772	.295813	0.22	0.823	-.5197961 .6525504

Note: dy/dx for factor levels is the discrete change from the base level.

T1 Authenticity:

```
. margins product_type if label_type <= 1, dydx(label_type)
Conditional marginal effects      Number of obs = 115
Expression: Linear prediction, predict()
dy/dx wrt: 1.label_type
```

	Delta-method dy/dx	std. err.	t	P> t	[95% conf. interval]	
0.label_type	(base outcome)					
1.label_type product_type Chocolate	-.6216647	.3317673	-1.87	0.064	-1.279084	.0357545
Toothpaste	.2799835	.3351601	0.84	0.405	-.3841586	.9441255

Note: dy/dx for factor levels is the discrete change from the base level.

T1 Purchase Intention:

```
. margins product_type if label_type <= 1, dydx(label_type)
Conditional marginal effects      Number of obs = 115
Expression: Linear prediction, predict()
dy/dx wrt: 1.label_type
```

	Delta-method dy/dx	std. err.	t	P> t	[95% conf. interval]	
0.label_type	(base outcome)					
1.label_type product_type Chocolate	-.6762246	.3407331	-1.98	0.050	-1.35141	-.0010393
Toothpaste	-.1985112	.3442175	-0.58	0.565	-.8806011	.4835787

Note: dy/dx for factor levels is the discrete change from the base level.

5.13. Hypothesis 3A

5.13.1. Paired t-test

Emotional Responses:

```
. ttest t1_emotional == t2_emotional if group_number == 3 | group_number == 6
Paired t test
```

Variable	Obs	Mean	Std. err.	Std. dev.	[95% conf. interval]
t1_emo~1	49	4.440816	.1586486	1.11054	4.121832 4.75980
t2_emo~1	49	3.97551	.1727757	1.20943	3.628121 4.32289
diff	49	.4653061	.1122418	.7856926	.2396288 .690983

```
> 4
> 8
> 6
mean(diff) = mean(t1_emotional - t2_emotional)      t = 4.145
H0: mean(diff) = 0      Degrees of freedom = 4

> 8
Ha: mean(diff) < 0      Ha: mean(diff) != 0      Ha: mean(diff) >
> 0
Pr(T < t) = 0.9999      Pr(|T| > |t|) = 0.0001      Pr(T > t) = 0.0001
```

Trust:

```
. ttest t1_trust == t2_trust if group_number == 3 | group_number == 6
Paired t test
```

Variable	Obs	Mean	Std. err.	Std. dev.	[95% conf. interval]
t1_trust	49	4.443878	.1786109	1.250276	4.084756 4.80299
t2_trust	49	3.913265	.1824797	1.277358	3.546365 4.28016
diff	49	.5306122	.1367039	.9569274	.2557506 .805473

```
> 9
> 8
> 6
mean(diff) = mean(t1_trust - t2_trust)      t = 3.881
H0: mean(diff) = 0      Degrees of freedom = 4

> 8
Ha: mean(diff) < 0      Ha: mean(diff) != 0      Ha: mean(diff) >
> 0
Pr(T < t) = 0.9998      Pr(|T| > |t|) = 0.0003      Pr(T > t) = 0.0003
```

Authenticity:

```
. ttest t1_authenticity == t2_authenticity if group_number == 3 | group_number == 6
Paired t test
```

Variable	Obs	Mean	Std. err.	Std. dev.	[95% conf. interval]
t1_aut~y	49	4.285714	.1776431	1.243502	3.928539 4.6428
t2_aut~y	49	3.455782	.2014905	1.410434	3.050658 3.86090
diff	49	.829932	.1708993	1.196295	.4863159 1.17354

```
> 8
> 3
> 6
mean(diff) = mean(t1_authenticity - t2_authenticity)      t = 4.856
H0: mean(diff) = 0      Degrees of freedom = 4

> 6
Ha: mean(diff) < 0      Ha: mean(diff) != 0      Ha: mean(diff) >
> 0
Pr(T < t) = 1.0000      Pr(|T| > |t|) = 0.0000      Pr(T > t) = 0.0000
```

Purchase Intention

```
. ttest t1_purchase_intention == t2_purchase_intention if group_number == 3 | group_number == 6
Paired t test
```

Variable	Obs	Mean	Std. err.	Std. dev.	[95% conf. interval]
t1_pur~n	49	4.061225	.2019541	1.413679	3.655168 4.46728
t2_pur~n	49	3.55102	.2128592	1.490015	3.123038 3.97900
diff	49	.5102041	.1487228	1.04106	.2111768 .809231

```
> 4
> 6
> 3
mean(diff) = mean(t1_purchase_in-n - t2_purchase_in-n)      t = 3.430
H0: mean(diff) = 0      Degrees of freedom = 4

> 3
Ha: mean(diff) < 0      Ha: mean(diff) != 0      Ha: mean(diff) >
> 0
Pr(T < t) = 0.9994      Pr(|T| > |t|) = 0.0012      Pr(T > t) = 0.0006
```

5.13.2. Wilcoxon signed-rank test

Emotional Responses:

```
. signrank t1_emotional = t2_emotional if group_number == 3 | group_number == 6
> 6
```

Wilcoxon signed-rank test

Sign	Obs	Sum ranks	Expected
Positive	32	979.5	594.5
Negative	9	209.5	594.5
Zero	8	36	36
All	49	1225	1225

```
Unadjusted variance 10106.25
Adjustment for ties -16.88
Adjustment for zeros -51.00
```

```
Adjusted variance 10038.38
```

```
H0: t1_emotional = t2_emotional
```

```
z = 3.843
```

```
Prob > |z| = 0.0001
```

```
Exact prob = 0.0001
```

Trust:

```
. signrank t1_trust = t2_trust if group_number == 3 | group_number == 6
```

Wilcoxon signed-rank test

Sign	Obs	Sum ranks	Expected
Positive	29	925	585
Negative	10	245	585
Zero	10	55	55
All	49	1225	1225

```
Unadjusted variance 10106.25
Adjustment for ties -37.88
Adjustment for zeros -96.25
```

```
Adjusted variance 9972.12
```

```
H0: t1_trust = t2_trust
```

```
z = 3.405
```

```
Prob > |z| = 0.0007
```

```
Exact prob = 0.0005
```

Authenticity:

```
. signrank t1_authenticity = t2_authenticity if group_number == 3 | group_number == 6
> 6
```

Wilcoxon signed-rank test

Sign	Obs	Sum ranks	Expected
Positive	32	1018	598.5
Negative	10	179	598.5
Zero	7	28	28
All	49	1225	1225

```
Unadjusted variance 10106.25
Adjustment for ties -8.88
Adjustment for zeros -35.00
```

```
Adjusted variance 10062.38
```

```
H0: t1_authenticity = t2_authenticity
```

```
z = 4.182
```

```
Prob > |z| = 0.0000
```

```
Exact prob = 0.0000
```

```
. signrank t1_purchase_intention = t2_purchase_intention if group_number == 3 | group_number == 6
```

Wilcoxon signed-rank test

Sign	Obs	Sum ranks	Expected
Positive	24	847.5	544.5
Negative	9	241.5	544.5
Zero	16	136	136
All	49	1225	1225

```
Unadjusted variance 10106.25
Adjustment for ties -22.62
Adjustment for zeros -374.00
```

```
Adjusted variance 9709.62
```

```
H0: t1_purchase_intention = t2_purchase_intention
```

```
z = 3.075
```

```
Prob > |z| = 0.0021
```

```
Exact prob = 0.0017
```

5.14. Hypothesis 3B

5.14.1. Paired t-test

Emotional Responses:

```
. ttest t1_emotional == t2_emotional if group_number == 2 | group_number == 5
```

Paired t test

Variable	Obs	Mean	Std. err.	Std. dev.	[95% conf. interval]
t1_emo-1	57	4.273684	.1484786	1.120989	3.976246 4.57112
t2_emo-1	57	4.070175	.1661514	1.254416	3.737334 4.40301

Variable	Obs	Mean	Std. err.	Std. dev.	[95% conf. interval]
diff	57	.2035088	.0942576	.7116291	.0146882 .392329

```
> 1 mean(diff) = mean(t1_emotional - t2_emotional) t = 2.159
> 1 H0: mean(diff) = 0 Degrees of freedom = 5
> 6
```

```
Ha: mean(diff) < 0 Ha: mean(diff) != 0 Ha: mean(diff) > 0
Pr(T < t) = 0.9824 Pr(|T| > |t|) = 0.0351 Pr(T > t) = 0.017
> 6
```

Trust:

```
. ttest t1_trust == t2_trust if group_number == 2 | group_number == 5
```

Paired t test

Variable	Obs	Mean	Std. err.	Std. dev.	[95% conf. interval]
t1_trust	57	4.223684	.1456454	1.099598	3.931921 4.51544
t2_trust	57	4.197368	.1688149	1.274524	3.859192 4.53554

Variable	Obs	Mean	Std. err.	Std. dev.	[95% conf. interval]
diff	57	.0263158	.1283517	.9690342	-.2308036 .283435

```
> 1 mean(diff) = mean(t1_trust - t2_trust) t = 0.205
> 1 H0: mean(diff) = 0 Degrees of freedom = 5
> 6
```

```
Ha: mean(diff) < 0 Ha: mean(diff) != 0 Ha: mean(diff) > 0
Pr(T < t) = 0.5809 Pr(|T| > |t|) = 0.8383 Pr(T > t) = 0.419
> 1
```

Authenticity:

```
. ttest t1_authenticity == t2_authenticity if group_number == 2 | group_number == 5
> r == 5
```

Paired t test

Variable	Obs	Mean	Std. err.	Std. dev.	[95% conf. interval]
t1_auth~y	57	3.426901	.1649355	1.245236	3.096495 3.75730
t2_auth~y	57	3.707602	.1867719	1.410097	3.333453 4.08175
diff	57	-.2807017	.1286645	.9713954	-.5384476 -.022955

```
> 8
> 6
> 7 mean(diff) = mean(t1_authenticity - t2_authenticity) t = -2.181
H0: mean(diff) = 0 Degrees of freedom = 5
> 6
Ha: mean(diff) < 0 Ha: mean(diff) != 0 Ha: mean(diff) > 0
Pr(T < t) = 0.0167 Pr(|T| > |t|) = 0.0333 Pr(T > t) = 0.983
> 3
```

Purchase Intention

```
. ttest t1_purchase_intention == t2_purchase_intention if group_number == 2 | group_number == 5
> r == 5
```

Paired t test

Variable	Obs	Mean	Std. err.	Std. dev.	[95% conf. interval]
t1_pur~n	57	3.596491	.1880103	1.419447	3.219861 3.97312
t2_pur~n	57	3.859649	.1818382	1.372848	3.495384 4.22391
diff	57	-.2631579	.1211247	.9144711	-.5057997 -.020516

```
> 1
> 6
> 7 mean(diff) = mean(t1_purchase_in-n - t2_purchase_in-n) t = -2.172
H0: mean(diff) = 0 Degrees of freedom = 5
> 6
Ha: mean(diff) < 0 Ha: mean(diff) != 0 Ha: mean(diff) > 0
Pr(T < t) = 0.0170 Pr(|T| > |t|) = 0.0341 Pr(T > t) = 0.983
> 0
```

5.14.2. Wilcoxon signed-rank test

Emotional Responses:

```
. signrank t1_emotional = t2_emotional if group_number == 2 | group_number == 5
> r == 5
```

Wilcoxon signed-rank test

Sign	Obs	Sum ranks	Expected
Positive	32	1107.5	816
Negative	19	524.5	816
Zero	6	21	21
All	57	1653	1653

Unadjusted variance 15841.25
Adjustment for ties -33.13
Adjustment for zeros -22.75
Adjusted variance 15785.38

H0: t1_emotional = t2_emotional
z = 2.320
Prob > |z| = 0.0203
Exact prob = 0.0196

Trust:

```
. signrank t1_trust = t2_trust if group_number == 2 | group_number == 5
> r == 5
```

Wilcoxon signed-rank test

Sign	Obs	Sum ranks	Expected
Positive	22	782.5	781
Negative	22	779.5	781
Zero	13	91	91
All	57	1653	1653

Unadjusted variance 15841.25
Adjustment for ties -112.00
Adjustment for zeros -204.75
Adjusted variance 15524.50

H0: t1_trust = t2_trust
z = 0.012
Prob > |z| = 0.9904
Exact prob = 0.9923

Authenticity:

```
. signrank t1_authenticity = t2_authenticity if group_number == 2 | group_number == 5
> ber == 5
```

Wilcoxon signed-rank test

Sign	Obs	Sum ranks	Expected
Positive	17	552.5	766.5
Negative	25	980.5	766.5
Zero	15	120	120
All	57	1653	1653

Unadjusted variance 15841.25
Adjustment for ties -17.75
Adjustment for zeros -310.00
Adjusted variance 15513.50

H0: t1_authenticity = t2_authenticity
z = -1.718
Prob > |z| = 0.0858
Exact prob = 0.0862

Purchase Intention:

```
. signrank t1_purchase_intention = t2_purchase_intention if group_number == 2 | group_number == 5
> | group_number == 5
```

Wilcoxon signed-rank test

Sign	Obs	Sum ranks	Expected
Positive	17	534	766.5
Negative	25	999	766.5
Zero	15	120	120
All	57	1653	1653

Unadjusted variance 15841.25
Adjustment for ties -61.63
Adjustment for zeros -310.00
Adjusted variance 15469.62

H0: t1_purchase_intention = t2_purchase_intention
z = -1.869
Prob > |z| = 0.0616
Exact prob = 0.0615

5.15. Exploratory test - Hypothesis 1A

5.15.1. Homoscedasticity (Breusch-Pagan)

T1 Emotional Responses:

T1 Trust:


```
. regress ti_trust i.label_type##(i.gender i.age i.education_level i.profession
> c.gaais c.purchase_freq_std) i.product_type if label_type <= 1
note: i.label_type#2.gender identifies no observations in the sample.
```

Source	SS	df	MS	Number of obs	=	115
Model	51.3436951	33	1.55586955	F(33, 81)	=	1.45
Residual	86.7617397	81	1.07113259	Prob > F	=	0.0895
				R-squared	=	0.3718
				Adj R-squared	=	0.1158
Total	138.105435	114	1.21145118	Root MSE	=	1.035

ti_trust	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type					
AI Label t.. #	-.3484965	1.654923	-0.21	0.834	-3.641274 2.944282
gender					
Female	.2163324	.3091653	0.70	0.486	-.3988096 .8314745
Prefer Not..	-.056151	.8242155	-0.07	0.946	-1.696081 1.583779
age					
between 25..	-.3732033	.361204	-1.03	0.305	-1.091886 .3454793
between 35..	-.4272496	.657078	-0.65	0.517	-1.734629 .8801295
between 45..	.3714064	.6202206	0.60	0.551	-.8626381 1.605451
between 55..	.2059305	.5669593	0.36	0.717	-.9221408 1.334002
education_l-1					
Post-secon..	.2422398	1.241394	0.20	0.846	-2.227745 2.712224
Short-type..	.0517738	.8193714	0.06	0.950	-1.578518 1.682066
University..	-.5635836	.6818912	-0.83	0.411	-1.920333 .793166
Master or ..	-.9660142	.6939229	-1.39	0.168	-2.346703 .4146747
profession					
Academia a..	-.1449248	.6533883	-0.22	0.825	-1.444963 1.155113
STEM and H..	.7581514	.4963982	1.53	0.131	-.2295253 1.745828
Business, ..	.2629388	.4146082	0.63	0.528	-.5620014 1.087879
Other	-1.991837	1.140214	-1.75	0.084	-4.260506 .276831
gaais	.3431201	.246933	1.39	0.168	-.1481991 .8344392
purchase_fr-d	.0083506	.6313802	0.01	0.989	-1.247898 1.264599
label_type#					
gender					
AI Label t.. #	-.0143976	.4731559	-0.03	0.976	-.9558295 .9270343
Female					
AI Label t.. #					
Prefer Not..					
	0 (empty)				

University..	.1188534	1.059689	0.11	0.911	-1.989596	2.227303
AI Label t.. #						
Master or ..	1.092002	1.075008	1.02	0.313	-1.046926	3.23093
label_type#						
profession						
AI Label t.. #						
Academia a..	.651633	.8778425	0.74	0.460	-1.094998	2.398264
AI Label t.. #						
STEM and H..	.6332656	.8070792	0.78	0.435	-.9725689	2.2391
AI Label t.. #						
Business, ..	-.395067	.5881189	-0.67	0.504	-1.565239	.7751051
AI Label t.. #						
Other	.9658439	1.289324	0.75	0.456	-1.599506	3.531194
label_type#						
c.gaais						
AI Label t..	.0344095	.3570034	0.10	0.923	-.6759154	.7447343
label_type#						
c.						
purchase_fr-d						
AI Label t..	-.8611332	.9559851	-0.90	0.370	-2.763244	1.040977
product_type						
Toothpaste	-.3242423	.242079	-1.34	0.184	-.8059036	.157419
_cons	3.812273	1.072503	3.55	0.001	1.678329	5.946217

label_type#						
age						
AI Label t.. #						
between 25..	.4319355	.581224	0.74	0.460	-.724518	1.588389
AI Label t.. #						
between 35..	.0589574	.9329536	0.06	0.950	-1.797328	1.915242
AI Label t.. #						
between 45..	-2.744333	1.39581	-1.97	0.053	-5.521558	.0328911
AI Label t.. #						
between 55..	-.3422948	.8337873	-0.41	0.683	-2.00127	1.31668
label_type#						
education_l-1						
AI Label t.. #						
Post-secon..	.1436776	1.810692	0.08	0.937	-3.459031	3.746387
AI Label t.. #						
Short-type..	.2087435	1.191179	0.18	0.861	-2.161329	2.578816
AI Label t.. #						

T1 Authenticity:

```
. regress ti_authenticity i.label_type##(i.gender i.age i.education_level i.prof
> ession c.gaais c.purchase_freq_std) i.product_type if label_type <= 1
note: i.label_type#2.gender identifies no observations in the sample.
```

Source	SS	df	MS	Number of obs	=	115
Model	56.6769767	33	1.71748414	F(33, 81)	=	1.10
Residual	126.727853	81	1.56454139	Prob > F	=	0.3591
				R-squared	=	0.3090
				Adj R-squared	=	0.0275
Total	183.404829	114	1.60881429	Root MSE	=	1.2508

ti_authenti-y	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type					
AI Label t..	-1.773563	2.000091	-0.89	0.378	-5.753117 2.205991
gender					
Female	-.1199941	.373648	-0.32	0.749	-.8634365 .6234483
Prefer Not..	-1.07768	.9961224	-1.08	0.283	-3.059652 .9042907
age					
between 25..	-.3824507	.4365404	-0.88	0.384	-1.251029 .4861277
between 35..	-.9997593	.7941249	-1.26	0.212	-2.579819 .5803002
between 45..	.0048648	.7495802	0.01	0.995	-1.486565 1.496294
between 55..	.5764451	.6852102	0.84	0.403	-.7869083 1.939798

education_l-1						
Post-secon..	-2.66929	1.500312	-1.78	0.079	-5.65444	.3158598
Short-type..	-.622098	.9902679	-0.63	0.532	-2.59242	1.348224
University..	-.606994	.8241134	-0.85	0.400	-2.336721	.9427332
Master or ..	-.9576819	.8386545	-1.14	0.257	-2.626341	.7109776
profession						
Academia a..	.3638135	.7896657	0.46	0.646	-1.207374	1.935001
STEM and H..	.4470102	.5999321	0.75	0.458	-.7466666	1.640687
Business, ..	.5108752	.5010831	1.02	0.311	-.486123	1.507873
Other	-1.967766	1.370829	-1.43	0.157	-4.709611	.7748796
gaais	.1190626	.2984359	0.40	0.691	-.4747311	.7128564
purchase_fr-d	.1793329	.7630673	0.24	0.815	-1.338932	1.697598
label_type#						
gender						
AI Label t.. #						
Female	.1325234	.5718422	0.23	0.817	-1.005263	1.27031
AI Label t.. #						
Prefer Not..						
	0 (empty)					
label_type#						
age						
AI Label t.. #						
between 25..	.3205241	.7024501	0.46	0.649	-1.077131	1.718179
AI Label t.. #						
between 35..	1.342505	1.12754	1.19	0.237	-.9009459	3.585956
AI Label t.. #						
between 45..	-.7178384	1.686935	-0.43	0.672	-4.074309	2.638633
AI Label t.. #						
between 55..	-.1726108	1.007691	-0.17	0.864	-2.177599	1.832377
label_type#						
education_l-1						
AI Label t.. #						
Post-secon..	2.235361	2.188349	1.02	0.310	-2.118766	6.589489
AI Label t.. #						
Short-type..	1.896893	1.439624	1.32	0.191	-.9675067	4.761292
AI Label t.. #						
University..	.7492602	1.280709	0.59	0.560	-1.798049	3.29747
AI Label t.. #						
Master or ..	1.955071	1.299222	1.50	0.136	-.6299744	4.540116
label_type#						
profession						
AI Label t.. #						
Academia a..	.019781	1.060934	0.02	0.985	-2.091146	2.130708
AI Label t.. #						
STEM and H..	.3720953	.9754119	0.38	0.704	-1.568669	2.312859
AI Label t.. #						
Business, ..	-.9206984	.710783	-1.30	0.199	-2.334934	.4935368
AI Label t.. #						
Other	1.372704	1.558239	0.88	0.381	-1.727703	4.47311
label_type#						
c.gaais						
AI Label t..	.0886363	.4314637	0.21	0.838	-.7698412	.9471138
label_type#						
c.						
purchase_fr-d						
AI Label t..	-.4099846	1.155375	-0.35	0.724	-2.708819	1.88885
product_type						
Toothpaste	-.2719874	.2025695	-0.93	0.355	-.8541089	.3101341
_cons	4.057015	1.296195	3.13	0.002	1.477994	6.636035

T1 Purchase Intention:

```
i5 . regress t1_purchase_intention i.label_type##(i.gender i.age i.education_level
> i.profession c.gaais c.purchase_freq_std) i.product_type if label_type <= 1
note: i.label_type#2.gender identifies no observations in the sample.
```

Source	SS	df	MS	Number of obs	=	115
Model	76.2728405	33	2.3112982	F(33, 81)	=	1.51
Residual	124.183973	81	1.53214782	Prob > F	=	0.0605
Total	200.376814	114	1.75769135	R-squared	=	0.3806
				Adj R-squared	=	0.1283
				Root MSE	=	1.2378

t1_purchase-n	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type					
AI Label t.. #	-1.959141	1.979277	-0.99	0.325	-5.897281 1.978999
gender					
Female	.0885523	.3697596	0.24	0.811	-.6471534 .824258
Prefer Not..	.5761692	.9857562	0.58	0.561	-1.385176 2.537515
age					
between 25..	-.0217186	.4319975	-0.05	0.960	-.8812582 .8378209
between 35..	.2768713	.7858688	0.35	0.726	-1.286745 1.840488
between 45..	.3216151	.7417797	0.44	0.664	-1.152394 1.795524
between 55..	.2965197	.6780795	0.44	0.663	-1.052646 1.645685
education_l=1					
Post-secon..	-.4341532	1.484699	-0.29	0.771	-3.388238 2.519932
Short-type..	-1.294503	.9799626	-1.32	0.190	-3.244321 .6553149
University..	-1.1949	.8155372	-1.47	0.147	-2.817563 .4277633
Master or ..	-1.679183	.829927	-2.02	0.046	-3.330478 -.0278888
profession					
Academia a..	.4084974	.781448	0.61	0.540	-1.074339 2.035334
STEM and H..	.7681467	.5936889	1.29	0.199	-.413108 1.949401
Business, ..	.1150628	.4958686	0.23	0.817	-.8715601 1.101686
Other	-2.340459	1.363688	-1.72	0.090	-5.053771 .3728533
gaais	.3570468	.2953302	1.21	0.230	-.2305676 .9446612
purchase_fr~d	.6671904	.7551264	0.88	0.380	-.8352744 2.169655
label_type#					
gender					
AI Label t.. #	.6775697	.5658913	1.20	0.235	-.4483764 1.803516
Female					
AI Label t.. #					
Prefer Not..	0 (empty)				
label_type#					
age					
AI Label t.. #	-.8149694	.69514	-1.17	0.244	-2.19808 .5681412
between 25..					
AI Label t.. #	-1.164936	1.115806	-1.04	0.300	-3.38504 1.055169
between 35..					
AI Label t.. #					

between 45..	-2.23044	1.66938	-1.34	0.185	-5.551982	1.091101
AI Label t.. #						
between 55..	-.1736419	.997204	-0.17	0.862	-2.157765	1.810481
label_type#						
education_l=1						
AI Label t.. #						
Post-secon..	1.667164	2.165575	0.77	0.444	-2.641652	5.975979
AI Label t.. #						
Short-type..	2.100753	1.424642	1.47	0.144	-.7338381	4.935344
AI Label t.. #						
University..	.981603	1.267381	0.77	0.441	-1.540088	3.503294
AI Label t.. #						
Master or ..	2.330389	1.285702	1.81	0.074	-.227755	4.888532
label_type#						
profession						
AI Label t.. #						
Academia a..	-.5910529	1.049894	-0.56	0.575	-2.680012	1.497906
AI Label t.. #						
STEM and H..	.2611544	.9652613	0.27	0.787	-1.659413	2.181722
AI Label t.. #						
Business, ..	-.5393163	.7033862	-0.77	0.445	-1.938834	.8602016
AI Label t.. #						
Other	.3810908	1.542023	0.25	0.805	-2.687051	3.449232
label_type#						
c.gaais						
AI Label t..	.1477764	.4269737	0.35	0.730	-.7017673	.9973201
label_type#						
c.						
purchase_fr~d						
AI Label t..	-.3260327	1.143352	-0.29	0.776	-2.600944	1.948879
product_type						
Toothpaste	-.6499783	.2895248	-2.24	0.027	-1.226042	-.0739147
_cons	3.940073	1.282706	3.07	0.003	1.387891	6.492255

5.16. Exploratory test – Hypothesis 1B

5.16.1. Homoscedasticity

T1 Emotional Responses:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **t1_emotional**

H0: Constant variance

chi2(1) = **0.24**
Prob > chi2 = **0.6226**

T1 Authenticity:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **t1_authenticity**

H0: Constant variance

chi2(1) = **1.53**
Prob > chi2 = **0.2158**

T1 Trust:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **t1_trust**

H0: Constant variance

chi2(1) = **0.00**
Prob > chi2 = **0.9689**

T1 Purchase Intention:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **t1_purchase_intention**

H0: Constant variance

chi2(1) = **0.19**
Prob > chi2 = **0.6621**

5.16.2. Regression

T1 Emotional Responses:

```

> regress t1_emotional i.label_type##(i.gender i.age i.education_level i.prof
> ession c.gaisis c.purchase_freq_std) i.product_type if inlist(group_number,
> 1, 3, 4, 6)
note: 2.label_type#2.gender identifies no observations in the sample.
note: 2.label_type#2.education_level identifies no observations in the
sample.

```

Source	SS	df	MS	Number of obs	=	10
Model	45.7757772	32	1.43049304	Prob > F	=	0.226
Residual	85.6784289	74	1.15781661	R-squared	=	0.348
Total	131.454206	106	1.24013402	Adj R-squared	=	0.066
				Root MSE	=	1.07

```

> 7
> 4
> 0
> 2
> 4
> 6

```

	Coefficient	Std. err.	t	P> t	[95% conf. interval
t1_emotional					
label_type					
Human lab..	-2.772386	1.818699	-1.52	0.132	-6.396224 .85145
gender					
Female	.2091152	.3210819	0.65	0.517	-.4306544 .848884
Prefer No..	.0492469	.8566418	0.06	0.954	-1.657649 1.75614
age					
between 2..	-.3003362	.3754895	-0.80	0.426	-1.048515 .44784
between 3..	-.3982818	.6825723	-0.58	0.561	-1.758337 .961773
between 4..	-.160064	.6443769	-0.25	0.805	-1.444013 1.12388
between 5..	.6248486	.5888549	1.06	0.292	-.5484704 1.79816
education_l					
Post-seco..	-1.373774	1.290091	-1.06	0.290	-3.944336 1.19678
Short-typ..	.0640485	.851622	0.08	0.940	-1.632845 1.76094
Universit..	-.1829178	.7087335	-0.26	0.797	-1.5951 1.22926
Master or..	-.7892337	.7214043	-1.09	0.277	-2.226663 .648195
profession					
Academia ..	.6220429	.6792678	0.92	0.363	-.7314277 1.97551
STEM and ..	.4458388	.5158678	0.86	0.390	-.5820502 1.47372
Business,..	.4149927	.4310541	0.96	0.339	-.4439813 1.27388
Other	-.1334374	1.185341	-0.11	0.911	-2.495281 2.22840
gaisis	.0277545	.2567288	0.11	0.914	-.4837887 .539297
purchase_f-d	-.3484844	.6562754	-0.53	0.597	-1.656142 .959172

```

> 9
> 7
> 5
> 3
> 1
> 0
> 8

```

	Coefficient	Std. err.	t	P> t	[95% conf. interval
label_type#					
Human lab..					
gender					
Female					
age					
between 2..					
between 3..					
between 4..					
between 5..					
education_l					
Post-seco..					
Short-typ..					
Universit..					
Master or..					
profession					
Academia ..					
STEM and ..					
Business,..					
Other					
gaisis					
purchase_f-d					

```

> 9
> 7
> 5
> 3
> 1
> 0
> 8

```

	Coefficient	Std. err.	t	P> t	[95% conf. interval
label_type#					
Human lab..					
gender					
Female					
age					
between 2..					
between 3..					
between 4..					
between 5..					
education_l					
Post-seco..					
Short-typ..					
Universit..					
Master or..					
profession					
Academia ..					
STEM and ..					
Business,..					
Other					
gaisis					
purchase_f-d					

```

> 9
> 7
> 5
> 3
> 1
> 0
> 8

```

	Coefficient	Std. err.	t	P> t	[95% conf. interval
label_type#					
Human lab..					
gender					
Female					
age					
between 2..					
between 3..					
between 4..					
between 5..					
education_l					
Post-seco..					
Short-typ..					
Universit..					
Master or..					
profession					
Academia ..					
STEM and ..					
Business,..					
Other					
gaisis					
purchase_f-d					

```

> 9
> 7
> 5
> 3
> 1
> 0
> 8

```

	Coefficient	Std. err.	t	P> t	[95% conf. interval
label_type#					
Human lab..					
gender					
Female					
age					
between 2..					
between 3..					
between 4..					
between 5..					
education_l					
Post-seco..					
Short-typ..					
Universit..					
Master or..					
profession					
Academia ..					
STEM and ..					
Business,..					
Other					
gaisis					
purchase_f-d					

```

> 9
> 7
> 5
> 3
> 1
> 0
> 8

```

	Coefficient	Std. err.	t	P> t	[95% conf. interval
label_type#					
Human lab..					
gender					
Female					
age					
between 2..					
between 3..					
between 4..					
between 5..					
education_l					
Post-seco..					
Short-typ..					
Universit..					
Master or..					
profession					
Academia ..					
STEM and ..					
Business,..					
Other					
gaisis					
purchase_f-d					

```

> 9
> 7
> 5
> 3
> 1
> 0
> 8

```

	Coefficient	Std. err.	t	P> t	[95% conf. interval
label_type#					
Human lab..					
gender					
Female					
age					
between 2..					
between 3..					
between 4..					
between 5..					
education_l					
Post-seco..					
Short-typ..					
Universit..					
Master or..					
profession					
Academia ..					
STEM and ..					
Business,..					
Other					
gaisis					
purchase_f-d					

```

> 9
> 7
> 5
> 3
> 1
> 0
> 8

```

	Coefficient	Std. err.	t	P> t	[95% conf. interval
label_type#					
Human lab..					
gender					
Female					
age					
between 2..					
between 3..					
between 4..					
between 5..					
education_l					
Post-seco..					
Short-typ..					
Universit..					
Master or..					
profession					
Academia ..					
STEM and ..					
Business,..					
Other					
gaisis					
purchase_f-d					

```

> 9
> 7
> 5
> 3
> 1
> 0
> 8

```

	Coefficient	Std. err.	t	P> t	[95% conf. interval
label_type#					
Human lab..					
gender					
Female					
age					
between 2..					
between 3..					
between 4..					
between 5..					
education_l					
Post-seco..					
Short-typ..					
Universit..					
Master or..					
profession					
Academia ..					
STEM and ..					
Business,..					
Other					
gaisis					
purchase_f-d					

```

> 9
> 7
> 5
> 3
> 1
> 0
> 8

```

	Coefficient	Std. err.	t	P> t	[95% conf. interval
label_type#					
Human lab..					
gender					
Female					
age					
between 2..					
between 3..					
between 4..					
between 5..					
education_l					
Post-seco..					
Short-typ..					
Universit..					
Master or..					
profession					
Academia ..					
STEM and ..					
Business,..					
Other					
gaisis					
purchase_f-d					

```

> 9
> 7
> 5
> 3
> 1
> 0
> 8

```

	Coefficient	Std. err.	t	P> t	[95% conf. interval
label_type#					
Human lab..					
gender					
Female					
age					
between 2..					
between 3..					
between 4..					
between 5..					
education_l					
Post-seco..					
Short-typ..					
Universit..					
Master or..					
profession					
Academia ..					
STEM and ..					
Business,..					
Other					
gaisis					
purchase_f-d					

```

> 9
> 7
> 5
> 3
> 1
> 0
> 8

```

	Coefficient	Std. err.	t	P> t	[95% conf. interval
label_type#					

T1 Authenticity:

```

3 . regress t1_authenticity i.label_type##(i.gender i.age i.education_level i.p
> rofession c.gaisis c.purchase_freq_std) i.product_type if !inlist(group_numbe
> r, 1, 3, 4, 6)
note: 2.label_type#2.gender identifies no observations in the sample.
note: 2.label_type#2.education_level identifies no observations in the sample.

```

Source	SS	df	MS	Number of obs	=	10
Model	59.941407	32	1.87316897	Prob > F	=	0.328
Residual	122.851947	74	1.66061615	R-squared	=	0.327
Total	182.793354	106	1.7244656	Adj R-squared	=	0.037
				Root MSE	=	1.288

	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type# Human lab...# 1	-1.675603	2.177791	-0.77	0.444	-6.014946 2.66374
gender# Female	-.1066398	.3844776	-0.28	0.782	-.8727281 .659448
Prefer No...# 8	-1.058325	1.025781	-1.03	0.306	-3.102338 .98558
age# between 2...# 5	-.3772273	.4496277	-0.84	0.404	-1.27313 .518675
between 3...# 4	-1.024739	.8173422	-1.25	0.214	-2.653329 .603851
between 4...#	.0263578	.7716054	0.03	0.973	-1.511099 1.56381


```

> 5
between 5...#
> 5
education_1
Post-seco...# 4
Short-ty...# 9
Universit...# 2
Master or...# 2
> 2
profession
Academia...# 3
STEM and...# 1
Business...# 4
Other...# 3
> 3
gaisis
purchase_freq_std
> 5
label_type# gender
Human lab...# female
> 1
Human lab...# 0 (empty)
> 2
label_type# age
Human lab...# between 2...# 3
Human lab...# between 3...# 4
Human lab...# between 4...# 5
Human lab...# between 5...# 6
Human lab...# between 6...# 7
> 7
label_type# education_1
Human lab...# Post-seco...# 4
Human lab...# Short-ty...# 9
Human lab...# Universit...# 2
Human lab...# Master or...# 2
> 2
label_type# profession
Human lab...# Academia...# 3
Human lab...# STEM and...# 1
Human lab...# Business...# 4
Human lab...# Other...# 3
> 3
gaisis
purchase_freq_std
> 5
label_type# product_type
Toothpaste
> 8
_cons
> 2

```

	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type# education_1	1.01069	1.262315	0.80	0.426	-1.504528 3.52590
Human lab...# Business...	.2132596	1.010142	0.21	0.833	-1.799491 2.22681
Human lab...# Other	2.470248	1.690754	1.46	0.148	-.8906527 5.83914
label_type# c.gaisis	.3085477	.4825348	0.64	0.525	-.6529238 1.27001
label_type# c.purchase_freq_std	.6313858	1.121265	0.56	0.575	-1.602784 2.86555
product_type# Toothpaste	-.3256924	.292595	-1.11	0.269	-.9087006 .257315
_cons	4.061269	1.335205	3.04	0.003	1.400015 6.72172

T1 Purchase Intention:

```

7 . regress t1_purchase_intention i.label_type##(i.gender i.age i.education_lev
> el i.profession c.gaisis c.purchase_freq_std) i.product_type if !inlist(group
> _number, 1, 3, 4, 6)
note: 2.label_type#2.gender identifies no observations in the sample.
note: 2.label_type#2.education_level identifies no observations in the sample.

```

Source	SS	df	MS	Number of obs	=	10
Model	55.232447	32	1.72601397	Prob > F	=	0.443
Residual	123.812207	74	1.67313794	R-squared	=	0.308
Total	179.044654	106	1.68910051	Adj R-squared	=	0.009
				Root MSE	=	1.293

	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type# Human lab...# 6	-3.391305	2.186286	-1.55	0.125	-7.747574 .964964
gender# Female	.0603959	.3859773	0.16	0.876	-.7060807 .829472
Prefer No...# 5	.5353593	1.029782	0.52	0.605	-1.516526 2.58724
age# between 2...# 8	-.0327318	.4513815	-0.07	0.942	-.9321291 .866665
between 3...# 1	.3295381	.8205304	0.40	0.689	-1.305404 1.95448
between 4...# 3	.2782988	.7746151	0.36	0.720	-1.265155 1.82175
between 5...# 8	.3464134	.7070712	0.49	0.626	-1.064051 1.75687
education_1	-.5083657	1.500837	-0.33	0.745	-3.595476 2.58474
Post-seco...# 5	-.1339555	1.023747	-1.30	0.197	-3.373817 .705906
Short-ty...# 9	-.122751	.8519791	-1.44	0.154	-2.925115 .470095
Universit...# 5	-.1495304	.8072108	-1.95	0.054	-3.423259 .832651
Master or...# 7	.495143	.8165579	0.61	0.546	-1.131804 2.1221
profession	.7394898	.6201324	1.19	0.237	-.496151 1.97513
Academia...# 1	.1143455	.5181765	0.22	0.830	-.9210548 1.14392
STEM and...# 4	-.2371155	1.424916	-1.66	0.100	-5.210363 .468052
Business...# 9	.3587849	.3086175	1.16	0.249	-.2561488 .973718
Other...# 4	.6403393	.7809184	0.81	0.420	-.931615 2.21229
gaisis	-.3507088	.6065489	-0.58	0.565	-1.559284 .857866
purchase_freq_std	.0				0 (empty)
label_type# gender	1.184031	1.006495	1.18	0.243	-.8214534 3.18951
Human lab...# between 2...# 5	-.770556	1.376155	-0.56	0.577	-3.512004 1.97149
Human lab...# between 3...# 2	.125223	1.18573	0.11	0.916	-2.237395 2.48784
Human lab...# between 4...# 3	-.5828327	1.20277	-0.48	0.629	-2.970405 1.81373
Human lab...# between 5...#					

	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type# education_1	2.808773	1.000216	1.56	0.123	-.7782354 6.39578
Human lab...# Post-seco...	1.434566	1.317874	1.09	0.280	-1.191355 4.06048
Human lab...# Short-ty...	1.807775	1.385822	1.30	0.196	-.9535358 4.56908
Human lab...# Universit...	.2009027	1.381769	0.15	0.885	-2.552331 2.95413
Human lab...# Master or...	-.7479879	1.267239	-0.59	0.557	-3.273016 1.77704
label_type# c.gaisis	.1428118	1.014082	0.14	0.888	-1.87779 2.16341
label_type# c.purchase_freq_std	2.366187	1.697349	1.39	0.167	-1.015855 5.74822
label_type# product_type	-.5367456	.2937363	-1.83	0.072	-1.122028 .048536
_cons	3.931204	1.340413	2.93	0.004	1.260273 6.60193

5.17. Exploratory test – Hypothesis 1C

5.17.1. Homoscedasticity

T1 Emotional Responses:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **t1_emotional**

H0: Constant variance

```
chi2(1) = 0.21
Prob > chi2 = 0.6496
```

T1 Authenticity:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **t1_authenticity**

H0: Constant variance

```
chi2(1) = 1.55
Prob > chi2 = 0.2126
```

T1 Trust:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **t1_trust**

H0: Constant variance

```
chi2(1) = 0.00
Prob > chi2 = 0.9728
```

T1 Purchase Intention:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **t1_purchase_intention**

H0: Constant variance

```
chi2(1) = 0.03
Prob > chi2 = 0.8732
```

5.17.2. Regression

T1 Emotional Responses:

```
l. regress t1_emotional i.label_type##(i.gender i.age i.education_level i.profession c.gaais c.purchase
> e_freq_std) i.product_type if i.inlist(group_number, 2, 3, 5, 6)
note: 2.label_type#2.education_level identifies no observations in the sample.
```

Source	SS	df	MS	Number of obs	=	106
Model	53.6374448	31	1.73024015	F(31, 74)	=	1.67
Residual	76.6674612	74	1.03604677	Prob > F	=	0.0375
Total	130.304906	105	1.2409991	R-squared	=	0.4116
				Adj R-squared	=	0.1652
				Root MSE	=	1.0179

	t1_emotional	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type						
Human label than AI		-.8202778	1.842283	-0.45	0.657	-4.491108 2.850552
gender						
female		.6282232	.3488013	1.80	0.076	-.0667786 1.323225
age						
between 25-34 years old		.0786157	.4450808	0.18	0.860	-.8082272 .9654587
between 35-44 years old		.1210827	.6622808	0.18	0.855	-1.198541 1.440706
between 45-54 years old		-2.47567	1.217388	-2.03	0.046	-4.901369 -.0499705
between 55-64 years old		.2179404	.5962886	0.37	0.716	-.9701906 1.406071
education_level						
Post-secondary education		.2240955	1.296045	0.17	0.863	-2.358331 2.806522
Short-type / professional bache..		1.11929	.8681025	1.28	0.205	-.6194415 2.840022
University Bachelor		.7487814	.8035908	0.93	0.354	-.8524081 2.349971
Master or higher		1.515026	.8098299	1.87	0.065	-.0985954 3.128647
profession						
Academia and Researchers		.1321196	.5674061	0.23	0.817	-.9984616 1.262701
STEM and Healthcare		.4742296	.635638	0.75	0.458	-.7923068 1.740766
Business, Social Sciences and H..		-.6631153	.4117634	-1.61	0.112	-1.483572 .1573413
Other		-.1765669	.5982661	-0.30	0.769	-1.368638 1.015504
gaais		.1216112	.2535004	0.48	0.633	-.3834993 .6267217
purchase_freq_std		-.1133292	.6934296	-0.16	0.871	-1.495018 1.268359
label_type#gender						
Human label than AI#female		-.7248016	.5082679	-1.43	0.158	-1.737547 .2879443
label_type#age						
Human label than AI #						
between 25-34 years old		.798945	.841938	0.95	0.346	-.8786532 2.476543
Human label than AI #						
between 35-44 years old		-.7733381	1.090383	-0.71	0.480	-2.945974 1.399298
Human label than AI #						
between 45-54 years old		2.621836	1.407535	1.86	0.066	-.1827382 5.42641
Human label than AI #						
between 55-64 years old		-.3377638	.9693548	-0.35	0.728	-2.269245 1.593718
label_type#education_level						
Human label than AI #						
Post-secondary education						
Human label than AI #						
Short-type / professional bache..		-.5117623	1.434569	-0.36	0.722	-3.370203 2.346678
Human label than AI #						
University Bachelor		-1.100127	1.127684	-0.98	0.332	-3.347087 1.146834
Human label than AI #						
Master or higher		-1.695114	1.172169	-1.45	0.152	-4.030711 .6404832
label_type#profession						
Human label than AI #						
Academia and Researchers		.0573598	1.0615	0.05	0.957	-2.057724 2.172444
Human label than AI #						
STEM and Healthcare		-.280883	1.079699	-0.26	0.795	-2.43223 1.870464
Human label than AI #						
Business, Social Sciences and H..		.7932083	.8010768	0.99	0.325	-.802972 2.389389
Human label than AI#Other		-.0952391	.9407104	-0.10	0.920	-1.969645 1.779167

label_type#c.gaais						
Human label than AI	.3742483	.387869	0.96	0.338	-.3985975	1.147094
label_type#c.purchase_freq_std						
Human label than AI	2.235593	.9522409	2.35	0.022	.338212	4.132975
product_type						
Toothpaste	-.5523929	.2369195	-2.33	0.022	-1.024465	-.0803205
_cons	2.766667	1.240533	2.23	0.029	.294851	5.238484

T1 Trust:

```
7 . regress t1_trust i.label_type##(i.gender i.age i.education_level i.profession c.gais c.purchase_fr
> eq_std) i.product_type if inlist(group_number, 2, 3, 5, 6)
note: 2.label_type#education_level identifies no observations in the sample.
```

Source	SS	df	MS	Number of obs =	
Model	55.899577	31	1.80321154	F(31, 74) =	1.51
Residual	88.1216687	74	1.1983336	Prob > F =	0.0748
				R-squared =	0.3881
				Adj R-squared =	0.1210
Total	144.02126	105	1.37163873	Root MSE =	1.0913

	t1_trust	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type						
Human label than AI		-1.146796	1.975114	-0.58	0.563	-5.082298 2.788705
gender						
female		.2268268	.3739583	0.61	0.546	-.5182855 .9719391
age						
between 25-34 years old		-.1227813	.4771717	0.26	0.798	-.8280841 1.073487
between 35-44 years old		-.2893964	.7100321	-0.41	0.685	-1.704166 1.125373
between 45-54 years old		-2.188087	1.305164	-1.67	0.099	-4.781402 .4197877
between 55-64 years old		-.1708239	.6392818	-0.27	0.790	-1.444621 1.102973

education_level						
Post-secondary education		.3895652	1.389492	0.28	0.780	-2.379057 3.158188
Short-type / professional bache..		.8342009	.9306938	0.84	0.971	-1.820247 1.888649
University Bachelor		-.527966	.8615307	-0.61	0.542	-2.244603 1.188671
Master or higher		.0574197	.8682197	0.07	0.947	-1.672546 1.787385
profession						
Academia and Researchers		.305073	.6083168	0.50	0.618	-.9070246 1.517171
STEM and Healthcare		1.265944	.6814684	1.86	0.067	-.0919117 2.623799
Business, Social Sciences and H..		-.2188247	.4414521	-0.54	0.590	-1.118437 .6407878
Other		-1.097131	.6414019	-1.71	0.091	-2.375152 .1808905
gais		.3716354	.2717781	1.37	0.176	-.1608942 .913165
purchase_freq_std		-.6663736	.7434267	-0.90	0.373	-2.147684 .8149366
label_type#gender						
Human label than AI#female		-.4368089	.5449147	-0.80	0.425	-1.522575 .6489573
label_type#age						
Human label than AI #						
between 25-34 years old		.7053203	.9026428	0.78	0.437	-1.093235 2.503875
Human label than AI #						
between 35-44 years old		.224791	1.169001	0.19	0.848	-2.104494 2.554076
Human label than AI #						
between 45-54 years old		2.330016	1.50902	1.54	0.127	-.676772 5.336803
Human label than AI #						
between 55-64 years old		.0753365	1.039246	0.07	0.942	-1.995407 2.14608
label_type#education_level						
Human label than AI #						
Post-secondary education		0 (empty)				
Human label than AI #						
Short-type / professional bache..		.0164704	1.538003	0.01	0.991	-3.048067 3.081008
Human label than AI #						
University Bachelor		-.2152012	1.208992	-0.18	0.859	-2.62417 2.193768
Human label than AI #						
Master or higher		-1.01652	1.256683	-0.81	0.421	-3.520516 1.487477
label_type#profession						
Human label than AI #						
Academia and Researchers		.8834445	1.138035	0.78	0.440	-1.38414 3.151029
Human label than AI #						
STEM and Healthcare		-.1628205	1.157546	-0.14	0.889	-2.469282 2.143641
Human label than AI #						
Business, Social Sciences and H..		.9272616	.8588355	1.08	0.284	-.7840054 2.638529
Human label than AI#Other		1.566148	1.008537	1.55	0.125	-.4434058 3.575701
label_type#c.gais						
Human label than AI		.0631944	.4158348	0.15	0.880	-.7653746 .8917633
label_type#c.purchase_freq_std						
Human label than AI		2.399839	1.020899	2.35	0.021	.365654 4.434024
product_type						
Toothpaste		-.034833	.2540017	-0.14	0.891	-.5409425 .4712765
_cons		3.383559	1.329977	2.54	0.013	.7335215 6.03597

T1 Authenticity:

```
7 . regress t1_authenticity i.label_type##(i.gender i.age i.education_level i.profession c.gais c.purc
> hase_freq_std) i.product_type if inlist(group_number, 2, 3, 5, 6)
note: 2.label_type#education_level identifies no observations in the sample.
```

Source	SS	df	MS	Number of obs =	
Model	68.6031631	31	2.21300526	F(31, 74) =	1.46
Residual	111.887404	74	1.51199195	Prob > F =	0.0928
				R-squared =	0.3801
				Adj R-squared =	0.1204
Total	180.490567	105	1.71895778	Root MSE =	1.2296

	t1_authenticity	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type						
Human label than AI		-.1958282	2.225571	0.09	0.930	-4.238719 4.630376
gender						
female		.0231915	.4213696	0.06	0.956	-.8164057 .8627887
age						
between 25-34 years old		-.0345262	.5376801	-0.06	0.949	-1.105877 1.036825
between 35-44 years old		-.3765398	.8000686	-0.47	0.639	-1.217632 1.970711
between 45-54 years old		-.6306814	1.470666	-0.43	0.669	-3.561848 2.299685
between 55-64 years old		.3890739	.7203467	0.54	0.591	-1.046248 1.824396
education_level						
Post-secondary education		-.4323662	1.565688	-0.28	0.783	-3.552067 2.687335
Short-type / professional bache..		1.177855	1.048712	1.12	0.265	-.9117486 3.267458
University Bachelor		.0166131	.9707781	0.02	0.986	-1.917705 1.950931
Master or higher		.9600185	.9783154	0.99	0.326	-.9813175 2.917355
profession						
Academia and Researchers		.2972264	.6854551	0.43	0.666	-1.065873 1.663026
STEM and Healthcare		.7653605	.7678828	1.00	0.322	-.7646794 2.2954
Business, Social Sciences and H..		-.4555254	.497431	-0.92	0.363	-1.446678 .5356275
Other		-.6255328	.7227356	-0.87	0.390	-2.065615 .8145494
gais		.2051742	.3062412	0.67	0.505	-.4050247 .8153731
purchase_freq_std		-.1508055	.8376979	-0.18	0.858	-1.819955 1.518344
label_type#gender						
Human label than AI#female		.2289817	.6140132	0.37	0.710	-.9944664 1.45243
label_type#age						
Human label than AI #						
between 25-34 years old		.7717251	1.017104	0.76	0.450	-1.254898 2.798348
Human label than AI #						
between 35-44 years old		-.3360681	1.317238	-0.26	0.799	-2.960721 2.288585

Human label than AI #						
between 45-54 years old		-.0417806	1.700373	-0.02	0.980	-3.429848 3.346287
Human label than AI #						
between 55-64 years old		-.9247464	1.171029	-0.79	0.432	-3.258073 1.408581
label_type#education_level						
Human label than AI #						
Post-secondary education		0 (empty)				
Human label than AI #						
Short-type / professional bache..		-1.131838	1.733031	-0.65	0.516	-4.584978 2.321302
Human label than AI #						
University Bachelor		-.5043859	1.3623	-0.37	0.712	-3.218827 2.210055
Human label than AI #						
Master or higher		-1.829237	1.416039	-1.29	0.200	-4.650756 .9922816
label_type#profession						
Human label than AI #						
Academia and Researchers		.9099608	1.282345	0.71	0.480	-1.645167 3.465089
Human label than AI #						
STEM and Healthcare		.7492743	1.304331	0.57	0.567	-1.849661 3.34821
Human label than AI #						
Business, Social Sciences and H..		1.189181	.9677411	1.23	0.223	-.7391651 3.117368
Human label than AI#Other		1.113429	1.136426	0.98	0.330	-1.150948 3.377806
label_type#c.gais						
Human label than AI		.2146745	.4685653	0.46	0.648	-.7189622 1.148311
label_type#c.purchase_freq_std						
Human label than AI		.9259992	1.150355	0.80	0.423	-1.366133 3.218132
product_type						
Toothpaste		-.1480223	.2862107	-0.52	0.607	-.7183096 .422265
_cons		2.249091	1.498627	1.50	0.138	-.7369874 5.23517

T1 Purchase Intention:

```

5 . regress t1_purchase_intention i.label_type##(i.gender i.age i.education_level i.profession c.gaais
> c.purchase_freq_std) i.product_type if inlist(group_number, 2, 3, 5, 6)
note: 2.label_type#education_level identifies no observations in the sample.

```

Source	SS	df	MS	Number of obs	=	186
Model	76.9753499	31	2.4830758	F(31, 74)	=	1.34
Residual	137.473289	74	1.85774715	Prob > F	=	0.1555
Total	214.448639	105	2.0426799	R-squared	=	0.3589
				Adj R-squared	=	0.4094
				Root MSE	=	1.363

t1_purchase_intention	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type					
Human label than AI	-1.367555	2.466948	-0.55	0.581	-6.283058 3.547947
gender					
Female	.7818035	.4678697	1.67	0.098	-.1488533 1.71246
age					
between 25-34 years old	-.7963887	.5959949	-1.34	0.186	-1.983934 .391157
between 35-44 years old	-.8383613	.8868411	-0.95	0.348	-2.605431 .928788
between 45-54 years old	-1.785704	1.630169	-1.10	0.277	-5.033977 1.46239
between 55-64 years old	.1011689	.7984728	0.13	0.900	-1.489823 1.692161
education_level					
Post-secondary education	1.235309	1.735497	0.71	0.479	-2.222744 4.693361
Short-type / professional bache..	.6636745	1.162451	0.57	0.578	-1.65256 2.979988
University Bachelor	-.2657239	1.076065	-0.25	0.806	-2.409864 1.878373
Master or higher	.6080088	1.08442	0.56	0.577	-1.552745 2.768762
profession					
Academia and Researchers	-.2375818	.759797	-0.31	0.755	-1.75151 1.276347
STEM and Healthcare	.9502553	.8511645	1.12	0.268	-.7457269 2.646238
Business, Social Sciences and H..	-.4047903	.5513805	-0.89	0.376	-1.59612 .6871792
Other	-.2.004183	.8011208	-2.50	0.015	-.3.608451 -.467915
gaais	.5011899	.339455	1.48	0.144	-.1752689 1.177489
purchase_freq_std	.4585919	.9285515	0.49	0.623	-1.391587 2.308771
label_type#gender					
Human label than AI#Female	-1.074232	.6806068	-1.58	0.119	-2.43837 .2819072
label_type#age					
Human label than AI #					
between 25-34 years old	1.929164	1.127415	1.71	0.091	-.317259 4.175587
Human label than AI #					
between 35-44 years old	.3767049	1.4601	0.26	0.797	-2.532609 3.286018
Human label than AI #					
between 45-54 years old	2.189273	1.884789	1.16	0.249	-1.566251 5.944798
Human label than AI #					
between 55-64 years old	-.3392285	1.298035	-0.26	0.795	-2.925619 2.247162
label_type#education_level					
Post-secondary education	0 (empty)				
Human label than AI #					
Short-type / professional bache..	.7335072	1.920989	0.38	0.704	-3.094148 4.561162
Human label than AI #					
University Bachelor	.4378205	1.510049	0.29	0.773	-2.571819 3.44666
Human label than AI #					
Master or higher	-.5329835	1.569617	-0.34	0.735	-3.660514 2.594547
label_type#profession					

Human label than AI #	.9599343	1.421423	0.68	0.502	-1.872314	3.792182
Academia and Researchers						
Human label than AI #						
STEM and Healthcare	-.9418989	1.445793	-0.65	0.517	-3.822705	1.938907
Human label than AI #						
Business, Social Sciences and H..	.7487188	1.072699	0.70	0.487	-1.38868	2.886118
Human label than AI#Other	1.987882	1.259678	1.58	0.119	-.5220816	4.497845
label_type#c.gaais						
Human label than AI	.2676534	.5193841	0.52	0.608	-.767242	1.302549
label_type#c.purchase_freq_std						
Human label than AI	.8883835	1.275118	0.70	0.488	-1.652345	3.429112
product_type						
Toothpaste	-.4676559	.3172521	-1.47	0.145	-1.099794	.1644827
_cons	1.930396	1.661162	1.16	0.249	-1.379541	5.240334

5.18. Exploratory test – Hypothesis 2

5.18.1. Homoscedasticity

T1 Emotional Responses:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **t1_emotional**

H0: Constant variance

chi2(1) = **0.32**
Prob > chi2 = **0.5705**

T1 Authenticity:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **t1_authenticity**

H0: Constant variance

chi2(1) = **2.06**
Prob > chi2 = **0.1510**

T1 Trust:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **t1_trust**

H0: Constant variance

chi2(1) = **0.03**
Prob > chi2 = **0.8735**

T1 Purchase Intention:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **t1_purchase_intention**

H0: Constant variance

chi2(1) = **0.91**
Prob > chi2 = **0.3410**

5.18.2. Regression

T1 Emotional Responses:

```
3 . regress t1_emotional i.label_type##i.product_type i.label_type##(i.gender i.age i.education_level i.profession c.gaais c.purchase_freq_std) if label_type <= 1
note: 1.label_type#2.gender identifies no observations in the sample.
```

Source	SS	df	MS	Number of obs	=	115
Model	43.7169994	34	1.2857941	F(34, 80)	=	1.05
Residual	97.5546524	80	1.21943316	Prob > F	=	0.4122
				R-squared	=	0.3095
				Adj R-squared	=	0.0160
Total	141.271652	114	1.23922502	Root MSE	=	1.1043

t1_emotional	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type AI Label t.. #	-1.937509	1.768317	-1.10	0.277	-5.456572 1.581553
product_type Toothpaste	-.5826094	.3562929	-1.64	0.106	-1.291655 .1264362
label_type# product_type AI Label t.. # Toothpaste	-.0865572	.517264	-0.17	0.868	-1.115945 .942831
gender Female	.2258921	.3354712	0.67	0.503	-.4417169 .8935012
Prefer Not..	.0735634	.8838605	0.08	0.934	-1.685375 1.832502
age between 25..	-.293774	.3861369	-0.76	0.449	-1.062211 .4746628
between 35..	-.4296632	.7103225	-0.60	0.547	-1.84325 .9839236
between 45..	-.1330624	.6690134	-0.20	0.843	-1.464442 1.198317
between 55..	.5951195	.6145251	0.97	0.336	-.6278244 1.818063
education_l-1 Post-secon..	-1.331342	1.333508	-1.00	0.321	-3.985107 1.322424
Short-type..	.0875559	.8784266	0.10	0.921	-1.660569 1.835681
University..	-.1634872	.7309909	-0.22	0.824	-1.618206 1.291231
Master or ..	-.7796284	.7412276	-1.05	0.296	-2.254718 .6954615
profession Academia a..	.6133164	.6978763	0.88	0.382	-.7755018 2.002135
STEM and H..	.462914	.5332776	0.87	0.388	-.5983422 1.52417
Business, ..	.4171546	.4424496	0.94	0.349	-.4633482 1.297657

Other	-.1151472	1.218407	-0.09	0.925	-2.539853 2.309559
gaais	.0267188	.2635001	0.10	0.919	-.4976632 .5511008
purchase_fr-d	-.3324852	.6761807	-0.49	0.624	-1.678128 1.013157
label_type# gender					
AI Label t.. # Female	.3922874	.5062507	0.77	0.441	-.6151836 1.399758
AI Label t.. # Prefer Not..	0 (empty)				
label_type# age					
AI Label t.. # between 25..	.3465789	.6212127	0.56	0.578	-.8896737 1.582832
AI Label t.. # between 35..	.5189123	1.01309	0.51	0.610	-1.497202 2.535026
AI Label t.. # between 45..	-2.420125	1.491575	-1.62	0.109	-5.388454 .5482025
AI Label t.. # between 55..	-.363275	.8928574	-0.41	0.685	-2.140118 1.413568
label_type# education_l-1					
AI Label t.. # Post-secon..	1.553966	1.937863	0.80	0.425	-2.302504 5.410435
AI Label t.. # Short-type..	1.114051	1.305456	0.85	0.396	-1.48389 3.711992
AI Label t.. # University..	.9458534	1.140428	0.83	0.409	-1.32367 3.215377
AI Label t.. # Master or ..	2.322321	1.151309	2.02	0.047	.0311429 4.613499
label_type# profession					
AI Label t.. # Academia a..	-.399839	.9498188	-0.42	0.675	-2.290039 1.490361
AI Label t.. # STEM and H..	.0619428	.8797445	0.07	0.944	-1.688805 1.81269
AI Label t.. # Business, ..	-1.037219	.6367533	-1.63	0.107	-2.304398 .2296006
AI Label t.. # Other	-.0327166	1.382134	-0.02	0.981	-2.783252 2.717818
label_type# c.gaais					
AI Label t..	.0972707	.3809206	0.26	0.799	-.6607855 .8553268
label_type# c. purchase_fr-d					
AI Label t..	.1439419	1.026697	0.14	0.889	-1.89925 2.187133
_cons	4.736544	1.144507	4.14	0.000	2.458903 7.014185

T1 Trust:

```
7 . regress t1_trust i.label_type##i.product_type i.label_type##(i.gender i.age i.education_level i.profession c.gaais c.purchase_freq_std) if label_type <= 1
note: 1.label_type#2.gender identifies no observations in the sample.
```

Source	SS	df	MS	Number of obs	=	115
Model	51.3624948	34	1.51066161	F(34, 80)	=	1.39
Residual	86.74294	80	1.08428675	Prob > F	=	0.1146
				R-squared	=	0.3719
				Adj R-squared	=	0.1090
Total	138.105435	114	1.21145118	Root MSE	=	1.0413

t1_trust	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type AI Label t.. #	-.3367271	1.667451	-0.20	0.840	-3.655061 2.981607
product_type Toothpaste	-.2937705	.3359698	-0.87	0.385	-.9623718 .3748308
label_type# product_type AI Label t.. # Toothpaste	-.0642256	.4877591	-0.13	0.896	-1.034897 .9064459
gender Female	-.2087553	.3163358	-0.66	0.511	-.420773 .8382837
Prefer Not..	-.0671333	.8334447	-0.08	0.936	-1.725741 1.591475
age between 25..	-.376167	.3641115	-1.03	0.305	-1.100772 .3484379
between 35..	-.4130765	.6698054	-0.62	0.539	-1.746032 .9198787
between 45..	.3592114	.6308526	0.57	0.571	-.8962253 1.614648
between 55..	-.2393573	.5794723	-0.38	0.706	-.9330294 1.372544
education_l-1 Post-secon..	.223076	1.257444	0.18	0.860	-2.279318 2.72547
Short-type..	.0411569	.8283208	0.05	0.960	-1.607254 1.689568
University..	-.5723592	.6892949	-0.83	0.409	-1.9441 .7993814
Master or ..	-.9703523	.6989476	-1.39	0.169	-2.361302 .4205979
profession Academia a..	-.1409836	.6580692	-0.21	0.831	-1.450583 1.168616
STEM and H..	.7504396	.5023592	1.49	0.140	-.2502821 1.751161
Business, ..	.2619624	.4172121	0.63	0.532	-.5683162 1.092241
Other	-2.000098	1.148908	-1.74	0.086	-4.286498 .2863019
gaais	.3435878	.24847	1.38	0.171	-.1508832 .8380589
purchase_fr-d	.0011247	.6376111	0.00	0.999	-1.267762 1.270011
label_type# gender					
AI Label t.. # Female	-.0097236	.4773739	-0.02	0.984	-.959728 .9402008
AI Label t.. # Prefer Not..	0 (empty)				
label_type# age					
AI Label t.. # between 25..	.4274386	.5857785	0.73	0.468	-.7382977 1.593175
AI Label t.. # between 35..	.0358227	.9553032	0.04	0.970	-1.865531 1.936697
AI Label t.. # between 45..	-2.754545	1.406495	-1.96	0.054	-.553559 .044468
AI Label t.. # between 55..	-.3517025	.8419284	-0.42	0.677	-2.027194 1.323788

label_type# education_l-1					
AI Label t.. # Post-secon..	.162416	1.827326	0.09	0.929	-3.474079 3.798911
AI Label t.. # Short-type..	.2457556	1.230993	0.20	0.842	-2.203998 2.695509
AI Label t.. # University..	.1373368	1.075377	0.13	0.899	-2.002732 2.277406
AI Label t.. # Master or ..	1.104337	1.085638	1.02	0.312	-1.056151 3.264826
label_type# profession					
AI Label t.. # Academia a..	.6712085	.8956407	0.75	0.456	-1.111173 2.45359
AI Label t.. # STEM and H..	.6556113	.8295635	0.79	0.432	-.9952727 2.306495
AI Label t.. # Business, ..	-.3816465	.6004326	-0.64	0.527	-1.576546 .8132525
AI Label t.. # Other	.9824012	1.303297	0.75	0.453	-1.611242 3.576045
label_type# c.gaais					
AI Label t..	.0346292	.3591927	0.10	0.923	-.6801872 .7494455
label_type# c. purchase_fr-d					
AI Label t..	-.8756483	.9681335	-0.90	0.368	-2.802295 1.050999
_cons	3.809859	1.079224	3.53	0.001	1.662136 5.957583

T1 Authenticity:

ti_authenti-y	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type					
AI Label t..	-1.8405	2.010609	-0.92	0.363	-5.84174 2.160739
product_type					
Toothpaste	-.4452923	.4051117	-1.10	0.275	-1.25149 .3609056
label_type#					
product_type					
AI Label t.. #					
Toothpaste	-.365276	.5881388	0.62	0.536	-.8051575 1.53571
gender					
Female	-.0769	.381437	-0.20	0.841	-.8359839 .6821839
Prefer Not..	-1.01522	1.004966	-1.01	0.315	-3.015166 .9847257
age					
between 25..	-.3655949	.4390448	-0.83	0.407	-1.239322 .5081321
between 35..	-2.000367	.8076499	-1.34	0.185	-2.607641 .5209076
between 45..	.0742223	.7606807	0.10	0.923	-1.439581 1.588025
between 55..	.5000816	.6987264	0.72	0.476	-.8904283 1.890591
education_l-1					
Post-secon..	-2.568298	1.516223	-1.69	0.095	-5.577679 .4570826
Short-type..	-.5637158	.9087874	-0.56	0.575	-2.540366 1.425934
University..	-.6470838	.8311503	-0.78	0.439	-2.301126 1.006958
Master or ..	-.9330893	.8427895	-1.11	0.272	-2.610214 .7441953
profession					
Academia a..	.3413082	.7934083	0.43	0.668	-1.237714 1.92001
STEM and H..	.4080702	.6863405	0.61	0.421	-.7357978 1.697538
Business, ..	.5164284	.5030735	1.03	0.308	-.4847197 1.515756
Other	-.1920785	1.385351	-1.39	0.169	-4.677721 .8361512
gaais	-.1164023	.2996046	0.39	0.699	-.4798297 .7126344
purchase_fr-d	-.220429	.7688301	0.29	0.775	-1.309592 1.75045
label_type#					
AI Label t.. #					
Female	-.1059407	.5756164	0.18	0.854	-1.039573 1.251454
AI Label t.. #					
Prefer Not..	0 (empty)				
label_type#					
age					
AI Label t.. #					
between 25..	-.3461002	.7063304	0.49	0.625	-1.059542 1.751742
AI Label t.. #					
between 35..	1.475466	1.151902	1.28	0.204	-.8169132 3.767805
AI Label t.. #					
between 45..	-.659759	1.695948	-0.39	0.698	-4.034803 2.715285
AI Label t.. #					
between 55..	-.1191051	1.015195	-0.12	0.907	-2.139408 1.901198
label_type#					
education_l-1					
AI Label t.. #					
Post-secon..	2.128789	2.203386	0.97	0.337	-2.256088 6.513666
Short-type..	1.68639	1.484328	1.14	0.259	-1.267517 4.640297
AI Label t.. #					
University..	-.644138	1.296608	0.50	0.621	-1.936353 3.224628
AI Label t.. #					
Master or ..	1.884915	1.30906	1.44	0.154	-.7201964 4.490027
AI Label t.. #					
Academia a..	-.0915524	1.079962	-0.08	0.933	-2.240744 2.05764
AI Label t.. #					
STEM and H..					
Business, ..					
Other					
AI Label t.. #					
STEM and H..	-.2450062	1.000286	0.24	0.807	-1.745626 2.235639
AI Label t.. #					
Business, ..	-.9970256	.7240004	-1.38	0.172	-2.437832 .4437811
AI Label t.. #					
Other	1.278536	1.571512	0.81	0.418	-1.848873 4.405945
label_type#					
c.gais					
AI Label t.. #					
Other	-.0073808	.4331138	0.20	0.841	-.7745371 .9493108
label_type#					
c.					
purchase_fr-d					
AI Label t.. #					
c.	-.3274318	1.167373	-0.28	0.780	-2.650578 1.995715
AI Label t.. #					
_cons	4.070742	1.301325	3.13	0.002	1.481022 6.660462

```

. regress ti_authenticity i.label_type#i.product_type i.label_type#(i.gender i
> .age i.education_level i.profession c.gaais c.purchase_freq_std) if label_type
> <= 1
note: i.label_type#2.gender identifies no observations in the sample.

```

Source	SS	df	MS	Number of obs =	115
Model	57.2850778	34	1.68485523	F(34, 80)	= 1.07
Residual	126.119752	80	1.57649689	Prob > F	= 0.3941
				R-squared	= 0.3123
				Adj R-squared	= 0.0201
Total	183.404829	114	1.60881429	Root MSE	= 1.2556

T1 Purchase Intention:

Post-secon..	-.2958706	1.503603	-0.26	0.793	-3.388136	2.596395
Short-type..	-1.273294	.9904739	-1.29	0.202	-3.2444	.6978114
University..	-1.177369	.8242321	-1.43	0.157	-2.817644	.4629048
Master or ..	-1.670517	.8357745	-2.00	0.049	-3.333761	-.0072729
profession						
Academia a..	.4726242	.7868936	0.60	0.550	-1.093344	2.038592
STEM and H..	.7835522	.6012995	1.30	0.196	-.413072	1.980176
Business, ..	.1170133	.4988061	0.23	0.815	-.8758016	1.109028
Other	-2.323957	1.37382	-1.69	0.095	-5.057946	.4100312
gaais	.3561124	.2971108	1.20	0.234	-.2351569	.9473817
purchase_fr-d	.6816251	.7624306	0.89	0.374	-.8356603	2.15991
label_type#						
gender						
AI Label t.. #						
Female	.6682328	.5708252	1.17	0.245	-.4677457	1.804211
AI Label t.. #						
Prefer Not..	0 (empty)					
label_type#						
age						
AI Label t.. #						
between 25..	-.805986	.7004512	-1.15	0.253	-2.199928	.5879563
AI Label t.. #						
between 35..	-1.118241	1.142314	-0.98	0.331	-3.391519	1.155037
AI Label t.. #						
between 45..	-2.210041	1.681832	-1.31	0.193	-5.556992	1.136911
AI Label t.. #						
between 55..	-.1548484	1.006745	-0.15	0.878	-2.158336	1.848639
label_type#						
education_l-1						
AI Label t.. #						
Post-secon..	1.629731	2.185046	0.75	0.458	-2.718648	5.97811
Short-type..	2.026815	1.471973	1.38	0.172	-.9025046	4.956135
AI Label t.. #						
University..	.9446797	1.285894	0.73	0.465	-1.614332	3.503691
AI Label t.. #						
Master or ..	2.305747	1.298164	1.78	0.080	-.2776808	4.889175
label_type#						
profession						
AI Label t.. #						
Academia a..	-.6301579	1.070972	-0.59	0.558	-2.761461	1.501145
AI Label t.. #						
STEM and H..	.2165154	.9919599	0.22	0.828	-1.757548	2.190578
AI Label t.. #						
Business, ..	-.5661256	.7179741	-0.79	0.433	-1.99494	.8626883
AI Label t.. #						
Other	.3480152	1.558432	0.22	0.824	-2.753363	3.449393
label_type#						
c.gais						
AI Label t.. #						
c.	.1473375	.4295087	0.34	0.732	-.7074121	1.002087
label_type#						
c.						
purchase_fr-d	-.2970367	1.157656	-0.26	0.798	-2.600847	2.006773
AI Label t.. #						
_cons	3.944895	1.290494	3.06	0.003	1.376731	6.513059

```

. regress ti_purchase_intention i.label_type#i.product_type i.label_type#(i.ge
> nder i.age i.education_level i.profession c.gaais c.purchase_freq_std) if labe
> l_type <= 1
note: 1.label_type#2.gender identifies no observations in the sample.

```

Source	SS	df	MS	Number of obs =	115
Model	76.3478626	34	2.24552537	F(34, 80)	= 1.45
Residual	124.028951	80	1.55036189	Prob > F	= 0.0899
				R-squared	= 0.3810
				Adj R-squared	= 0.1180
Total	200.376814	114	1.75769135	Root MSE	= 1.2451

ti_purchase-n	Coefficient	Std. err.	t	P> t	[95% conf. interval]
label_type					
AI Label t..	-1.982652	1.993874	-0.99	0.323	-5.950587 1.985282
product_type					
Toothpaste	-.7108503	.4017397	-1.77	0.081	-1.510338 .0886372
label_type#					
product_type					
AI Label t.. #					
Toothpaste	.1283003	.5832434	0.22	0.826	-1.032391 1.288992
gender					
Female	.1036887	.3782621	0.27	0.785	-.6490769 .8564543
Prefer Not..	.5981079	.9966009	0.60	0.550	-1.385191 2.581407
age					
between 25..	-.0157981	.4353904	-0.04	0.971	-.8822526 .8506563
between 35..	.2485586	.8009273	0.31	0.757	-1.345338 1.842455
between 45..	.3479764	.7543491	0.46	0.646	-1.153226 1.849179
between 55..	.2696976	.6929105	0.39	0.698	-1.109238 1.648633
education_l-1					

5.19. Exploratory test – Hypothesis 3A

5.19.1. Homoscedasticity

Emotional Responses:

```
. estat hettest

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of emotional_penalty

H0: Constant variance

chi2(1) = 4.91
Prob > chi2 = 0.0266
```

Authenticity:

```
. estat hettest

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of authenticity_penalty

H0: Constant variance

chi2(1) = 6.54
Prob > chi2 = 0.0105
```

Trust:

```
. estat hettest

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of trust_penalty

H0: Constant variance

chi2(1) = 3.91
Prob > chi2 = 0.0479
```

Purchase Intention

```
. estat hettest

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of purchase_intention_penalty

H0: Constant variance

chi2(1) = 5.81
Prob > chi2 = 0.0159
```

5.19.2. Regression

Emotional Responses:

```
. regress emotional_penalty i.gender i.age i.education_level i.profession c.gaais c.purchase_freq_std
> i.product_type if inlist(group_number, 3, 6), vce(robust)

Linear regression              Number of obs   =      49
                              F(15, 33)        =      1.84
                              Prob > F          =     0.9706
                              R-squared         =     0.3150
                              Root MSE      =     0.78428
```

	Coefficient	Robust std. err.	t	P> t	[95% conf. interval]
emotional_penalty					
gender					
female	-.3833871	.2735271	1.40	0.170	-.173108 .9398822
age					
between 25-34 years old	-.1720344	.5496003	-0.31	0.756	-1.290205 .9461358
between 35-44 years old	-.2916031	.7085954	-0.41	0.683	-1.733251 1.150045
between 45-54 years old	-.0944613	.4396123	-0.22	0.831	-.9890594 .7997367
between 55-64 years old	-.1433751	.5553434	-0.26	0.798	-.9864795 1.27323
education_level					
Short-type / professional bache..	-1.24712	.8025285	-1.55	0.130	-2.879876 .3856365

	Coefficient	Robust std. err.	t	P> t	[95% conf. interval]
University Bachelor	-.436061	.3648239	-1.20	0.241	-1.178301 .3061788
Master or higher	-.885663	.6154262	-1.44	0.160	-2.137757 .3664311
profession					
Academia and Researchers	.9727429	.637136	1.53	0.136	-.32352 2.269006
STEM and Healthcare	.4607261	.6181618	0.75	0.461	-.7969335 1.718386
Business, Social Sciences and H..	.4086111	.5126991	0.80	0.431	-.634483 1.451705
Other	.8077976	.5639848	1.43	0.161	-.339638 1.955233
gaais	-.2320002	.3248386	-0.71	0.480	-.8928893 .4288889
purchase_freq_std	-.8244086	.5638419	-1.46	0.153	-1.971554 .3227364
product_type					
Toothpaste	.018935	.2690173	0.07	0.944	-.5283848 .5662548
_cons	.9425921	1.272458	0.74	0.464	-1.646244 3.531428

Trust:

```
. regress trust_penalty i.gender i.age i.education_level i.profession c.gaais c.purchase_freq_std i.p
> roduct_type if inlist(group_number, 3, 6), vce(robust)

Linear regression              Number of obs   =      49
                              F(15, 33)        =     16.01
                              Prob > F          =     0.0000
                              R-squared         =     0.3324
                              Root MSE      =     .94298
```

	Coefficient	Robust std. err.	t	P> t	[95% conf. interval]
trust_penalty					
gender					
Female	-.0695177	.2388715	-0.29	0.773	-.5555053 .41647
age					
between 25-34 years old	-.1635176	.5398663	-0.30	0.764	-1.261884 .9348487
between 35-44 years old	-.5333972	.878433	-0.61	0.548	-2.320583 1.253788
between 45-54 years old	.2857701	.6208557	0.46	0.648	-.9757428 1.547283
between 55-64 years old	.6339478	.4762814	1.33	0.192	-.3348912 1.602787
education_level					
Short-type / professional bache..	.7728738	.8610741	0.90	0.376	-.9789947 2.524742
University Bachelor	1.397735	.4036067	3.46	0.001	.5765914 2.218879
Master or higher	1.214463	.5001336	2.43	0.021	.1969333 2.231992
profession					
Academia and Researchers	-.1124435	.6547579	-0.17	0.865	-1.444558 1.219671
STEM and Healthcare	-.667904	.6584326	-1.01	0.318	-2.007495 .6716871
Business, Social Sciences and H..	-.4976301	.4976918	-1.00	0.325	-1.510192 .5149315
Other	.3163112	.7539036	0.42	0.678	-1.217517 1.85014
gaais	.3256837	.3912272	0.83	0.411	-.4702741 1.121641
purchase_freq_std	-.6744872	.7205132	-0.94	0.356	-2.140382 .7914079
product_type					
Toothpaste	.0745765	.3134476	0.24	0.813	-.5631374 .7122905
_cons	-2.317823	1.41162	-1.64	0.110	-5.189785 .5541384

Authenticity:

```
. regress authenticity_penalty i.gender i.age i.education_level i.profession c.gaais c.purchase_freq_
> std i.product_type if inlist(group_number, 3, 6), vce(robust)
```

```
Linear regression      Number of obs   =      49
                      F(15, 33)         =     4.85
                      Prob > F           =    0.0001
                      R-squared          =    0.2604
                      Root MSE        =    1.2408
```

authenticity_penalty	Coefficient	Robust std. err.	t	P> t	[95% conf. interval]
gender					
Female	.3325949	.4373832	0.76	0.452	-.5572679 1.222458
age					
between 25-34 years old	.2638645	.6411333	0.41	0.683	-1.040531 1.56826
between 35-44 years old	-.0189417	1.219305	-0.02	0.988	-2.499637 2.461754
between 45-54 years old	.5594746	.511344	1.09	0.282	-.4808627 1.599812
between 55-64 years old	1.093296	.6595362	1.66	0.107	-.2485405 2.435132
education_level					
Short-type / professional bache..	.7156723	.8225522	0.87	0.391	-.9578227 2.389167
University Bachelor	1.155746	.5616653	2.06	0.048	.0130296 2.298463
Master or higher	.5954271	.6156988	0.97	0.341	-.6572215 1.848076
profession					
Academia and Researchers	.417263	.988491	0.42	0.676	-1.593837 2.428363
STEM and Healthcare	-.334102	1.004223	-0.33	0.741	-2.377209 1.709005
Business, Social Sciences and H..	.102574	.7255916	0.14	0.888	-1.373653 1.578801
Other	.6092995	.7590548	0.80	0.428	-.935009 2.153608
gaais	.1975201	.3714486	0.53	0.598	-.5581978 .9532379
purchase_freq_std	-.4104477	.6837339	-0.60	0.552	-1.801515 .9806193
product_type					
Toothpaste	.0262472	.4294836	0.06	0.952	-.8475437 .9000381
_cons	-2.62744	1.324813	-1.98	0.056	-5.322791 .0679115

Purchase Intention:

```
i . regress purchase_intention_penalty i.gender i.age i.education_level i.profession c.gaais c.purchase
> _freq_std i.product_type if inlist(group_number, 3, 6), vce(robust)
```

```
Linear regression      Number of obs   =      49
                      F(15, 33)         =     1.73
                      Prob > F           =    0.0928
                      R-squared          =    0.3407
                      Root MSE        =    1.0195
```

purchase_intention_penalty	Coefficient	Robust std. err.	t	P> t	[95% conf. interval]
gender					
Female	.3395242	.3133975	1.08	0.286	-.2980878 .9771362
age					
between 25-34 years old	-1.281133	.5316988	-2.41	0.022	-2.362882 -.1993835
between 35-44 years old	-.8205025	.6349983	-1.29	0.205	-2.112416 .4714112
between 45-54 years old	-.2245266	.5087186	-0.44	0.662	-1.259522 .8104692
between 55-64 years old	-.7811806	.5075908	-1.54	0.133	-1.813882 .2515207
education_level					
Short-type / professional bache..	.4897585	1.211991	0.40	0.689	-1.976055 2.955572
University Bachelor	.9183826	.8366768	1.10	0.280	-.7838492 2.620614
Master or higher	.0303032	1.057281	0.03	0.977	-2.120752 2.181358
profession					
Academia and Researchers	2.142563	.674743	3.18	0.003	.7697879 3.515338
STEM and Healthcare	1.376495	.7652826	1.80	0.081	-.180484 2.933474
Business, Social Sciences and H..	1.327828	.5124149	2.59	0.014	.2853123 2.370344
Other	1.31899	.9422636	1.40	0.171	-.5900593 3.23604
gaais	.1159252	.2760319	0.42	0.677	-.4456659 .6775162
purchase_freq_std	-.061306	.5691997	-0.11	0.915	-1.219352 1.096739
product_type					
Toothpaste	.1426593	.3524213	0.40	0.688	-.5743472 .8596658
_cons	-1.884806	1.376726	-1.37	0.180	-4.685775 .9161634

5.20. Exploratory test – Hypothesis 3B

5.20.1. Homoscedasticity

Emotional Responses:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **emotional_penalty**

H0: Constant variance

```
chi2(1) = 2.80
Prob > chi2 = 0.0941
```

Trust:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **trust_penalty**

H0: Constant variance

```
chi2(1) = 2.08
Prob > chi2 = 0.1490
```

Authenticity:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **authenticity_penalty**

H0: Constant variance

```
chi2(1) = 15.99
Prob > chi2 = 0.0001
```

Purchase Intention:

```
. estat hettest
```

Breusch-Pagan/Cook-Weisberg test for heteroskedasticity
Assumption: Normal error terms
Variable: Fitted values of **purchase_intention_penalty**

H0: Constant variance

```
chi2(1) = 2.49
Prob > chi2 = 0.1144
```

5.20.2. Regression

Emotional Responses:

```
7 . regress emotional_penalty i.gender i.age i.education_level i.profession c.gaais c.purchase_freq_std
> i.product_type if inlist(group_number, 2, 5)
```

Source	SS	df	MS	Number of obs	=	57
Model	4.68052543	16	.292532839	F(16, 40)	=	0.49
Residual	23.6787708	40	.59196927	Prob > F	=	0.9354
				R-squared	=	0.1650
				Adj R-squared	=	-0.1689
				Root MSE	=	.7694
Total	28.3592962	56	.506416004			

emotional_penalty	Coefficient	Std. err.	t	P> t	[95% conf. interval]
gender					
Female	-.017151	.2641634	-0.06	0.949	-.5510452 .5167432
age					
between 25-34 years old	-.2263019	.3390507	-0.67	0.508	-.911549 .4589451
between 35-44 years old	-.3393198	.503292	-0.67	0.504	-1.356511 .6778713
between 45-54 years old	-.9521664	.9288395	-1.03	0.311	-2.829421 .9250882
between 55-64 years old	-.1928832	.4512988	-0.43	0.671	-1.104992 .7192257
education_level					
Post-secondary education	.9707726	.9796734	0.99	0.328	-1.009221 2.950767
Short-type / professional bache..	.505245	.6738439	0.75	0.457	-.8546233 1.865113
University Bachelor	.2129119	.6098872	0.35	0.729	-1.019716 1.44554
Master or higher	.2142853	.6138013	0.35	0.729	-1.026253 1.454824
profession					
Academia and Researchers	.1898751	.4489104	0.42	0.675	-.7174068 1.097157
STEM and Healthcare	-.198696	.4875015	-0.41	0.686	-1.183973 .7865813
Business, Social Sciences and H..	-.2247408	.3190529	-0.70	0.485	-.8695707 .3651891
Other	-.5884378	.4546359	-1.29	0.203	-1.507291 .3304155
gaais	-.0593183	.1916581	-0.31	0.759	-.4466658 .3280453
purchase_freq_std	.2680974	.5382898	0.48	0.632	-.8278269 1.348022
product_type					
Toothpaste	-.1569394	.2012703	-0.60	0.551	-.5711077 .2571289
_cons	-.2847602	.9391909	-0.30	0.763	-2.182936 1.613415

Trust:

```
. regress trust_penalty i.gender i.age i.education_level i.profession c.gaais c.purchase_freq_std i.p
> roduct_type if inlist(group_number, 2, 5)
```

Source	SS	df	MS	Number of obs	=	57
Model	13.5593176	16	.847457352	F(16, 40)	=	0.87
Residual	39.0262007	40	.975655217	Prob > F	=	0.6064
				R-squared	=	0.2579
				Adj R-squared	=	-0.0390
				Root MSE	=	.98775
Total	52.5855263	56	.939027256			

trust_penalty	Coefficient	Std. err.	t	P> t	[95% conf. interval]
gender					
Female	.0660608	.339134	0.19	0.847	-.6193546 .7514761
age					
between 25-34 years old	-.5470558	.4352745	-1.26	0.216	-1.426778 .3326669
between 35-44 years old	-.5948251	.6461281	-0.92	0.363	-1.900699 .7110485
between 45-54 years old	-1.296358	1.192447	-1.09	0.283	-3.706385 1.113668
between 55-64 years old	-.7070912	.579379	-1.22	0.229	-1.87806 .4638774

education_level					
Post-secondary education	-.2457768	1.257708	-0.20	0.846	-2.7877 2.296147
Short-type / professional bache..	1.272264	.8637995	1.47	0.149	-.4735402 3.018068
University Bachelor	1.044357	.7829754	1.33	0.190	-.5180955 2.626809
Master or higher	1.465282	.7880003	1.86	0.070	-.1273258 3.05789
profession					
Academia and Researchers	.0972827	.5763128	0.17	0.867	-1.067489 1.262054
STEM and Healthcare	-.9109469	.6258562	-1.46	0.153	-2.17585 .3539556
Business, Social Sciences and H..	.3290228	.4096012	0.80	0.427	-.4988122 1.156858
Other	.1192019	.5836632	0.20	0.839	-1.060425 1.298829
gaais	-.1830975	.2460514	-0.74	0.461	-.680386 .3141909
purchase_freq_std	.7754069	.6910584	1.12	0.269	-.6212743 2.172088
product_type					
Toothpaste	-.0085591	.3354198	-0.03	0.980	-.6864679 .6693496
_cons	-.7143327	1.285737	-0.59	0.557	-3.151217 1.722552

Authenticity:

```
. regress authenticity_penalty i.gender i.age i.education_level i.profession c.gaais c.purchase_freq_
> _std i.product_type if inlist(group_number, 2, 5), vce(robust)
```

```
Linear regression      Number of obs   =       57
                      F(16, 40)         =       .
                      Prob > F          =       .
                      R-squared         =    0.3658
                      Root MSE       =    0.9153
```

authenticity_penalty	Coefficient	Robust std. err.	t	P> t	[95% conf. interval]
gender					
Female	.7352448	.3330899	2.21	0.033	.062045 1.408445
age					
between 25-34 years old	.2009867	.3927323	0.51	0.612	-.5927549 .9947283
between 35-44 years old	-.2657892	.577023	-0.46	0.648	-1.431996 .9004178
between 45-54 years old	-2.461573	.4855336	-5.07	0.000	-3.442975 -1.480172
between 55-64 years old	-.2893982	.3943429	-0.73	0.467	-1.086395 .5075986
education_level					
Post-secondary education	-1.011133	.7590374	-1.33	0.190	-2.545205 .5229387
Short-type / professional bache..	-.3067897	.800344	-0.38	0.704	-1.924345 1.310766
University Bachelor	-.2648915	.6741182	-0.39	0.696	-1.627335 1.097552
Master or higher	-.3071319	.7006778	-0.44	0.664	-1.723255 1.108991
profession					
Academia and Researchers	-.0050394	.6413196	-0.01	0.994	-1.301195 1.291116
STER and Healthcare	-.5234446	.6339678	-0.85	0.399	-1.76432 .7174306
Business, Social Sciences and H..	-.1007372	.5412588	-0.19	0.853	-1.194662 .9931877
Other	-.4238534	.5272856	-0.80	0.426	-1.489537 .6418305
gaais	-.2797988	.2286305	-1.22	0.228	-.7418782 .1822805
purchase_freq_std	.5160289	.6758957	0.76	0.450	-.8500074 1.882065
product_type					
Toothpaste	-.2245676	.2693841	-0.83	0.409	-.7690131 .3198779
_cons	1.038474	1.090831	0.95	0.347	-1.166178 3.243126

Purchase Intention:

```
. regress purchase_intention_penalty i.gender i.age i.education_level i.profession c.gaais c.purchase
> _freq_std i.product_type if inlist(group_number, 2, 5)
```

Source	SS	df	MS	Number of obs	=	57
Model	17.6789683	16	1.10493552	F(16, 40)	=	1.52
Residual	29.1514435	40	.728786087	Prob > F	=	0.1418
				R-squared	=	0.3775
				Adj R-squared	=	0.1285
				Root MSE	=	.85369

purchase_intention_penalty	Coefficient	Std. err.	t	P> t	[95% conf. interval]
gender					
Female	-.2076448	.293105	-0.71	0.483	-.800032 .3847424
age					
between 25-34 years old	.6605406	.3761968	1.76	0.087	-.0997816 1.420863
between 35-44 years old	1.124527	.5584323	2.01	0.054	-.0041072 2.253116
between 45-54 years old	-.5217612	1.030602	-0.51	0.615	-2.604686 1.561164
between 55-64 years old	.1211923	.5007427	0.24	0.810	-.8908464 1.133231
education_level					
Post-secondary education	-1.76579	1.087006	-1.62	0.112	-3.96271 .4311304
Short-type / professional bache..	.1771487	.7465601	0.24	0.814	-1.331706 1.686003
University Bachelor	.6835627	.6767059	1.01	0.319	-.684111 2.051236
Master or higher	.2354482	.6810488	0.35	0.731	-1.141003 1.611899
profession					
Academia and Researchers	-.4743213	.4980927	-0.95	0.347	-1.481004 .5323615
STER and Healthcare	-.8203181	.5409117	-1.52	0.137	-1.913542 .2729053
Business, Social Sciences and H..	.0201718	.356008	0.08	0.935	-.6863052 .7446487
Other	.6739034	.5044454	1.34	0.189	-.3456187 1.693426
gaais	-.4564266	.212656	-2.15	0.038	-.8862204 -.0266327
purchase_freq_std	-.010112	.5972644	-0.02	0.987	-1.217228 1.197004
product_type					
Toothpaste	.1002363	.2898949	0.35	0.731	-.4856631 .6861358
_cons	1.193596	1.042088	1.15	0.259	-.9126317 3.299644