

AGIL

Kruskal-Wallis test for equal medians		Mann-Whitney U test score					p-value				
		A	G	I	L		A	G	I	L	
H (chi2):	39.64	A		1.07E+04	7607	9295	A		0.009231	3.17E-10	2.18E-05
Hc (tie corrected):	39.8	G	1.07E+04		1.02E+04	1.15E+04	G	0.009231		0.001376	0.1182
p (same):	1.18E-08	I	7607	1.02E+04		1.15E+04	I	3.17E-10	0.001376		0.1096
		L	9295	1.15E+04	1.15E+04		L	2.18E-05	0.1182	0.1096	

Component A

Kruskal-Wallis test for equal medians		Mann-Whitney U test score					p-value				
		Brand recognition	Site design	Free-from products	Fat reduced products	Vegan products	Brand recognition	Site design	Free-from products	Fat reduced products	Vegan products
H (chi2):	300.3	Brand recognition		1.14E+04	9513	4204	Brand recognition	0.08406	4.73E-05	3.37E-30	6.46E-26
Hc (tie corrected):	336.1	Site design	1.14E+04		7160	1333	Site design	0.08406	3.28E-12	3.68E-48	1.32E-41
p (same):	1.74E-71	Free-from products	9513	7160		5815	Free-from products	4.73E-05	3.28E-12	1.26E-21	1.59E-17
		Fat reduced products	4204	1333	5815		Fat reduced products	3.37E-30	3.68E-48		0.4305
		Vegan products	4825	2135	6515	1.24E+04	Vegan products	6.46E-26	1.32E-41	1.59E-17	

Component G

Kruskal-Wallis test for equal medians		Mann-Whitney U test score					p-value				
		Taste e texture	Information available	Certifications	Health benefits links	Product use	Taste e texture	Information available	Certifications	Health benefits links	Product use
H (chi2):	125.8	Taste e texture		1.18E+04	8109	6305	Taste e texture	0.2281	5.64E-09	3.43E-16	1.58E-06
Hc (tie corrected):	133.8	Information available	1.18E+04		6919	5075	Information available	0.2281	3.42E-13	6.09E-22	3.24E-10
p (same):	6.05E-28	Certifications	8109	6919		1.08E+04	Certifications	5.64E-09	3.42E-13	0.008879	0.1748
		Health benefits links	6305	5075	1.08E+04		Health benefits links	3.43E-16	6.09E-22		5.40E-05
		Product use	8922	7713	1.17E+04	9681	Product use	1.58E-06	3.24E-10	0.1748	

Component I

Kruskal-Wallis test for equal medians		Mann-Whitney U test score					p-value				
		Price	International profile	Interactive website	User friendly	E-commerce	Price	International profile	Interactive website	User friendly	E-commerce
H (chi2):	120.7	Price		9743	1.24E+04	7957	Price	0.0001814	0.6714	2.46E-09	0.09992
Hc (tie corrected):	126.1	International profile	9743		9326	3695	International profile	0.0001814	1.45E-05	2.48E-29	1.79E-08
p (same):	2.67E-26	Interactive website	1.24E+04	9326		6052	Interactive website	0.6714	1.45E-05	5.94E-17	0.01266
		User friendly	7957	3695	6052		User friendly	2.46E-09	2.48E-29		3.43E-05
		E-commerce	1.13E+04	8215	1.07E+04	9426	E-commerce	0.09992	1.79E-08	0.01266	

Component L

Kruskal-Wallis test for equal medians		Mann-Whitney U test score					p-value				
		Communication of innovation	Origin	History-tradition	Environmental sustainability	Social sustainability	Communication of innovation	Origin	History-tradition	Environmental sustainability	Social sustainability
H (chi2):	95.48	Communication of innovation		1.11E+04	1.05E+04	8724	Communication of innovation	0.03728	0.004397	4.36E-07	2.47E-08
Hc (tie corrected):	100	Origin	1.11E+04		1.26E+04	7914	Origin	0.03728	0.8033	1.42E-09	4.07E-11
p (same):	9.83E-21	History-tradition	1.05E+04	1.26E+04		7267	History-tradition	0.004397	0.8033	7.20E-12	9.89E-14
		Environmental sustainability	8724	7914	7267		Environmental sustainability	4.36E-07	1.42E-09		0.6272
		Social sustainability	8310	7480	6803	1.24E+04	Social sustainability	2.47E-08	4.07E-11	0.6272	

Figure S1. Results of the Kruskal-Wallis H and the Mann-Whitney U tests.