Replication analysis codebook for the article "Experience with Plant-Based Meat Substitutes Promotes Sustainable Diets and the Intention to Eat Less Meat"

Codebook

Table 1: Replication Dataset Codebook

Variable	Description	Operationalization
Identifier		
ResponseId	Unique respondent identifier	Unique anonymous case ID
Treatment assignment and product exposure		
group	Binary treatment indicator	1 = treatment, 0 = control
guggeli	Selected Planted Guggeli product (treatment group)	1 = yes, 0 = no
kebab	Selected Planted Kebab product (treatment group)	1 = yes, 0 = no
skewer	Selected Planted Skewers product (treatment group)	1 = yes, 0 = no
Sociodemographic characteristics		
UserLanguage	Survey language	DE = German, FR = French, EN = English
age	Respondent age (years)	Numeric (18–76)
gender	Respondent gender (female/male) Non-binary/other (n = 3) excluded	1 = female, 0 = male

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Variable	Description	Operationalization
education	Highest educational attainment	1 = compulsory school; 2 = vocational training; 3 = upper secondary; 4 = university; 98 = no answer
diet	Dietary type	omnivore = eats meat and fish; meat_only = eats meat but no fish
left_right	Political orientation	(1) left – (10) right
urban_rural_true	Urbanization level	1 = urban, 2 = suburban, 3 = rural
Consumption behavior and attitudes		
meat_consumption	Frequency of meat consumption	1 = rarely – 7 = several times a day
substitute_consum	Frequency of PBMS consumption	0 = never – 6 = every day
sub_general_opinion_w1	General PBMS evaluation (baseline survey w1)	(1) very negative – (7) very positive
sub_brand_awareness_1_w1	Planted brand awareness (baseline survey w1)	1 = tried; 2 = known but not tried; 3 = unknown
Evaluation indices (mean of Likert items, 1–7)		
quality_index	Perceived product quality	Mean of items (taste, texture, ingredients, freshness)
health_index	Perceived healthiness	Mean of items (processing, nutrients, protein)
convenience_index	Perceived convenience	Mean of items (fit, preparation, availability)
environment_index	Perceived environmental impact	Mean of items (climate, regionality, organic, packaging)
animal_index	Perceived animal welfare impact	Single item
price_index	Perceived affordability	Single item
Behavioral intentions		
sub_intentions_1	PBMS consumption intentions (6 months)	(1) very unlikely – (7) very likely
sub_intentions_2	PBMS consumption intentions (2 weeks)	(1) very unlikely – (7) very likely

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Variable	Description	Operationalization
meat_intentions_1	Meat reduction intentions (6 months)	(1) very unlikely – (7) very likely
meat_intentions_2	Meat reduction intentions (2 weeks)	(1) very unlikely – (7) very likely
Policy support (7-point Likert scale)		
policy_support_1	Expand plant-based production/-consumption	(1) reject – (7) support
policy_support_2	Promote PBMS	(1) reject – (7) support
policy_support_3	Reduce meat consumption	(1) reject – (7) support
policy_support_4	Government regulation in food system	(1) reject – (7) support
policy_support_5_1	Lower taxes on PBMS	(1) reject – (7) support
policy_support_5_2	PBMS in public cafeterias	(1) reject – (7) support
policy_support_5_3	PBMS R&D funding	(1) reject – (7) support
policy_support_5_4	Subsidies for PBMS inputs	(1) reject – (7) support
policy_support_5_5	Lower tariffs on PBMS imports	(1) reject – (7) support
policy_support_6_1	Higher meat taxes	(1) reject – (7) support
policy_support_6_2	Meat-free public meals	(1) reject – (7) support
policy_support_6_3	Reduce meat R&D funding	(1) reject – (7) support
policy_support_6_4	Reduce meat subsidies	(1) reject – (7) support
policy_support_6_5	Higher tariffs on animal feed	(1) reject – (7) support
Knowledge and social norms		
sub_knowledge_1	Knowledge: lowest GHG emissions	1 = correct, 0 = incorrect
sub_knowledge_2	Knowledge: lowest water use	1 = correct, 0 = incorrect
social_norms_sub_1	Perceived importance of PBMS consumption (self)	(1) very unimportant – (7) very important
social_norms_sub_2	Perceived importance of PBMS consumption (friends)	(1) very unimportant – (7) very important
social_norms_sub_3	Perceived importance of PBMS consumption (colleagues)	(1) very unimportant – (7) very important
social_norms_sub_4	Perceived importance of PBMS consumption (family)	(1) very unimportant – (7) very important
social_norms_sub_5	Perceived importance of PBMS consumption (Swiss population)	(1) very unimportant – (7) very important
social_norms_meat_1	Perceived importance of meat consumption (self)	(1) very unimportant – (7) very important

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Variable	Description	Operationalization
social_norms_meat_2	Perceived importance of meat consumption (friends)	(1) very unimportant – (7) very important
social_norms_meat_3	Perceived importance of meat consumption (colleagues)	(1) very unimportant – (7) very important
social_norms_meat_4	Perceived importance of meat consumption (family)	(1) very unimportant – (7) very important
social_norms_meat_5	Perceived importance of meat consumption (Swiss population)	(1) very unimportant – (7) very important
Choice task		
choice_task_outlet	Supermarket context selected by respondents	1 = Migros, 2 = Coop
PG_Chicken_quantity	Quantity of Prix Garantie chicken selected	Integer (≥ 0)
QP_Chicken_quantity	Quantity of Qualité Prix chicken selected	Integer (≥ 0)
NP_Chicken_quantity	Quantity of Naturaplan chicken selected	Integer (≥ 0)
PG_Beef_quantity	Quantity of Prix Garantie beef selected	Integer (≥ 0)
QP_Beef_quantity	Quantity of Qualité Prix beef selected	Integer (≥ 0)
NP_Beef_quantity	Quantity of Naturaplan beef selected	Integer (≥ 0)
PG_ChickenMarinated_quantity	Quantity of marinated chicken (Prix Garantie)	Integer (≥ 0)
Bell_ChickenMarinated_quantity	Quantity of marinated chicken (Bell)	Integer (≥ 0)
NP_ChickenMarinated_quantity	Quantity of marinated chicken (Naturaplan)	Integer (≥ 0)
GM_Chicken_quantity	Quantity of Green Mountain chicken PBMS	Integer (≥ 0)
GM_Beef_quantity	Quantity of Green Mountain beef PBMS	Integer (≥ 0)
GM_ChickenMarinated_quantity	Quantity of Green Mountain marinated PBMS	Integer (≥ 0)
Planted_Kebab_quantity	Quantity of Planted Kebab	Integer (≥ 0)
Planted_Guggeli_quantity	Quantity of Planted Guggeli	Integer (≥ 0)
Planted_Skewers_quantity	Quantity of Planted Skewers	Integer (≥ 0)

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Variable	**Description**	**Operationalization**
Tofu_PG_quantity	Quantity of Prix Garantie tofu	Integer (≥ 0)
Tofu_Karma_quantity	Quantity of Karma tofu	Integer (≥ 0)
Tofu_Bio_quantity	Quantity of organic tofu	Integer (≥ 0)