

Table S1. Cross loadings

	HC	EV	ECOLOHAS	FINV	FUNCV	PI	SV
PI2	0.409	0.585	0.525	0.324	0.430	0.834	0.233
PI3	0.502	0.530	0.543	0.367	0.390	0.849	0.233
PI4	0.439	0.471	0.437	0.355	0.370	0.761	0.263
PI1	0.390	0.379	0.434	0.366	0.316	0.705	0.319
EV1	0.520	0.908	0.552	0.452	0.604	0.581	0.226
EV2	0.499	0.933	0.558	0.525	0.570	0.617	0.291
EV3	0.516	0.872	0.509	0.472	0.609	0.487	0.242
EV4	0.483	0.862	0.533	0.467	0.547	0.538	0.236
EV5	0.462	0.872	0.549	0.480	0.532	0.561	0.266
ECOLOHAS1	0.503	0.458	0.759	0.292	0.290	0.455	0.195
ECOLOHAS3	0.518	0.510	0.845	0.329	0.319	0.551	0.221
ECOLOHAS5	0.592	0.471	0.821	0.282	0.258	0.521	0.216
ECOLOHAS6	0.407	0.430	0.758	0.421	0.294	0.491	0.241
ECOLOHAS4	0.521	0.512	0.765	0.230	0.312	0.449	0.122
ECOLOHAS2	0.548	0.498	0.788	0.268	0.323	0.454	0.143
FINV2	0.321	0.501	0.361	0.893	0.537	0.426	0.345
FINV1	0.287	0.408	0.285	0.798	0.524	0.323	0.384
HC1	0.736	0.393	0.466	0.268	0.303	0.430	0.214
HC2	0.797	0.384	0.509	0.324	0.367	0.448	0.247
HC3	0.708	0.405	0.482	0.294	0.314	0.356	0.088
HC5	0.733	0.455	0.469	0.252	0.336	0.379	0.119
HC6	0.705	0.433	0.459	0.226	0.303	0.368	0.149
HC7	0.842	0.469	0.546	0.287	0.351	0.477	0.216
HC4	0.831	0.453	0.563	0.277	0.324	0.488	0.187
FUNCV1	0.356	0.488	0.281	0.542	0.812	0.356	0.402
FUNCV2	0.360	0.548	0.337	0.554	0.851	0.389	0.345
FUNCV3	0.383	0.563	0.340	0.502	0.851	0.423	0.331
FUNCV4	0.351	0.574	0.322	0.518	0.865	0.450	0.360
SV1	0.233	0.272	0.226	0.350	0.384	0.324	0.914
SV2	0.219	0.272	0.231	0.405	0.396	0.308	0.944
SV3	0.211	0.270	0.229	0.435	0.410	0.309	0.968
SV4	0.195	0.242	0.208	0.405	0.390	0.280	0.896

HC: health consciousness. EV: emotional value. ECOLOHAS: eco-friendly LOHAS tendency. FINV: financial value. FUNCV: functional value. PI: purchase intention. SV: social value. Values in bold are the cross loadings of the items belonging to the factor.

Table S2. Collinearity statistics (VIF)

	HC	EV	FINV	FUNCV	SV	ECOLOHAS	PI
Health consciousness		1.745	1.745	1.745	1.745		1.916
Perceived emotional value							2.442
Perceived financial value							1.846
Perceived functional value							2.251
Perceived social value							1.299
Eco-friendly LOHAS tendency		1.745	1.745	1.745	1.745		2.092
Purchase intention							

HC: health consciousness. EV: emotional value. ECOLOHAS: eco-friendly LOHAS tendency.
 FINV: financial value. FUNCV: functional value. PI: purchase intention. SV: social value.