

Table S1. Measurement scales included in the survey. Likert scales 1...7. Jamón de Teruel with a PDO ...

Scale for measuring intrinsic perceived quality ^[1]		Adapted from
QINT_1	Has a taste that is distinctive, delicate and not too salty	Steenkamp & Van Trijp (1996); Becker (2000); Bello & Calvo (2000); Calvo (2001); Bernués <i>et al.</i> (2003); Grunert <i>et al.</i> (2004)
QINT_2	Has a characteristic aroma, soft, pleasant and suggestive	
QINT_3	Has a delicious aspect due to its brilliant colour when sliced	
QINT_4	Has an elongated, slender and rounded shape	
QINT_5	<i>Has noticeable infiltrated fat</i>	
Scale for measuring extrinsic perceived quality		
QEXT_1	The numbered band with the identification emblem of the Regulation Board is easily recognised	
QEXT_2	It is easy to recognise the branded star with the name of Teruel above it	
QEXT_3	The product has a prestigious place of origin	
QEXT_4	This PDO is a brand of acknowledged quality	
QEXT_5	<i>It has an appropriate price</i>	
QEXT_6	It has a label with adequate nutritional and manufacturing information	
QEXT_7	It has an appropriate packing process	
QEXT_8	It is accessible in my usual purchasing place	

Scale for measuring trust		Sanzo <i>et al.</i> (2003a,b)
TRUST_1	I think that PDO <i>Jamón de Teruel</i> is trustworthy	
TRUST_2	I trust in the recommendations of my usual retailer of <i>Jamón de Teruel</i> with a PDO	
TRUST_3	The quality of the PDO <i>Jamón de Teruel</i> is trustworthy	

When buying *Jamón de Teruel* with a PDO...

Scale for measuring perceived risk ^[2]		Jacoby & Kaplan (1972); Dholakia (1997); Stone & Grønhaug (1993); Yeung & Morris (2006)
	FUNCTIONAL PERCEIVED RISK	
PRFU_1	<i>I distrust its quality</i>	
PRFU_2	I do not believe that the curing process is appropriate	
	FINANCIAL PERCEIVED RISK	
PRFIN_1	<i>I think it is too expensive</i>	
PRFIN_2	I think it is not worth spending so much	
PRFIN_3	I think there are similar or better products which are cheaper	
	SOCIAL PERCEIVED RISK	
PRSO_1	I am afraid that my purchase may have a negative influence on what other people think about me	
PRSO_2	I am afraid that my choice will lower my esteem in the eyes of my relatives or friends	
	PHYSICAL PERCEIVED RISK	
PRPHSI_1	I am afraid it will be unsafe for me or my family	
PRPHSI_2	I am afraid it may affect my health	
	PHYSIOLOGICAL PERCEIVED RISK	
PRPHSO_1	I am afraid that my purchase may make me feel uncomfortable	
PRPHSO_2	I am afraid of feeling dissatisfied or frustrated	
	TIME PERCEIVED RISK	
PRTIME_1	I am afraid of wasting my time due to a possible negative result of the product	
PRTIME_2	I am afraid of having wasted too much time in its acquisition and that it will not achieve the expected results	

Items eliminated in the sifting process appear in italics. ^[1] QINT, Intrinsic Quality; QEXT, Extrinsic Quality. ^[2] PRFU, Functional Perceived Risk; PRFIN, Financial Perceived Risk; PRSO, Social Perceived Risk; PRPHSI, Physical Perceived Risk; PRPHSO, Physiological Perceived Risk; PRTIM, Time Perceived Risk