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VI. Annex

Exhibit 1

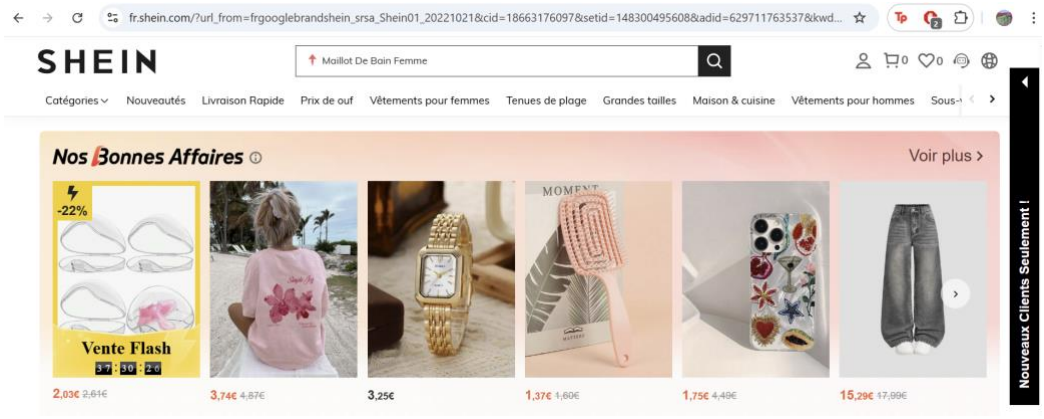


Exhibit 2 : RStudio Boxplot : Purchase Intentions by Color Condition



Exhibit 3 : Rstudio Dataframe : Individual Consumer Purchase Intention

	QID10_1	QID10_2	QID10_3	mean_purchase	group
1	5	5	5	5.000000	red
2	6	5	6	5.666667	red
3	4	4	1	3.000000	red
4	5	4	5	4.666667	red
5	1	2	2	1.666667	red
6	4	4	4	4.000000	red
7	2	3	2	2.333333	red
8	5	5	5	5.000000	red
9	2	2	1	1.666667	red
10	5	5	4	4.666667	red
11	4	5	5	4.666667	red
12	4	4	4	4.000000	red

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