

**Appendix A** Heterogeneity results of RPLM

	Female	Male	Highly-e ducation	Lowly-e ducation	High-inc ome	Low-inc ome	Religio us	Non-religi ous	Dietary	No-dieta ry
PBM	0.62*** (0.10)	0.60*** (0.13)	0.65*** (0.09)	0.47*** (0.14)	0.87*** (0.11)	0.27** (0.11)	0.94*** (0.13)	0.50*** (0.13)	1.53*** (0.24)	0.41*** (0.08)
China	1.59*** (0.13)	1.26*** (0.19)	1.49*** (0.12)	1.38*** (0.22)	1.53*** (0.14)	1.34*** (0.18)	1.44*** (0.14)	1.47*** (0.13)	1.90*** (0.25)	1.34*** (0.15)
Fresh and tender label	0.93*** (0.08)	0.74*** (0.10)	0.89*** (0.07)	0.69*** (0.12)	0.71*** (0.08)	1.03*** (0.10)	0.68*** (0.11)	0.90*** (0.07)	1.04*** (0.23)	0.83*** (0.06)
Price	-0.008*** (0.00)	-0.003 (0.005)	-0.006** (0.003)	-0.008 (0.005)	-0.009*** (0.003)	-0.003 (0.004)	-0.005 (0.005)	-0.008*** (0.003)	-0.008 (0.005)	-0.007** (0.003)
ASC	30.89*** (0.50)	22.08*** (0.77)	31.42*** (0.49)	21.88*** (0.71)	30.41*** (0.57)	31.34** *	31.18** *	29.88*** (0.49)	29.73*** (1.40)	29.61*** (68.06)
Log likelihood	-2608.45	-1381.61	-3197.58	-796.46	-2175.74	-1805.7 4	-976.93	-3010.76	-733.11	-3238.74
Observations	9952	4928	12000	2880	8128	6752	3712	11168	2944	11936

Note: Standard errors, clustered on the individual, are in parentheses.

\*, \*\* and \*\*\* indicates 10%, 5% and 1% significant level of coefficient separately.