Time Management Styles and Food Consumption: A Pilot Study of American and
Chinese College Students

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WEB APPENDIX

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Figure 1: The Interaction Effect of Culture and Time Organization on Ratio of Healthy Food Choices Selected by Participants

Figure 2: The Main Effect of Preference for Organized Time on Motivation to Select Food based on Health Motives

Figure 3: The Interaction Effect of Country and Preference for Organized Time on Motivation to Select Food based on Habits

**Figure 4: Comparison of Eating Motives between American vs. Chinese College Students
(Continued)**

Figure 4: Comparison of Eating Motives between American vs. Chinese College Students

Eating Motives	China	USA	t value	p value
I eat what I eat because....				

Liking: Because I have an appetite for it Because it tastes good Because I like it	5.08	5.68	-3.06	0.00
Habits: Because I am accustomed to eating it Because I usually eat it Because I am familiar with it	4.52	5.33	-3.36	0.00
Hunger: Because I need energy Because it is pleasantly filling Because I'm hungry	4.75	5.71	-5.27	0.00
Health: I want to maintain a balanced diet Because it is healthy Because it keeps me in shape	4.83	4.47	1.35	0.18
Convenience: Because it is quick to prepare Because it is the most convenient Because it is easy to prepare	4.56	5.21	-2.71	0.01
Pleasure: Because I enjoy it In order to indulge myself In order to reward myself	4.69	5.13	-1.92	0.06
Traditional Eating: Because it belongs to certain situations Out of traditions Because I grew up with it	4.41	4.59	-0.76	0.45
Natural Concerns: Because it is natural Because it contains no harmful substances Because it is organic	4.03	3.64	1.23	0.22
Sociability: Because it is social So that I can spend time with other people Because it makes social It makes social gatherings more comfortable	3.60	4.24	-2.35	0.02
Price: Because it is inexpensive Because I don't want to spend any more money Because it is on sale	4.24	4.54	-1.05	0.29
Visual Appeal: Because the presentation is appealing Because it spontaneously appeals to me Because I recognize it from advertisements or have seen it on TV	4.00	4.26	-0.96	0.34
Weight Control: Because it is low in calories Because I watch my weight Because it is low in fat	4.08	3.93	0.49	0.63
Social Norm: Because it would be impolite not to eat it To avoid disappointing someone who is trying to make me happy Because I am supposed to eat it	4.54	3.56	3.23	0.00
Social Image: Because it is trendy Because it makes me look good in front of others Because others like it	4.20	2.41	6.70	0.00