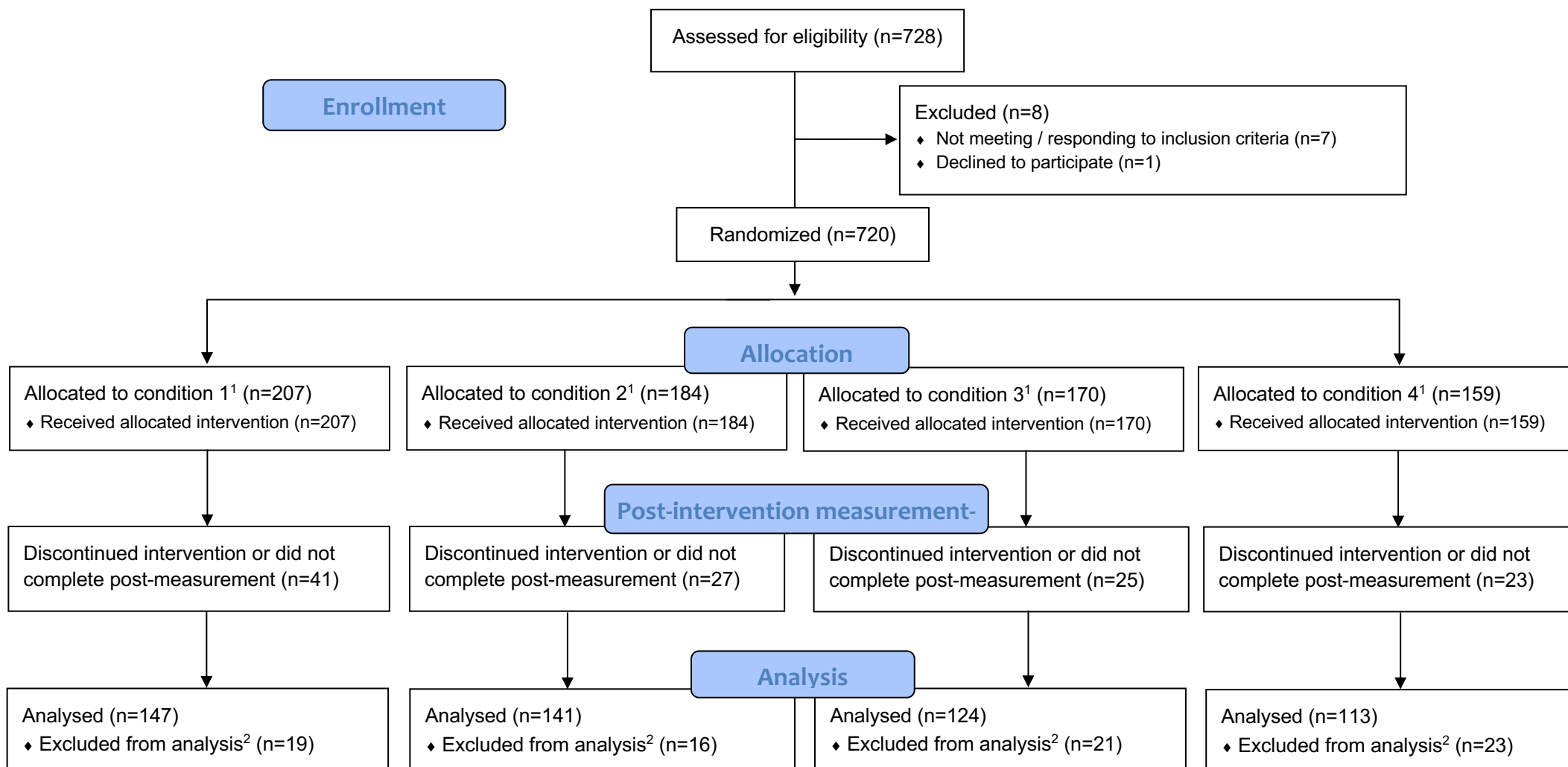


Multimedia Appendix 1. CONSORT Flow Diagram



¹ Condition 1 = Autonomy-supportive language & choice; Condition 2 = Autonomy-supportive language & no choice; Condition 3 = Controlling language & choice; Condition 4 = Controlling language & no choice;

² Reasons for exclusion entailed not filling in the questionnaire seriously, taking too long to fill in the questionnaire, completing the questionnaire too fast, filling in zero as weight, having an extremely high vegetable consumption, and not answering the seven process evaluation questions seriously – or any combination of these reasons.