**Supporting Information:**

**Table S3: DID results for likelihood of purchase, expected taste, brand liking, and brand trust from rebranding – removing those who were very familiar with the topic before the survey**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Likelihood of Purchase** | **Expected Taste** | **Brand Liking** | **Brand Trust** |
|  | **Image Removal Only** | **Image Removal & Name Change** | **Image Removal Only** | **Image Removal & Name Change** | **Image Removal Only** | **Image Removal & Name Change** | **Image Removal Only** | **Image Removal & Name Change** |
| **Post (**$β$) | -0.51 | -2.58\*\*\* | -0.31 | -1.77\*\*\* | -0.16 | -1.31\*\*\* | 0.12 | -1.03\*\*\* |
|  | (0.35) | (0.36) | (0.24) | (0.29) | (0.24) | (0.25) | (0.23) | (0.24) |
| **Racism Info (**$γ\_{1})$ | 0.28 | 0.25 | -0.05 | 0.03 | 0.07 | -0.09 | 0.00 | -0.01 |
|  | (0.37) | (0.35) | (0.25) | (0.29) | (0.25) | (0.24) | (0.24) | (0.24) |
| **Racism &**  | -0.33 | 0.08 | -0.28 | 0.15 | -0.15 | 0.00 | -0.15 | -0.12 |
| **Donation Info (**$γ\_{2}$) | (0.36) | (0.35) | (0.24) | (0.28) | (0.24) | (0.24) | (0.23) | (0.24) |
| **Post x Racism Info (**$ δ\_{1}$) | 0.17 | 1.07\*\* | -0.05 | 0.33 | -0.06 | 0.16 | 0.01 | 0.19 |
|  | (0.52) | (0.50) | (0.36) | (0.41) | (0.35) | (0.35) | (0.34) | (0.34) |
| **Post x Racism &**  | 0.07 | 0.77 | -0.07 | 0.25 | 0.08 | 0.36 | (0.02 | 0.52 |
| **Donation Info (**$ δ\_{1}$) | (0.51) | (0.49) | (0.35) | (0.40) | (0.34) | (0.34) | (0.33) | (0.34) |
| **Constant (**$α\_{0}$) | 7.25\*\*\* | 7.31\*\*\* | 8.57\*\*\* | 8.52\*\*\* | 5.30\*\*\* | 5.41\*\*\* | 5.18\*\*\* | 5.19\*\*\* |
|  | (0.25) | (0.25) | (0.17) | (0.20) | (0.17) | (0.17) | (0.16) | (0.17) |