Supplementary Material

# Questionnaire

**Definition**

**Sustainable Healthy Diets** are dietary patterns that promote all dimensions of individuals’ health and wellbeing; have low environmental pressure and impact; are accessible, affordable, safe and equitable; and are culturally acceptable. The aims of Sustainable Healthy Diets are to achieve optimal growth and development of all individuals and support functioning and physical, mental, and social wellbeing at all life stages for present and future generations; contribute to preventing all forms of malnutrition (i.e. undernutrition, micronutrient deficiency, overweight and obesity); reduce the risk of diet-related NCDs; and support the preservation of biodiversity and planetary health.

**Screening Questions**

**1. Are you a Wuxi citizen with 18 years of age and above?**

☐ Yes ☐ No (end of questionnaire)

**2. Do you make your own food choices?**

☐ Yes ☐ No (end of questionnaire)

**Part 1: Basic Information**

**\***Please answer the following questions according to your usual eating or shopping habits (Rate from 1 to 5, from “Strongly Disagree” to “Strongly Agree”)

|  |  |
| --- | --- |
|  | Strongly disagree ↔ Strongly agree |
| **Construct: Past eating behavior (PEB)** |
| PEB1 | I choose food that contains natural ingredients. | □1 □2 □3 □4 □5  |
| PEB2 | I try to have a colorful plate. | □1 □2 □3 □4 □5  |
| PEB3 | I read information placed on the product label. | □1 □2 □3 □4 □5  |
| PEB4 | I eat five portions of fruits and vegetables a day. | □1 □2 □3 □4 □5  |
| PEB5 | I try not to eat meat at least once or twice a week. | □1 □2 □3 □4 □5  |
| PEB6 | I buy regional food and try not to shop online. | □1 □2 □3 □4 □5  |
| PEB7 | I try not to throw away food. | □1 □2 □3 □4 □5  |
| **Construct: Health consciousness (HC)** |
| HC1 | I think of myself as a health-conscious consumer. | □1 □2 □3 □4 □5  |
| HC2 | I think often about health issues. | □1 □2 □3 □4 □5  |
| HC3 | I think often about whether the nutritional content of food meets health needs. | □1 □2 □3 □4 □5  |
| **Construct: Environmental concern (EC)** |
| EC1 | The balance of nature is very delicate and can be easily upset. | □1 □2 □3 □4 □5  |
| EC2 | When humans interfere with nature, it often produces disastrous consequences. | □1 □2 □3 □4 □5  |
| EC3 | Humans must live in harmony with nature in order to survive. | □1 □2 □3 □4 □5  |

**Part 2: Factors Affecting Intention to Adopt Sustainable Healthy Dietary Patterns**

**\***Please answer the following questions according to your usual eating or shopping habits

(Rate from 1 to 5, from “Strongly Disagree” to “Strongly Agree”)

|  |  |
| --- | --- |
|  | Strongly disagree ↔ Strongly agree |
| **Construct: Intention to Adopt (IA)** |
| IA1 | I am willing to adopt sustainable healthy dietary patterns. | □1 □2 □3 □4 □5  |
| IA2 | I plan to adopt sustainable healthy dietary patterns. | □1 □2 □3 □4 □5  |
| IA3 | I will make an effort to adopt sustainable healthy dietary patterns. | □1 □2 □3 □4 □5  |
| **Construct: Attitude (AT)** |
| AT1 | For me, adopting sustainable healthy dietary patterns is extremely good. | □1 □2 □3 □4 □5  |
| AT2 | For me, adopting sustainable healthy dietary patterns is extremely enjoyable. | □1 □2 □3 □4 □5  |
| AT3 | For me, adopting sustainable healthy dietary patterns is extremely pleasant. | □1 □2 □3 □4 □5  |
| **Construct: Subjective norms (SN)** |
| SN1 | Most people who are important to me think that I should adopt sustainable healthy dietary patterns. | □1 □2 □3 □4 □5  |
| SN2 | Most people who are important to me would want me to adopt sustainable healthy dietary patterns. | □1 □2 □3 □4 □5  |
| SN3 | Most people who are important to me are satisfied with sustainable healthy dietary patterns. | □1 □2 □3 □4 □5  |
| SN4 | Most people who are important to me have adopted sustainable healthy dietary patterns. | □1 □2 □3 □4 □5  |
| **Construct: Perceived behavioural control (PBC)** |
| PBC1 | Whether or not I adopt sustainable healthy dietary patterns is up to me. | □1 □2 □3 □4 □5  |
| PBC2 | I think adopting sustainable healthy dietary patterns is achievable. | □1 □2 □3 □4 □5  |
| PBC3 | I have enough money, time, and opportunities to adopt sustainable healthy dietary patterns. | □1 □2 □3 □4 □5  |
| **Construct: Perceived value (PV)** |
| PV1 | There are many benefits to sustainable healthy dietary patterns. | □1 □2 □3 □4 □5  |
| PV2 | Sustainable healthy dietary patterns would arouse positive feelings in me. | □1 □2 □3 □4 □5  |
| PV3 | Sustainable healthy dietary patterns are good for society. | □1 □2 □3 □4 □5  |

**Part 3: Demographic Profile**

|  |  |  |
| --- | --- | --- |
| **1. Sex** | **2.** **Age (years)** | **3. Education** |
| ☐ Male | ☐18–22 | ☐ Junior high school or lower |
| ☐ Female | ☐23–32  | ☐ High school (including vocational high school) |
|  | ☐33–42 | ☐Junior college (including higher vocational college) |
|  | ☐43–52 | ☐ Bachelor’s degree |
|  | ☐53–65 | ☐ Master’s degree |
| **4. Marital status** | **5.** **Personal monthly income** | **6. Occupation** |
| ☐Unmarried | ☐<5,000 RMB | ☐ Civil servant |
| ☐Married | ☐5,001–8,000 RMB | ☐Public sector employee |
|  | ☐8,001–12,000 RMB | ☐Company employee |
|  | ☐12,001–20,000 RMB | ☐ Farmer |
|  | ☐>20,000 RMB | ☐ Freelancer |
|  |  | ☐ Retirees |
|  |  | ☐ Student |
|  |  | ☐Unemployed |
|  |  | ☐ Others |

# Supplementary tables

**Table S1.** Construct measurement mean, standard deviation, skewness, kurtosis and reference sources.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Construct** |  | **Items** | **Mean-item (SD)** | **Skewness** | **Kurtosis** | **Mean-construct (SD)** | **source** |
| Adoption Intention |  | AI1  | 3.89(0.91) | -0.746 | 0.425 | 3.69（0.80） | Han et al.(2010)[[1]](#footnote-1) |
|  | AI2  | 3.53(0.96) | -0.249 | -0.319 |
|  | AI3  | 3.66(0.87) | -0.349 | 0.020 |
| Attitude |  | AT1  | 3.91(0.93) | -0.699 | -0.080 | 3.81（0.80） | Yadav & Pathak(2016)[[2]](#footnote-2) |
|  | AT2  | 3.58(1.07) | -0.375 | -0.772 |
|  | AT3 | 3.93(0.85) | -0.747 | 0.657 |
| Subjective Norm |  | SN1  | 3.83(0.81) | -0.506 | 0.382 | 3.79（0.66） | Yadav & Pathak(2016)[[3]](#footnote-3)Li & Shao (2023)[[4]](#footnote-4) |
|  | SN2  | 3.80(0.82) | -0.498 | 0.149 |
|  | SN3  | 3.80(0.80） | -0.308 | -0.319 |
|  | SN4  | 3.72(0.90) | -0.316 | -0.535 |
| Perceived Behavioural Control |  | PBC1  | 3.52(0.92) | -0.069 | -0.644 | 3.52（0.75） | Yadav & Pathak(2016)[[5]](#footnote-5) |
|  | PBC2 | 3.45(0.91) | -0.039 | -0.541 |
|  | PBC3 | 3.58(0.94) | -0.194 | -0.514 |
| Health Consciousness |  | HC1  | 3.47(0.93) | -0.143 | -0.331 | 3.49(0.77） | Tarkiainen & Sundqvist(2005)[[6]](#footnote-6) |
|  | HC2  | 3.39(0.94) | -0.226 | -0.283 |
|  | HC3  | 3.61(0.88) | -0.340 | -0.267 |
| Environmental concern |  | EC1  | 3.49(0.95) | -0.208 | -0.389 | 3.42(0.85) | Yadav & Pathak(2016)[[7]](#footnote-7) |
|  | EC2  | 3.25(0.92) | 0.039 | -0.489 |
|  | EC3  | 3.50(0.96) | -0.480 | 0.019 |
| Past eating Behavior |  | PEB1  | 3.70(0.98) | -0.408 | -0.402 | 3.5(0.78) | Żakowska et al.(2019)[[8]](#footnote-8) |
|  | PEB2  | 3.50(0.95) | -0.162 | -0.385 |
|  | PEB3  | 3.37(1.02) | -0.203 | -0.512 |
|  | PEB4  | 3.30(0.95) | -0.008 | -0.326 |
|  | PEB5  | 3.39(0.97) | -0.177 | -0.486 |
|  | PEB6  | 3.47(0.98) | -0.113 | -0.574 |
|  | PEB7  | 3.75(1.05) | -0.583 | -0.300 |
| Perceived value |  | PV1  | 3.75(0.81) | -0.360 | 0.035 | 3.98(0.68) | Sweeney& Soutar,(2001) [[9]](#footnote-9) |
|  | PV2 | 4.16(0.84) | -0.900 | 0.640 |
|  | PV3  | 4.05(0.81) | -0.712 | 0.390 |

**Table S2.** Variance Inflation Factor (VIF).

|  |  |
| --- | --- |
| **Variable** | **VIF** |
| AT1 | 1.723 |
| AT2 | 2.148 |
| AT3 | 2.051 |
| SN1 | 1.735 |
| SN2 | 2.115 |
| SN3 | 1.873 |
| SN4 | 1.685 |
| PBC1 | 1.852 |
| PBC2 | 1.622 |
| PBC3 | 1.779 |
| HC1 | 1.938 |
| HC2 | 1.796 |
| HC3 | 1.909 |
| EC1 | 3.138 |
| EC2 | 3.465 |
| EC3 | 2.579 |
| PEB1 | 3.211 |
| PEB2 | 2.769 |
| PEB3 | 2.287 |
| PEB4 | 2.127 |
| PEB5 | 1.759 |
| PEB6 | 1.933 |
| PEB7 | 2.505 |
| PV1 | 2.104 |
| PV2 | 2.106 |
| PV3 | 1.679 |

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2. Yadav, R., Pathak, G.S.,2016. Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior.J. Journal of Cleaner Production.2016, 135: 732-739. https://doi.org/10.1016/j.appet.2015.09.017 [↑](#footnote-ref-2)
3. Yadav, R., Pathak, G.S., 2016. Intention to purchase organic food among young consumers: Evidences from a developing nation. Appetite 96, 122–128. https://doi.org/10.1016/j.appet.2015.09.017 [↑](#footnote-ref-3)
4. Li, W., Shao, J., 2023. Research on influencing factors of consumers’ environmentally friendly clothing purchase behavior -- based on theory of planned behavior and norm activation model. China Manag. Sci. <https://doi.org/10.16381/j.cnki.issn1003-207x.2022.0070> [↑](#footnote-ref-4)
5. Yadav, R., Pathak, G.S.,2016. Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior.J. Journal of Cleaner Production.2016, 135: 732-739. https://doi.org/10.1016/j.appet.2015.09.017 [↑](#footnote-ref-5)
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8. Żakowska-Biemans, S., Pieniak, Z., Kostyra, E., et al.,2019. Searching for a Measure Integrating Sustainable and Healthy Eating Behaviors. Nutrients 2019, 11, 95. https://doi.org/10.3390/nu11010095 [↑](#footnote-ref-8)
9. Sweeney, J.C, Soutar, G.N.,2001. Consumer perceived value: The development of a multiple item scale.J. Journal of retailing, 2001, 77(2): 203-220. https://doi.org/10.1016/S0022-4359(01)00041-0 [↑](#footnote-ref-9)