

**Table S1.** Questionnaire design of the study

Sections	Statements
1. SCOBY information	<p>SCOBY is a thick, rubbery and cloudy mat made by a symbiotic relationship between acetic acid bacteria and the osmophilic yeast species. SCOBY is used to ferment green tea or oolong tea to make Kombucha, which is a rich source of organic acids, water-soluble vitamins, proteins, lipids, hydrolytic enzymes, minerals, polyphenols and metabolic products of yeast and bacteria. SCOBY fermented tea has several health benefits, such as high in probiotics, anti-inflammatory, antioxidant activity, anti-diabetics, anti-carcinogenic, and improved liver, immune system and gastrointestinal functions.</p> <p>SCOBY ice cream is a novel product made with SCOBY due to its various health benefits, such as high probiotic count. Considering its health benefits, please answer the following questions.</p>
2. Primary constructs and their predictors	
Attitude	<p>Consuming SCOBY ice cream in the future will be (not at all pleasant/pleasant)</p> <p>Consuming SCOBY ice cream in the future will be (not at all tasty/tasty)</p> <p>Consuming SCOBY ice cream in the future will be (Not at all relevant/relevant)</p> <p>Consuming SCOBY ice cream in the future will be (not at all important/important)</p>
Behavioural belief	<p>Eating SCOBY ice cream in the future will be healthy.</p> <p>Eating SCOBY ice cream in the future will be safe.</p> <p>SCOBY ice cream will have a pleasant taste.</p> <p>Eating SCOBY ice cream in the future will be expensive.</p>
Outcome evaluation	<p>How important do you think are the following aspects when you select an ice cream?</p> <p>Health/Safety/Taste/Price</p>
Subjective norm	<p>People who are important to me will approve that I should try SCOBY ice cream.</p> <p>People who are important to me will buy SCOBY ice cream.</p> <p>People who are important to me support buying SCOBY ice cream.</p>
Normative beliefs	<p>I will eat SCOBY ice cream if my family/friends/nutritionist/advertisement encourages me.</p>
Motivation to comply	<p>How important is the opinion of the following people/institutions for you to decide regarding ice cream?</p> <p>family/friends/nutritionist/advertisement</p>
Perceived behavioural control	<p>The decision to eat SCOBY ice cream will be entirely under my control.</p> <p>The ability to purchase SCOBY ice cream will be entirely up to me.</p> <p>I am confident in my decision to buy SCOBY ice cream.</p>
Control beliefs	<p>Eating SCOBY ice cream will be possible if it is available in the market.</p> <p>Eating SCOBY ice cream will be possible if it is compatible with my food habits.</p>
Power factor	<p>Availability in the market makes it easy/difficult for me to try SCOBY ice cream.</p> <p>Compatibility with my food habits makes it easy/difficult for me to try SCOBY ice cream.</p>
Intention	<p>For sure I will eat SCOBY ice cream in the future.</p> <p>I intend to eat SCOBY ice cream in the future.</p>
3. Additional constructs	
Neophobia	<p>I always try new and different products.</p> <p>I am afraid to eat things that I have never eaten before.</p> <p>I will eat almost all types of food.</p>
Emotions	<p>Information: After eating SCOBY ice cream, I will feel _____. (hopeless/hopeful)</p> <p>Speed: Consuming SCOBY ice cream will make me feel _____. (Discouraged/encouraged)</p> <p>Relevance: The thought of consuming SCOBY ice cream makes me feel _____. (unfulfilled/fulfilled)</p> <p>Commitment: I feel (_____) when I think to try SCOBY ice cream. (guilty/proud)</p>
4. Demographics	Age, gender, education and ethnicity