

Supplementary File S2

Minitab 19: Multivariate principal component analysis (PCA) output results ($n = 965$) showing 10 factors and their corresponding definitions

The results are inclusive of the Eigenanalysis of the correlation matrix, Eigenvectors table reporting the first 7 principal components that cumulatively contribute to approximately 90% of the variance. Discussed here within is the first 4 principal components that contribute 69% of the total variance.

Principal Component Analysis Factor Definitions		
No.	Multivariants: Research Questions (measured on a likert-scale)	Factors
1	Packaging helps to reduce food waste	Pack_ReduceFW
2	I am concerned about food packaging waste	Pack_WasteConcern
3	Packaging is not required for fresh food	Pack_No4Fresh
4	I refuse to buy products in unnecessary amounts of packaging	Pack_No2Unneces
5	I buy fresh food packaged, rather than loose	Pack_Yes2Fresh
6	I actively search out products in biodegradable/compostable packaging	Pack_Yes2Biodeg
7	I look for packaging that is recyclable	Pack_Yes2Recycle
8	I buy refill packs wherever possible	Pack_Yes2Refill
9	I bring my own refillable containers/bags and buy products unpacked	Pack_Yes2BYO
10	I buy food in packaging that suits my needs	Pack_Yes2SuitNeeds

Eigenanalysis of the Correlation Matrix

Eigenvalue	3.613	1.691	0.818	0.770	0.703	0.603	0.562	0.518	0.410	0.308
	4	1	3	3	5	0	8	3	8	3
Proportion	0.361	0.169	0.082	0.077	0.070	0.060	0.056	0.052	0.041	0.031
Cumulative	0.361	0.530	0.612	0.689	0.760	0.820	0.876	0.928	0.969	1.000

Eigenvectors

Variable	PC1	PC2	PC3	PC4	PC5	PC6	PC7
Pack_ReduceFW	0.099	0.527	-0.139	0.641	-0.209	0.122	-0.445
Pack_WasteConcern	0.313	-0.337	-0.081	0.430	0.160	-0.112	-0.034
Pack_No4Fresh	0.205	-0.454	-0.448	0.290	-0.341	-0.214	0.309
Pack_No2Unneces	0.414*	-0.067	0.114	-0.093	0.150	-0.081	-0.280
Pack_Yes2Fresh	0.185	0.535	0.047	0.169	0.226	-0.229	0.717
Pack_Yes2Biodeg	0.432*	0.056	0.232	-0.050	0.199	-0.082	-0.075
Pack_Yes2Recycle	0.424*	-0.075	0.142	-0.101	0.229	-0.208	-0.162

Pack_Yes2Refill	0.355	-0.006	-0.277	-0.109	0.125	0.853	0.189
Pack_Yes2BYO	0.309	0.025	0.502	-0.091	-0.760	0.099	0.145
Pack_Yes2SuitNeeds	0.238	0.322	-0.596	-0.500	-0.235	-0.282	-0.154