

### File S3: Test results of the measurement model with validated.

Construct	Indicator	Description	Load	Alpha Cronbach's	rho_A	Composite reliability	AVE
Motivation (MO)	(MO1)	Educational level	0,496	0,868	0,942	0,903	0,701
	(MO2)	Awareness	0,765				
	(MO3)	Attitude	0,713				
	(MO4)	Situational factors	0,935				
	(MO5)	Social norms	0,911				
Intention (IN)	(IN1)	Healthy food	0,620	0,668	0,603	0,771	0,458
	(IN2)	Environmental attitudes	0,666				
	(IN3)	Environmental beliefs	0,760				
	(IN4)	Local gastronomy	0,177				
	(IN5)	Scarcity of time	0,653				
Waste Behavior (CD)	(CD1)	Habits of abundance	0,796	0,727	0,728	0,846	0,647
	(CD2)	Health Risks	0,834				
	(CD3)	Healthy habits	0,782				
Ability (HB)	(HB1)	Technical Knowledge	0,741	0,740	0,768	0,850	0,654
	(HB2)	Technical skill	0,838				
	(OP4)	Training	0,843				
Opportunity (OP)	(OP1)	Infrastructure	0,841	0,682	0,688	0,826	0,614
	(OP2)	Utensils and technological innovation	0,803				
	(OP3)	Operational scheduling	0,700				
Waste control and management (CGD)	CGD1	Refrigeration and heating equipment	0,636	0,506	0,521	0,749	0,501
	CGD2	Methods and procedures	0,698				
	CGD3	People management	0,781				
Food waste (DS)	DS1	Extensive land use	0,892	0,843	0,935	0,884	0,608
	DS2	CH4 emissions	0,837				
	DS3	Food insecurity	0,611				
	DS4	Extensive use of water	0,794				
	DS5	Extensive use pesticides	0,735				

Note: The indicator OP4 was permuted for the Ability construct according to [1].

### Reference

- 1 Joseph, F.; Hair, J.; Hult, G.T.M.; Ringle, C.M.; Sarstedt, M. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*; SAGE: Los Angeles, CA, USA, 2017.