Research article

Modeling consumer home composting intentions for sustainable municipal organic waste management in Iran

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Table S1. Summary of statistics, Standardized factor loading, Cronbachs Alpha, Average Variance Extracted, and Composite Reliability for the study variables.

Construct and scale item	Standardized loading
Perceived easiness (AVE = 0.624, α = 0.808, Composite reliability = 0.868)	
Home composting is simple and easy.	0.878
It is easily possible to separate compostable materials from other wastes.	0.847
Home composting is time-consuming.	0.732
It is not difficult to use tools and equipment such as waste collection tanks, sheds, and so on	0.686
Perceived usefulness (AVE = 0.514, α = 0.694, Composite reliability = 0.801)	
Composting is more useful than other waste management methods such as burial and incineration.	0.570
Composting prevents environmental degradation.	0.508
Composting strengthens the nutrients needed by plants in the soil.	0.882
Composting prevents soil and water pollution caused by the accumulation of waste on the ground.	0.834
Personal norms (AVE = 791, α = 0.933, Composite reliability = 0.949)	
It would be wrong of me not to recycle my household waste.	0.900
I would feel guilty if I did not recycle my household waste.	0.931
Not recycling goes against my principles.	0.897
I feel morally committed to protecting the environment.	0.909

Everybody should share the responsibility to recycle household waste.	0.805
Subjective norms (AVE = 0.663, α = 0.883, Composite reliability = 0.907)	
Many of my friends find compost useful.	0.890
Many of my relatives find compost useful.	0.808
My neighbors find compost useful.	0.735
City-wide ads recommend home composting.	0.726
People who influence my decisions think that I should compost.	0.898
Perceived behavioral control (AVE = 0.590, α = 0.765, Composite reliability = 0.850)	0.645
I know what items can be composted.	0.831
I have tools to compost my household waste.	0.764
I know how to compost my household waste.	0.819
I have enough time for composting.	
Attitude (AVE = α = 0.795, Composite reliability = 0.879)	
Composting is rewarding.	0.841
Composting is hygienic.	0.881
Composting is a good idea.	0.804
Behavioral intention (AVE = 0.705, α = 0.860, Composite reliability = 0.905)	
Intention to buy the waste composting equipment	0.872
Intention to compost home-grown plant waste such as tree leaves, branches	0.795
Intention to compost kitchen waste	0.833
Intention to compost garden weeds	0.858

Table S2. Predictive power of constructs.

Constructs	R^2	Q^2	F^2
HCI	0.727	0.713	0.506
ATT	0.413	0.406	0.279
PN	0.185	0.788	0.146
PBC	-	0.590	-
PE	-	0.625	-
PU	0.198	0.250	0.095
SN	-	0.663	-