Supplementary Table S1. Definition of the latent and observed variables.

Latent variables	Observable variables	Measurement	Sources (adapted)
Stated intention, ST[a]	St_1: I intend to buy extra-virgin olive oil in my near future	Likert-scale[c]	Bagozzi (1993); Ajzen (2002)
Actual consumption, AC[a]	Ac_2: Consumption of extra-virgin olive oil	Per capita/monthly	Ajzen (2002); Olsen (2003)
	Ac_3: Uses for type of cooking with extra-virgin olive oil	Per household/qualitative uses	
	Ac_4: Uses in each meal of extra-virgin olive oil	Per household/weekly	
Subjective norm, SN[b]	Sn_5: To avoid/improve cholesterol problems, people, who are trustworthy, recommend me to buy extra-virgin olive oil	Binary-scale	Ajzen (2002); Authors' elaboration
	Sn_6: I know people who are related to olive oil sector and recommend me to buy extra-virgin olive oil		
Attitude, AT[a]	At_7: The degree to which you need extra-virgin olive oil	Likert-scale[c]	Salazar-Ordóñez *et al.* (2018)
	At_8: The degree to which you feel extra-virgin olive oil is good for you		
	At_9: The degree to which you will recommend extra-virgin olive oil		
	At_{10}: The enjoyment you get from the consumption of extra-virgin olive oil		
Socioeconomic factors, SE[b]	Se_{11}: Income per household	Continuous	Rodríguez-Entrena *et al.* (2013)
	Se_{12}: Age usual buyer	Continuous	
	Se_{13}: Household size	Members (big to small)	
	Se_{14}: Living previously in rural areas	Binary-scale	
Perception of the price, PP[b]	Pp_{15}: Considering its features, extra-virgin olive oil has a suitable price	Likert-scale[c]	Michaelidou & Hassan (2010); Authors' elaboration
	Pp_{16}: Considering my annual food outlay, extra-virgin olive oil is a cheap product		
Perception of the taste, TT[b]	Tt_{17}: I prefer olive oil not giving a lot of flavour to the dishes	Likert-scale[c]	Authors' elaboration
	Tt_{18}: Because of its taste, extra-virgin olive oil is less useful for cooking		
	Tt_{19}: The taste of extra-virgin olive oil is too bitter for most of the dishes		

[a] Endogenous or [b] Exogenous latent variables. [c] 7 points Likert-scales: 1 means the lowest level and 7, the highest level. *Source:* Authors' elaboration.

Supplementary Table S2. Measurement models.

	M1	M2	M3	M4
ST[a]				
St_1	1.000	--	1.000	--
AC[a, c]				
Ac_2	--	0.320**	--	0.182**
Ac_3	--	0.396***	--	0.315***
Ac_4	--	0.552***	--	0.692***
SN[a, c]				
Sn_5	0.231^{ns}	--	0.231^{ns}	0.636*
Sn_6	0.976**	--	0.976***	0.764**
AT[b, d]				
At_7	0.803***	--	0.802***	0.895***
At_8	0.726***	--	0.723***	0.700***
At_9	0.782***	--	0.785***	0.743***
At_{10}	0.813***	--	0.813***	0.772***
SE[b, c]				
Se_{11}	--	0.605***	0.328*	0.713***
Se_{12}	--	-0.084^{ns}	0.738***	0.024^{ns}
Se_{13}	--	0.767***	0.155^{ns}	0.596**
Se_{14}	--	0.344**	0.441**	0.392*
PP[b, c]				
Pp_{15}	0.630**	0.521**	0.581***	0.597***
Pp_{16}	0.523*	0.631**	0.573***	0.557**
TT[b, c]				
Tt_{17}	0.546***	0.128^{ns}	0.379***	0.284***
Tt_{18}	0.232*	0.341***	0.295**	0.300***
Tt_{19}	0.428**	0.683***	0.531***	0.605***

[a] Endogenous or [b] Exogenous latent variables. [c] Variance inflation factors are under 3.3 (Diamantopoulos & Siguaw, 2006). [d] Cronbach's Alpha (α), Dijkstra-Henseler's rho (ρ_A), Jöreskog's rho (ρ_c) values are over 0.8; and average variance extracted (AVE) value is over 0.6. *** p <0.001; ** p <0.01; * p <0.05; ns means non-significative (t-statistic of two-tailed test, $t_{(4,999)}$ from bootstrapping technique). *Source:* Authors' elaboration.

Supplementary Table S3. Structural models for M1 and M2 (standard errors in brackets).

Hypotheses		Path coefficients	Percentile bootstrap		$f^{2[c]}$
			2.5%	97.5%	
M1[a]					
SN → ST	$H1_{M1}$	0.044^{ns}	-0.040	0.112	--
		(0.036)			
AT[b] → ST	$H2_{M1}$	0.499***	0.423	0.571	0.332
		(0.038)			
PP → AT	$H3_{M1}$	0.206***	0.138	0.281	0.052
		(0.036)			
TT → AT	$H4_{M1}$	0.388***	0.321	0.453	0.183
		(0.034)			
M2[a]					
ES → AC	$H1_{M2}$	0.107**	0.058	0.193	0.018
		(0.035)			
PP → AC	$H2_{M2}$	0.196***	0.129	0.261	0.053
		(0.033)			
TT → AC	$H3_{M2}$	0.426***	0.393	0.521	0.288
		(0.033)			

[a] Variance inflation factors of each set of predictor construct are under 3.3 (Diamantopoulos & Siguaw, 2006). [b] Stone-Geisser's Q^2 value (omission distant of 6) > 0. [c] Cohen's (1988) f^2 values (effect size index): 0.02, 0.15 and 0.35 result in small, medium and large effects, respectively. *** p <0.001; ** p <0.01; * p <0.05; ns: non-significative (t-statistic of two-tailed test, $t_{(4,999)}$ from bootstrapping technique). Adj-R^2 M1: AT = 0.182, ST = 0.253; and adj-R^2 M2: AC = 0.273. *Source:* Authors' elaboration.