Appendix B

Here we present additional model results. Actual adoption is first modelled as in the manuscript, but without the interaction effect between the different social norm measures (Table B1). Second, actual adoption is modelled as in the manuscript, but without the verge specifics, personal characteristics, and Local Government Area controls (i.e., with only social norm effects) (Table B2). Finally, adoption intent is modelled as in the manuscript, but without the interaction effect between concern and neighbourhood effects (Table B3). In all cases, normative effects of concern over others when making adoption decisions have a negative influence of adoption, while neighbourhood effects are positive. Further, results presented in Table B2 show a positive interaction effect between concern and neighbourhood effects.

Table B1 Actual Adoption (revealed preference) logit model results with concern and conformity social norm effects, but without the interaction effect (n=734)

Variable	Estimate	SE
Constant	-4.35***	0.90
Social norms		
Concern (α_1)	-0.59**	0.25
Neighbour (α_2)	0.83***	0.26
Verge specifics		
Parking	-0.53**	0.21
Medium Verge	-0.06	0.39
Large Verge	0.41	0.42
Personal characteristics		
Woman	0.35	0.24
Age 50-59	0.43	0.33
Age 60-69	-0.04	0.37
Age 70+	0.89**	0.39
University	-0.08	0.30
Env. Org.	1.14	0.31
Hire Gardener	-1.18	0.56
Years in home: 5-20	-0.07	0.31
Years in home: 20+	-0.07	0.37
Local Government Area		
Bayswater	1.54***	0.55
Cambridge	1.42**	0.57
Melville	0.63	0.58
Subiaco	1.19**	0.60
Stirling	0.59	0.68
Claremont	0.87	0.70
Nedlands	0.95	0.62

*p<0.1; **p<0.05; ***p<0.01

Table B2 Actual Adoption (revealed preference) logit model results with only concern and conformity effects (n=734)

Variable	Estimate	SE
Constant	-1.94***	0.22
Social norms		
Concern (α_1)	-1.74***	0.62
Neighbour (α_2)	0.48*	0.28
Conc.x.Neighb. (α_3)	1.47**	0.68

*p<0.1; **p<0.05; ***p<0.01

Table B3 Adoption Intention (stated-preference choice experiment) mixed-logit model results with concern and conformity effects, but without the interaction effect (n= 634 (2536 choices))

	Mean		Standard Deviation	
Variable	Estimate	SE	Estimate	SE
ASC	-0.71***	0.05	1.11***	0.14
Choice attributes				
Entire	-0.99***	0.07	1.12***	0.11
50% off seeds	0.71***	0.10	0.96***	0.08
Free seeds	1.07***	0.11	0.97***	0.08
You prepare	-0.87***	0.08	1.14***	0.08
Rebate	1.60***	0.26	1.70***	0.25
Social norms				
Concern (α_1)	0.18***	0.05	-	-
Neighbour (α_2)	-0.50***	0.04	-	-
Covariance – Choice attributes				
50% off seeds x Free seeds	0.85***	0.12	-	-
ASC X 50% off seeds	-0.28***	0.10	-	-
ASC X Free seeds	-0.33**	0.11	-	-
ASC X Entire	-0.73***	0.10	-	-
ASC X You prepare	-0.58***	0.10	-	-
ASC X Rebate	-0.03	0.16	-	-
Entire X 50% off seeds	0.95***	0.14	-	-
Entire X Free seeds	1.01***	0.14	-	-
Entire X You prepare	-0.58***	0.14	-	-
Entire X Rebate	-0.58***	0.17	-	-
50% off seeds X You prepare	-0.69***	0.12	-	-
50% off seeds X Rebate	-0.66***	0.16	-	-
Free seeds X You prepare	-0.81***	0.14	-	-
Free seeds X Rebate	-0.66***	0.18	-	-
You prepare X Rebate	0.68***	0.20	-	-

*p<0.1; **p<0.05; ***p<0.01
Monetary values are in thousands of 2022 Australian Dollars

Table B4 presents results from an integrated choice latent variable model in WTA-space, in which the *Concern* variable is modelled as a latent construct based on responses to the two Likert-type items measured on a five-point *Strongly Disagree* to *Strongly Agree* scale. *Concern* is measured as a continuous variable with a mean of zero and variance (standard deviation parameter) that is freely estimated. *Concern* is modelled as a reflective latent variable, where one's level of concern is presumed to cause their responses to the two ordinal items used to measure it.

Results from this model are robust and reflect those from alternative specifications, but the interpretation of the *Concern* variable is different. *Concern* is now measured on a continuous scale with a mean of zero, and its effect must be interpreted in terms of standard deviations from the mean. A homeowner who is one SD above the mean level of concern must be paid an additional $240 relative to someone whose level of concern is at the mean (the effect of *Concern* on the choice outcome (0.10) multiplied by the standard deviation estimate of *Concern* (2.42)). Likewise, someone whose level of concern is one SD below the mean must be paid $240 less than someone at the mean. A difference of two standard deviations in the *Concern* variable is therefore equivalent to $480, which is a similar value obtained from specifying *Concern* as a dummy variable in the main body of the paper ($430).

Table B4 Adoption Intention (stated-preference choice experiment) integrated choice latent variable model results with *Concern* modelled as a latent construct (n=634 (2536 choices))

	Mean		Standard Deviation	
Variable	Estimate	SE	Estimate	SE
ASC	2.90***	0.26	0.76***	0.26
Choice attributes				
Entire	-0.81***	0.11	0.89***	0.17
50% off seeds	0.53***	0.13	0.37***	0.11
Free seeds	0.76***	0.11	0.23	0.18
You prepare	-0.89***	0.11	0.89***	0.11
Rebate ('000s)	0.61***	0.15	-0.11***	0.05
Social norms				
Concern (α_1)	-0.10***	0.04	-	-
Neighbour (α_2)	0.66***	0.14	-	-
Conc. x Neighb. (α_3)	0.20***	0.06	-	-
Measurement estimates				
SD: Concern	2.42***	0.24	-	-
Loading: norm 1	1.00	-	-	-
Loading: norm 2	1.03***	0.12	-	-
Measurement – Threshold estimates				
Norm 1: thresh. 1	-4.67***	0.31	-	-
Norm 1: thresh. 2	-2.72***	0.20	-	-
Norm 1: thresh. 3	-0.29**	0.14	-	-
Norm 1: thresh. 4	3.18***	0.25	-	-
Norm 2: thresh. 1	-4.34***	0.29	-	-
Norm 2: thresh. 2	-2.07***	0.18	-	-
Norm 2: thresh. 3	0.24*	0.14	-	-
Norm 2: thresh. 4	4.23***	0.29	-	-
Covariance – Choice attributes				
50% off seeds X Free seeds	0.21	0.15	-	-
ASC X 50% off seeds	-0.87***	0.18	-	-
ASC X Free seeds	-0.45**	0.22	-	-
ASC X Entire	-0.47***	0.15	-	-
ASC X You prepare	0.13	0.15	-	-
ASC X Rebate	0.19	0.16	-	-
Entire X 50% off seeds	0.15	0.13	-	-
Entire X Free seeds	0.54***	0.17	-	-
Entire X You prepare	0.12	0.1	-	-
Entire X Rebate	0.01	0.15	-	-
50% off seeds X You prepare	-0.13	0.09	-	-
50% off seeds X Rebate	-0.13	0.12	-	-
Free seeds X You prepare	-0.23***	0.09	-	-
Free seeds X Rebate	-0.32***	0.12	-	-
You prepare X Rebate	0.63***	0.17	-	-

*p<0.1; **p<0.05; ***p<0.01
Monetary values are in thousands of 2022 Australian Dollars