



Supplementary

Table S1. Cross-tab and Stepwise multiple linear regression analysis.

Cross-tab						Stepwise multiple linear regression			
Psychological factors		Strongly disagree (1)	Disagree (2)	Undecided (3)	Agree (4)	Strongly agree (5)	t	Sig.	
Perceived pro-environmental personal norms (PPN)	PPN1: The use of rice straw is consistent with your farming values.	Burning (85.71%)		Incorporation (76.92%)	Compacting (92.86%)	(Constant)	139.267	.000	
					Free-grazing ducks (100.00%)	Burning	-67.553	.000	
					Mixed method (100.00%)	Incorporation	-7.165	.000	
	PPN2: You feel it is your responsibility to help reduce air pollution.	Burning (85.71%)		Incorporation (76.92%)	Compacting (92.86%)	(Constant)	139.267	.000	
					Free-grazing ducks (100.00%)	Burning	-67.553	.000	
					Mixed method (100.00%)	Incorporation	-7.165	.000	
	PPN3: You feel guilty if you do not utilize the rice straw.	Burning (78.10%)			compacting (82.65%)	(Constant)	108.24	.000	
					Incorporation (100.00%)	Burning	-48.848	.000	
					Free-grazing ducks (100.00%)				
					Mixed method (85.71%)				
Perceived cues to rice straw utilization (PCU)	PCU1: You have read/heard/received the information of using rice straw to reduce environmental problem	Burning (85.71%)		Compacting (73.47%)	(Constant)	28.271	.000		
				Incorporation (100.00%)	Burning	-14.996	.000		
				Free-grazing ducks (100.00%)	Compacting	-2.059	.041		
				Mixed method (57.14%)					
	PCU2: Local authorities educate about rice straw utilization.	Burning (85.71%)		Incorporation (76.92%)	Compacting (62.24%)	(Constant)	43.713	.000	
					Free-grazing ducks (100.00%)	Burning	-19.45	.000	
					Mixed method (85.71%)	Mixed method	3.143	.002	
	PCU3: You can access facilities of rice straw utilization such as purchasing sites near the community.	Burning (71.43%)				Compacting (53.06%)	(Constant)	87.602	.000
						Incorporation (61.54%)	Burning	-39.92	.000
						Free-grazing ducks (100.00%)			
						Mixed method (80.95%)			
Perceived behavioral control of rice straw utilization (PBC)	PBC1: You have a good understanding of how to gain benefits from rice straw.	Burning (85.71%)		Incorporation (61.54%)	Compacting (51.02%)	(Constant)	81.273	.000	
				Free-grazing ducks (100.00%)	Mixed method (66.67%)	Burning	-36.035	.000	

Cross-tab					Stepwise multiple linear regression			
Psychological factors		Strongly disagree (1)	Disagree (2)	Undecided (3)	Agree (4)	Strongly agree (5)	t	Sig.
	PBC2: Rice straw utilization is easy and uncomplicated.	Burning (85.71%)			Compacting (79.59%)	(Constant)	67.988	.000
					Incorporation (84.62%)	Burning	-30.752	.000
					Free-grazing ducks (100.00%)			
					Mixed method (66.67%)			
	PBC3: You feel confident that rice straw can be utilized.	Burning (86.67%)			Compacting (75.51%)	(Constant)	127.083	.000
					Incorporation (76.92%)	Burning	-61.495	.000
					Free-grazing ducks (100.00%)			
					Mixed method (85.71%)			
Perceived severity of rice straw burning (PSB)	PSB1: Rice straw burning is a threat to local people's health.	Burning (85.71%)	Incorporation (76.92%)	Compacting (71.43%)	(Constant)	71.151	.000	
			Free-grazing ducks (100.00%)	Mixed method (57.14%)	Burning	-28.227	.000	
					Free-grazing ducks	-2.919	.004	
	PSB2: Rice straw burning is a serious threat to the environment and agriculture.	Burning (85.71%)		Compacting (87.76%)	(Constant)	108.968	.000	
				Incorporation (100.00%)	Burning	-45.599	.000	
				Free-grazing ducks (100.00%)				
				Mixed method (85.71%)				
	PSB3: Rice straw burning is a serious threat for future generations.	Burning (85.71%)	Compacting (100.00%)	(Constant)	99.98	.000		
			Incorporation (100.00%)	Burning	-28.342	.000		
			Free-grazing ducks (100.00%)					
			Mixed method (100.00%)					
	PSB4: People and the environment cannot cope with the effects of rice straw burning.		Burning (80.95%)	Compacting (100.00%)	(Constant)	133.643	.000	
				Incorporation (100.00%)	Burning	-35.078	.000	
				Free-grazing ducks (100.00%)				
				Mixed method (100.00%)				
Perceived ascription of responsibility (PAR)	PAR1: Everyone should be responsible for air pollution.			Burning (80.95%)	Compacting (100.00%)	(Constant)	178.191	.000
					Incorporation (100.00%)	Burning	-35.078	.000
					Free-grazing ducks (100.00%)			
					Mixed method (100.00%)			
	PAR2: People in the community should avoid activities that		Burning (80.95%)	Compacting (61.22%)	(Constant)	85.472	.000	
				Incorporation (100.00%)	Burning	-27.237	.000	

Cross-tab						Stepwise multiple linear regression	
Psychological factors	Strongly disagree (1)	Disagree (2)	Undecided (3)	Agree (4)	Strongly agree (5)	t	Sig.
cause air pollution.			Free-grazing ducks (100.00%)		Incorporation	-3.29	.001
			Mixed method (57.14%)				
Perceived benefits of rice straw utilization (PBU)	PBU1: Rice straw utilization has a positive effect on agriculture and the environment around you.		Burning (80.95%)	Compacting (100.00%)	(Constant)	178.191	.000
				Incorporation (100.0%)	burning	-35.078	.000
				Free-grazing ducks (100.00%)			
				Mixed method (100.00%)			
	PBU2: Rice straw utilization help increase income.	Burning (65.71%)	Incorporation (100.00%)	Mixed method (100.00%)	Compacting (92.86%)	(Constant)	28.273 .000
			Free-grazing ducks (100.00%)			Compacting	14.585 .000
						Burning	-6.451 .000
	PBU3: Rice straw utilization helps build good relationships in the community.	Burning (76.19%)		Compacting (100.00%)		Mixed method	5.789 .000
					(Constant)	164.284	.000
				Incorporation (100.00%)	Burning	-75.03	.000
				Free-grazing ducks (100.00%)			
	PBU4: Rice straw utilization does not incur an extra cost.	Burning (85.71%)		Mixed method (100.00%)			
				Compacting (88.78%)	(Constant)	143.732	.000
				Incorporation (100.00%)	Burning	-67.29	.000
				Free-grazing ducks (100.00%)			
	PBU5: Rice straw is more useful than burning, so it should be used for maximum benefit.	Burning (80.95%)		Mixed method (95.24%)			
					Compacting (98.98%)	(Constant)	168.097 .000
					Incorporation (100.00%)	Burning	-70.586 .000
					Free-grazing ducks (100.00%)		
Perceived benefits of current option (PBO)	PBO1: Your rice straw and stubble management option can help generate income for yourself/ your family.	Burning (85.71%)	Free-grazing ducks (100.00%)	Mixed method (100.00%)	Compacting (92.86%)	(Constant)	17.541 .000
		Incorporation (100.00%)				Compacting	34.396 .000
						Mixed method	15.059 .000
	PBO2: Your rice straw and stubble management option has low costs.		Free-grazing ducks (100.00%)	Burning (69.52%)	Compacting (77.55%)	(Constant)	54.04 .000
				Incorporation (76.92%)		Compacting	10.281 .000
				Mixed method (100.00%)		Burning	4.719 .000
						Free-grazing ducks	-3.587 .000

Cross-tab					Stepwise multiple linear regression			
Psychological factors	Strongly disagree (1)	Disagree (2)	Undecided (3)	Agree (4)	Strongly agree (5)	t	Sig.	
PBO3: Your rice straw and stubble management option can help reduce air pollution.	Burning (80.95%)				Compacting (92.86%)	(Constant)	185.639	.000
					Incorporation (100.00%)	Burning	-93.247	.000
					Free-grazing ducks (100.00%)			
					Mixed method (100.00%)			
PBO4: Your rice straw and stubble management option does not cause trouble for others and allows people to coexist peacefully.			Burning (86.70%)	Free-grazing ducks (100.00%)	Compacting (100.00%)	(Constant)	211.615	0
					Incorporation (76.90%)	Burning	-54.455	0
					Mixed method (100%)	Free-grazing ducks	-5.795	0
						Incorporation	-2.864	0.005
PBO5: Your rice straw and stubble management option is appropriate for the available resources in your community.			Burning (100.00%)	Free-grazing ducks (100.00%)	Compacting (54.08%)	(Constant)	124.907	0
					Incorporation (53.85%)	Burning	-29.402	0
					Mixed method (85.71%)	Mixed method	2.606	0.01
						Free-grazing ducks	-2.389	0.018