

Table S1. The results of the Bivariate Probit Model using RAA variables only.

	Would join		Would create	
	Coeff.	z-statistics	Coeff.	z-statistics
Attitude (A)	0.060***	5.54	0.041***	4.29
Social norms (SN)	0.024**	2.18	0.024**	2.27
Perceived behavioural control (PBC)	-0.005	-0.33	0.000	-0.01
_cons	-1.752	-6.82	-1.361	-6.03
rho (q)	0.599	5.70		
Number of observations	181			
Log-likelihood	-166.206			

Note: **, *** for 5 and 1% of significance level, respectively.

Table S1. The results of the Bivariate Probit Model using components derived from the PCA

	Would join		Would create	
	Coeff.	z-statistics	Coeff.	z-statistics
Dairy as a source of income	-0.090	-1.10	-0.119	-1.38
Capacity to produce	0.098	1.14	0.071	0.87
Awareness and knowledge	0.135**	2.00	0.252***	3.58
Own boss	0.032	0.44	0.075	0.93
Benefits collaboration	0.150	1.57	0.096	1.00
Trust business	-0.164*	-1.78	-0.109	-1.17
Trust close ones	0.239**	2.43	-0.027	-0.29
SU nostalgic	-0.094	-1.13	-0.021	-0.25
Risk	0.375***	4.65	0.395***	4.84
_cons	-0.581	-5.12	-0.595	-5.22
rho (q)	0.673	7.19		
Number of observations	181			
Log-likelihood	-164.612			

Note: *, **, *** for 10, 5 and 1% of significance level, respectively

Table S2. The Bivariate Probit Model with only significant covariates

	Coeff.	z-statistics
Would join		
Attitude (A)	0.062***	0.01
Social norms (SN)	0.009	0.01
Dairy as a source of income	-0.156*	0.09
Capacity to produce risk	0.114	0.08
	0.247***	0.09
Gender (1. Male)	0.601***	0.22
_cons	-2.176	0.32
Would create		
Attitude (A)	0.039***	0.01
Dairy as a source of income	-0.123*	0.07
Awareness and knowledge	0.248***	0.07
Risk	0.263***	0.09
Nationality (1. Kazakh)	0.655***	0.24
Education (1. University)	-0.422*	0.25
_cons	-1.636	0.31
rho (ρ)	0.626	5.40
Number of observations	181	
Log-likelihood	-147.226	

Note: *, **, *** for 10, 5 and 1% of significance level, respectively

Model 1 – The full model using all variables (i.e. RAA, PCA, socio-demographic and location)

Model 2 – Model using only RAA variables (i.e. A, SN, PBC)

Model 3 – Model using only components derived from PCA (i.e. PC1 - PC9)

Model 4 – Model using significant variables only

Table S3. Comparison of the results from different models

	Likelihood-ratio test	Prob > chi2
Model 1 vs model 2	LR chi2(32) = 59.10	0.0025
Model 1 vs model3	LR chi2(20) = 55.91	0.0000
Model 1 vs model 4	LR chi2(26) = 21.14	0.7348

Table S4. Correlation matrix for RAA variables and components (PCs) derived from the PCA

	Attitude	Social norms	Perceived behavioural control	Dairy as a source of income	Capacity to produce	Awareness and knowledge	Own boss	Benefits collaboration	Trust business	Trust close ones	SU nostalgic	Risk
Attitude	1											
Social norms	0.383	1										
Perceived behavioural control	0.446	0.453	1									
Dairy as a source of income	0.184	-0.071	0.162	1								
Capacity to produce	0.018	-0.089	0.076	0.520	1							
Awareness and knowledge	0.269	0.160	0.202	0.065	0.062	1						
Own boss	0.218	-0.053	0.066	0.237	0.213	0.042	1					
Benefits collaboration	0.348	0.130	0.346	-0.030	-0.107	0.112	0.109	1				
Trust business	0.209	0.116	0.140	0.179	-0.024	0.237	0.177	0.207	1			
Trust close ones	0.231	0.067	0.162	0.068	-0.120	0.044	0.090	0.237	0.324	1		
SU nostalgic	-0.037	-0.113	-0.135	-0.096	-0.097	-0.174	0.179	0.099	-0.065	0.081	1	
Risk	0.466	0.383	0.324	0.185	0.106	0.185	0.145	0.120	0.230	0.118	-0.245	1