

Supplementary. A.

Questionnaire

Section A: Personal information

1-1. Region

1. Guangzhou 2. Foshan 3. Jiangmen 4. Zhuhai 5. Shenzhen 6. Huizhou

1-2. Gender

1. Male 2. Female

1-3. Age

_____ years old

1-4. Family size

_____ person

1-5. Income level (CNY)

1. Under 2000 2. 2000 to 4000 3. 4000 to 6000 4. 6000 to 8000 5. 8000 to 10000 6. 10000 to 20000 7. 20000 or above

1-6. Educational level

1. Junior high school and below 2. High school/Technical secondary school 3. Junior college 4. Undergraduate
5. Graduate and above
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Section B: Personal behaviors and awareness

2-1. Air conditioner ownership

_____ unit

2-2. Air conditioner average service life

_____ years

2-3. Air conditioner use frequency

_____ hours/day (cooling)

_____ hours/day (heating)

2-4. (Knowledge) You know a lot about green air conditioner.

1. Extremely disagree 2. Disagree 3. Neutral 4. Agree 5. Extremely agree

2-5. (Confident) You are confident that green air conditioner has the potential to reduce emissions.

1. Extremely disagree 2. Disagree 3. Neutral 4. Agree 5. Extremely agree

2-6. What characteristics do you think green air conditioner should have? (multiple choice)

1. Novel and beautiful fashionable appearance
2. Purify air and improve air quality
3. Low energy consumption
4. Use new energy
5. Low operating noise
6. Use of materials that cause less pollution to the environment
7. Less environmental pollution after disposal
8. Intelligent
9. No or low fluorine refrigerant

2-7. If you need to buy a new air conditioner, the priority factors are:

2-7-1. Appearance:

1. Extremely unimportant 2. Unimportant 3. Neutral 4. Important 5. Extremely important

2-7-2. Energy efficiency class:

1. Extremely unimportant 2. Unimportant 3. Neutral 4. Important 5. Extremely important

2-7-3. Price:

1. Extremely unimportant 2. Unimportant 3. Neutral 4. Important 5. Extremely important

2-7-4. Operating noise/ Bactericidal function:

1. Extremely unimportant 2. Unimportant 3. Neutral 4. Important 5. Extremely important

2-7-5. Intelligence:

1. Extremely unimportant 2. Unimportant 3. Neutral 4. Important 5. Extremely important

2-7-6. Low environmental pollution:

1. Extremely unimportant 2. Unimportant 3. Neutral 4. Important 5. Extremely important
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Section C: Personal willingness

3-1. (WTB) If you need to buy a new air conditioner, if there is a “green air conditioner” that is more energy-efficient and environmentally friendly than ordinary air conditioners (the production stage / disposal stage has less environmental pollution), are you willing to buy it?

1. Yes 2. No

3-2. (WTP) Are you willing to pay more for a “green air conditioner”?

1. Yes (Turn to question 3-3) 2. No (Turn to question 3-5)

3-3. (WTP value-First Bid₀) How much are you willing to pay more for green air conditioner than normal air conditioner? (CNY) (Turn to question 4)

1. Under 500 (Turn to question 3-4-1)
2. 500 to 1000 (Turn to question 3-4-2)
3. 1000 to 1500 (Turn to question 3-4-3)
4. 1500 to 2000 (Turn to question 3-4-4)
5. 2000 to 2500 (Turn to question 3-4-5)
6. 2500 to 3000 (Turn to question 3-4-6)

3-4. (WTP value-Final Bid₁) Are you willing to pay a little more? (CNY)

- | | | | |
|---------------|-----------------------------|-----------------|-----------------|
| 3-4-1: | 1. Unwilling (Under 500) | 2. 500 to 750 | 3. 750 to 1000 |
| 3-4-2: | 1. Unwilling (500 to 1000) | 2. 1000 to 1250 | 3. 1250 to 1500 |
| 3-4-3: | 1. Unwilling (1000 to 1500) | 2. 1500 to 1750 | 3. 1750 to 2000 |
| 3-4-4: | 1. Unwilling (1500 to 2000) | 2. 2000 to 2250 | 3. 2250 to 2500 |
| 3-4-5: | 1. Unwilling (2000 to 2500) | 2. 2500 to 2750 | 3. 2750 to 3000 |
| 3-4-6: | 1. Unwilling (2500 to 3000) | 2. 3000 to 3250 | 3. 3250 to 3500 |

3-5. If you are unwilling to buy or pay, please give your reasons: (multiple choice)

1. Income is too low / Family expenses are high / Not a necessary spending
 2. Can afford it, but the price is slightly high / Not a rational spending
 3. Government should provide corresponding subsidies or discounts
 4. Not sure if the production stage and disposal stage is really eco-friendly
 5. Not well-informed about the related product information
 6. Buying a green air conditioner has little benefit for oneself in the short term
 7. Eco-friendliness does not affect the functionality of the air conditioner, as long as it works, it is fine
 8. Air conditioner is not used often, no need to spend a lot for a green air conditioner
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Supplementary. B.

Research boundaries

This study selected six representative cities for in-depth analysis: Guangzhou and Shenzhen (first-tier cities), Foshan and Zhuhai (emerging industrial and technological cities), and Huizhou and Jiangmen (regional central cities).

The selection of these six cities is based on the following considerations:

- **Economic and Urbanization Representation:** The six selected cities represent the three major levels of economic development in the PRD. First-tier cities such as Guangzhou and Shenzhen serve as economic and technological hubs. Emerging industrial cities like Foshan and Zhuhai reflect rapid industrial growth, while regional central cities such as Huizhou and Jiangmen represent less developed but strategically important areas.
- **Practical Feasibility:** Conducting surveys across all nine cities in the PRD poses significant logistical and resource constraints. The selected six cities account for a large share of the region's population and economic activity, providing a robust and efficient basis for analysis.
- **Comparative Value:** The chosen cities allow for meaningful comparisons of residents' preferences and behaviors across diverse socio-economic contexts. This stratified selection ensures the inclusion of cities with varying levels of climate adaptation capabilities, green technology adoption rates, and policy implementation.
- **Policy Relevance:** Insights derived from these representative cities can be extrapolated to inform policies for the entire PRD region. The findings provide actionable guidance for other cities with similar socio-economic profiles.

Questionnaire detail

This study conducted a pre-survey using trained interviewers in Zhuhai, Guangdong Province from January 13 to 15, 2021. The pre-survey provided the respondents with some product information including price of relatively energy-saving household air conditioners and the traditional more energy-consuming air conditioners from Zhongguancun Online (website in China). It collected 20 samples by using face-to-face interviews and open-ended elicitation technology to determine the objective bid median (approximately 1500 CNY) that can reduce bias of payment card format and double-bounded dichotomous choice, and revised the questionnaire. Based on the impact of the COVID-19 pandemic, the formal survey was conducted from January 23 to April 17, 2021, using a combination of face-to-face interviews and online surveys.

Face-to-face surveys were conducted by providing respondents with a QR code to access the same online questionnaire platform used for the online survey. This unified approach ensured that all data were collected within the same system, allowing for consistent data formatting and integrated analysis. The online platform utilized by both methods included technical safeguards to prevent duplicate responses, such as detecting repeated submissions from the same IP address, device ID, or through timestamp analysis. This system ensured the independence and validity of the responses collected through both channels.

Supplementary. C.

Total

Table S1 Residents' willingness to buy green air conditioners

WTB	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	0.539	0.196	7.54	1	0.006	1.714	1.167	2.519
Region			6.933	5	0.226			
Guangzhou	-0.011	0.318	0.001	1	0.972	0.989	0.53	1.844
Huizhou	0.628	0.362	3.011	1	0.083	1.874	0.922	3.808
Jiangmen	0.2	0.361	0.308	1	0.579	1.222	0.602	2.48
Shenzhen	-0.09	0.319	0.08	1	0.777	0.913	0.489	1.708
Zhuhai	0.475	0.35	1.839	1	0.175	1.609	0.809	3.197
Age	0.041	0.045	0.834	1	0.361	1.042	0.954	1.139
Family size	0.11	0.1	1.2	1	0.273	1.116	0.917	1.359
Income level			42.676	6	0			
2000 to 4000	-0.212	0.325	0.424	1	0.515	0.809	0.428	1.531
4000 to 6000	0.436	0.342	1.618	1	0.203	1.546	0.79	3.025
6000 to 8000	1.555	0.351	19.66	1	0	4.733	2.381	9.41
8000 to 10000	1.227	0.335	13.422	1	0	3.409	1.769	6.571
10000 to 20000	1.387	0.381	13.242	1	0	4.001	1.896	8.443
20000 or above	0.452	0.474	0.911	1	0.34	1.572	0.621	3.978
Educational level			66.038	4	0			
High school/ Technical secondary school	1.15	0.325	12.504	1	0	3.158	1.67	5.973
Junior college	1.732	0.328	27.906	1	0	5.65	2.972	10.741
College	2.683	0.342	61.568	1	0	14.623	7.482	28.579
Master or above	2.297	0.429	28.693	1	0	9.941	4.29	23.036
Knowledge			24.793	4	0			
Disagree	0.665	0.307	4.693	1	0.03	1.945	1.065	3.55
Neutral	1.407	0.304	21.409	1	0	4.082	2.25	7.406
Agree	1.251	0.366	11.703	1	0.001	3.493	1.706	7.151
Extremely agree	1.744	0.461	14.317	1	0	5.718	2.317	14.109
Confident			23.858	4	0			
Disagree	0.44	0.294	2.243	1	0.134	1.553	0.873	2.762
Neutral	1.2	0.309	15.104	1	0	3.319	1.812	6.078
Agree	0.714	0.352	4.108	1	0.043	2.042	1.024	4.072
Extremely agree	1.972	0.496	15.783	1	0	7.184	2.716	19.003
Service life	-0.212	0.064	10.907	1	0.001	0.809	0.714	0.918
Ownership	-0.204	0.11	3.43	1	0.064	0.815	0.657	1.012
Use frequency (cooling)	0.265	0.077	11.923	1	0.001	1.304	1.121	1.515
Use frequency (heating)	-0.22	0.064	11.892	1	0.001	0.802	0.708	0.909
Constant	-2.553	0.704	13.161	1	0	0.078		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S2 Residents' willingness to pay for green air conditioners

WTP	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	0.518	0.145	12.834	1	0.000	1.679	1.264	2.229
Region			41.184	5	0.000			
Guangzhou	-0.228	0.224	1.035	1	0.309	0.796	0.513	1.235
Huizhou	0.607	0.283	4.589	1	0.032	1.835	1.053	3.199
Jiangmen	0.986	0.311	10.040	1	0.002	2.679	1.456	4.929
Shenzhen	-0.094	0.232	0.164	1	0.685	0.910	0.578	1.434
Zhuhai	1.169	0.307	14.493	1	0.000	3.219	1.763	5.876
Age	0.023	0.037	0.369	1	0.543	1.023	0.951	1.100
Family size	0.313	0.069	20.476	1	0.000	1.368	1.194	1.567
Income level			18.436	6	0.005			
2000 to 4000	-0.178	0.336	0.280	1	0.597	0.837	0.433	1.617
4000 to 6000	-0.099	0.323	0.094	1	0.759	0.906	0.481	1.707
6000 to 8000	-0.316	0.285	1.229	1	0.268	0.729	0.417	1.275
8000 to 10000	-0.576	0.278	4.307	1	0.038	0.562	0.326	0.968
10000 to 20000	0.318	0.315	1.021	1	0.312	1.374	0.742	2.547
20000 or above	0.326	0.456	0.511	1	0.475	1.385	0.567	3.387
Educational level			27.998	4	0.000			
High school/ Technical secondary school	-0.257	0.332	0.600	1	0.439	0.773	0.403	1.482
Junior college	0.153	0.320	0.229	1	0.632	1.166	0.622	2.183
College	0.843	0.321	6.890	1	0.009	2.324	1.238	4.362
Master or above	0.818	0.386	4.497	1	0.034	2.266	1.064	4.824
Knowledge			31.786	4	0.000			
Disagree	-0.658	0.264	6.211	1	0.013	0.518	0.309	0.869
Neutral	-0.417	0.246	2.886	1	0.089	0.659	0.407	1.066
Agree	0.378	0.301	1.577	1	0.209	1.460	0.809	2.635
Extremely agree	0.718	0.352	4.161	1	0.041	2.050	1.028	4.085
Confident			8.710	4	0.069			
Disagree	0.237	0.263	0.810	1	0.368	1.267	0.757	2.121
Neutral	0.413	0.245	2.847	1	0.092	1.512	0.935	2.444
Agree	0.818	0.286	8.169	1	0.004	2.266	1.293	3.971
Extremely agree	0.471	0.324	2.116	1	0.146	1.602	0.849	3.021
Service life	-0.170	0.048	12.719	1	0.000	0.844	0.769	0.926
Ownership	0.074	0.077	0.918	1	0.338	1.076	0.926	1.252
Use frequency (cooling)	0.196	0.056	12.468	1	0.000	1.217	1.091	1.357
Use frequency (heating)	0.094	0.052	3.202	1	0.074	1.098	0.991	1.217
Constant	-1.578	0.576	7.514	1	0.006	0.206		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S3 Residents' payment value of green air conditioners

	Item	Estimate	Std. Error	Wald	df	Sig.	95% C.I.		OR	OR 95% C.I.
							Lower	Upper		
Threshold	[B = 1]	-1.581	0.334	22.448	1	0.000	-2.236	-0.927	0.206	0.107~0.396
	[B = 2]	-0.286	0.335	0.732	1	0.392	-0.943	0.370	0.751	0.389~1.448
	[B = 3]	1.096	0.351	9.746	1	0.002	0.408	1.784	2.992	1.504~5.954
	Age	-0.023	0.023	1.005	1	0.316	-0.067	0.022	0.977	0.935~1.022
	Family size	-0.104	0.041	6.353	1	0.012	-0.185	-0.023	0.901	0.831~0.977
	Service life	-0.002	0.028	0.005	1	0.945	-0.056	0.052	0.998	0.946~1.053
	Ownership	-0.100	0.045	4.803	1	0.028	-0.188	-0.011	0.905	0.829~0.989
	Use frequency (cooling)	-0.033	0.034	0.939	1	0.333	-0.099	0.033	0.968	0.906~1.034
	Use frequency (heating)	-0.010	0.027	0.124	1	0.725	-0.063	0.044	0.990	0.939~1.045
Gender	Male	0.357	0.087	16.905	1	0.000	0.187	0.527	1.429	1.206~1.694
	Female	0 ^a			0					
Location	Foshan	-0.348	0.153	5.158	1	0.023	-0.648	-0.048	0.706	0.523~0.953
	Guangzhou	-0.307	0.135	5.179	1	0.023	-0.572	-0.043	0.736	0.564~0.958
	Huizhou	-0.181	0.164	1.214	1	0.270	-0.502	0.141	0.834	0.605~1.151
	Jiangmen	-0.193	0.145	1.768	1	0.184	-0.478	0.092	0.824	0.62~1.096
	Shenzhen	0.155	0.133	1.348	1	0.246	-0.107	0.417	1.168	0.899~1.517
	Zhuhai	0 ^a			0					
Income Level	Under 2000	-0.138	0.213	0.416	1	0.519	-0.556	0.281	0.871	0.573~1.324
	2000 to 4000	-0.405	0.239	2.869	1	0.090	-0.873	0.064	0.667	0.418~1.066
	4000 to 6000	-0.111	0.194	0.325	1	0.569	-0.491	0.270	0.895	0.612~1.31
	6000 to 8000	-0.066	0.170	0.153	1	0.696	-0.399	0.267	0.936	0.671~1.306
	8000 to 10000	-0.720	0.172	17.463	1	0.000	-1.058	-0.382	0.487	0.347~0.682
	10000 to 20000	-0.439	0.167	6.906	1	0.009	-0.767	-0.112	0.645	0.464~0.894
	20000 or above	0 ^a			0					

Educational level	Under middle school	-1.037	0.292	12.578	1	0.000	-1.609	-0.464	0.355	0.2~0.629
	High school/ Technical secondary school	-0.519	0.170	9.357	1	0.002	-0.852	-0.186	0.595	0.427~0.83
	Junior college	-0.818	0.148	30.532	1	0.000	-1.108	-0.528	0.441	0.33~0.59
	College	-0.321	0.113	8.005	1	0.005	-0.543	-0.099	0.725	0.581~0.906
	Master or above	0 ^a			0					
Knowledge	Extremely disagree	-0.957	0.234	16.686	1	0.000	-1.416	-0.498	0.384	0.243~0.608
	Disagree	-0.330	0.178	3.427	1	0.064	-0.680	0.019	0.719	0.507~1.019
	Neutral	-0.257	0.127	4.077	1	0.043	-0.506	-0.008	0.773	0.603~0.992
	Agree	-0.150	0.116	1.649	1	0.199	-0.378	0.079	0.861	0.685~1.082
	Extremely agree	0 ^a			0					
Confident	Extremely disagree	-0.831	0.239	12.078	1	0.001	-1.300	-0.363	0.436	0.273~0.696
	Disagree	-0.409	0.179	5.202	1	0.023	-0.760	-0.057	0.664	0.468~0.945
	Neutral	-0.158	0.130	1.470	1	0.225	-0.413	0.097	0.854	0.662~1.102
	Agree	0.006	0.117	0.002	1	0.961	-0.224	0.235	1.006	0.799~1.265
	Extremely agree	0 ^a			0					

*Link function: Negative Log-log.

a. This parameter is set to zero because it is redundant.

Guangzhou

Table S4 Guangzhou residents' willingness to buy green air conditioners

WTB	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	0.391	0.439	0.793	1	0.373	1.478	0.625	3.495
Age	0.218	0.118	3.447	1	0.063	1.244	0.988	1.566
Family size	0.164	0.209	0.614	1	0.433	1.178	0.782	1.774
Income level			7.553	6	0.273			
2000 to 4000	-0.745	1.020	0.533	1	0.465	0.475	0.064	3.505
4000 to 6000	-0.412	0.820	0.252	1	0.616	0.662	0.133	3.307
6000 to 8000	-0.046	0.855	0.003	1	0.957	0.955	0.179	5.102
8000 to 10000	0.046	0.756	0.004	1	0.951	1.047	0.238	4.609
10000 to 20000	1.522	0.947	2.583	1	0.108	4.583	0.716	29.331
20000 or above	-0.906	1.085	0.697	1	0.404	0.404	0.048	3.391
Educational level			17.443	4	0.002			
High school/ Technical secondary school	1.226	0.946	1.679	1	0.195	3.406	0.533	21.744
Junior college	2.351	0.951	6.110	1	0.013	10.497	1.627	67.721
College	3.439	0.955	12.956	1	0.000	31.160	4.790	202.716
Master or above	3.330	1.209	7.594	1	0.006	27.946	2.616	298.548
Knowledge			3.305	4	0.508			
Disagree	-1.151	0.740	2.424	1	0.119	0.316	0.074	1.347
Neutral	-0.400	0.817	0.240	1	0.624	0.670	0.135	3.323
Agree	-1.112	0.899	1.528	1	0.216	0.329	0.056	1.918
Extremely agree	-0.874	1.111	0.620	1	0.431	0.417	0.047	3.679
Confident			26.800	4	0.000			
Disagree	0.639	0.772	0.684	1	0.408	1.894	0.417	8.600
Neutral	3.422	0.862	15.769	1	0.000	30.644	5.659	165.940
Agree	2.979	0.956	9.717	1	0.002	19.671	3.022	128.039
Extremely agree	4.613	1.119	16.987	1	0.000	100.744	11.236	903.306
Service life	-0.197	0.134	2.169	1	0.141	0.821	0.631	1.067
Ownership	-0.547	0.264	4.298	1	0.038	0.579	0.345	0.971
Use frequency (cooling)	0.248	0.163	2.309	1	0.129	1.281	0.931	1.763
Use frequency (heating)	-0.057	0.143	0.159	1	0.690	0.944	0.713	1.251
Constant	-2.178	1.645	1.754	1	0.185	0.113		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S5 Guangzhou residents' willingness to pay for green air conditioners

WTP	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	0.650	0.272	5.714	1	0.017	1.916	1.124	3.264
Age	-0.001	0.069	0.000	1	0.987	0.999	0.872	1.144
Family size	0.326	0.122	7.179	1	0.007	1.386	1.092	1.760
Income level			23.877	6	0.001			
2000 to 4000	0.684	0.959	0.509	1	0.475	1.982	0.303	12.976
4000 to 6000	-0.208	0.609	0.117	1	0.733	0.812	0.246	2.681
6000 to 8000	-1.006	0.570	3.114	1	0.078	0.366	0.120	1.118
8000 to 10000	-1.191	0.547	4.742	1	0.029	0.304	0.104	0.888
10000 to 20000	0.820	0.650	1.594	1	0.207	2.272	0.635	8.120
20000 or above	-0.313	0.797	0.155	1	0.694	0.731	0.153	3.486
Educational level			9.992	4	0.041			
High school/ Technical secondary school	0.156	0.772	0.041	1	0.840	1.168	0.257	5.308
Junior college	0.143	0.728	0.039	1	0.844	1.154	0.277	4.810
College	1.055	0.724	2.123	1	0.145	2.871	0.695	11.868
Master or above	1.733	0.925	3.506	1	0.061	5.655	0.922	34.680
Knowledge			8.064	4	0.089			
Disagree	-1.149	0.520	4.890	1	0.027	0.317	0.114	0.878
Neutral	-0.383	0.490	0.610	1	0.435	0.682	0.261	1.783
Agree	-0.182	0.580	0.098	1	0.754	0.834	0.267	2.599
Extremely agree	0.162	0.683	0.056	1	0.813	1.175	0.308	4.482
Confident			10.376	4	0.035			
Disagree	0.635	0.665	0.912	1	0.340	1.888	0.512	6.957
Neutral	1.198	0.596	4.048	1	0.044	3.314	1.031	10.649
Agree	1.799	0.691	6.772	1	0.009	6.042	1.559	23.416
Extremely agree	2.095	0.719	8.485	1	0.004	8.122	1.984	33.248
Service life	-0.172	0.087	3.931	1	0.047	0.842	0.710	0.998
Ownership	-0.054	0.141	0.143	1	0.705	0.948	0.718	1.251
Use frequency (cooling)	0.326	0.102	10.300	1	0.001	1.386	1.136	1.692
Use frequency (heating)	-0.031	0.090	0.116	1	0.733	0.970	0.812	1.158
Constant	-2.153	1.164	3.420	1	0.064	0.116		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S6 Guangzhou residents' payment value for green air conditioners

	Item	Estimate	Std. Error	Wald	df	Sig.	95% C.I.		OR	OR 95% C.I.
							Lower	Upper		
Threshold	[B = 1]	-1.421	0.661	4.628	1	0.031	-2.716	-0.126	0.241	0.066~0.882
	[B = 2]	0.012	0.664	0.000	1	0.986	-1.289	1.313	1.012	0.276~3.717
	[B = 3]	1.714	0.725	5.586	1	0.018	0.293	3.135	5.551	1.34~22.989
	Age	-0.020	0.051	0.151	1	0.698	-0.119	0.080	0.980	0.888~1.083
	Family size	-0.117	0.085	1.909	1	0.167	-0.284	0.049	0.890	0.753~1.05
	Service life	-0.032	0.060	0.286	1	0.593	-0.149	0.085	0.969	0.862~1.089
	Ownership	-0.100	0.100	1.006	1	0.316	-0.296	0.095	0.905	0.744~1.1
	Use frequency (cooling)	0.003	0.070	0.001	1	0.971	-0.134	0.139	1.003	0.875~1.149
	Use frequency (heating)	0.039	0.058	0.458	1	0.499	-0.074	0.152	1.040	0.929~1.164
Gender	Male	0.239	0.193	1.541	1	0.214	-0.139	0.617	1.270	0.87~1.853
	Female	0 ^a			0					
Location	Under 2000	-0.837	0.449	3.484	1	0.062	-1.717	0.042	0.433	0.18~1.043
	2000 to 4000	-1.213	0.782	2.406	1	0.121	-2.746	0.320	0.297	0.064~1.377
	4000 to 6000	-0.464	0.390	1.417	1	0.234	-1.229	0.300	0.629	0.293~1.35
	6000 to 8000	-0.634	0.352	3.246	1	0.072	-1.324	0.056	0.530	0.266~1.058
	8000 to 10000	-1.409	0.360	15.292	1	0.000	-2.115	-0.703	0.244	0.121~0.495
	10000 to 20000	-0.722	0.331	4.740	1	0.029	-1.371	-0.072	0.486	0.254~0.931
	20000 or above	0 ^a			0					
Educational level	Under middle school	-1.705	1.103	2.391	1	0.122	-3.867	0.456	0.182	0.021~1.578
	High school/ Technical secondary school	-0.416	0.374	1.237	1	0.266	-1.150	0.317	0.660	0.317~1.373
	Junior college	-0.771	0.341	5.120	1	0.024	-1.439	-0.103	0.463	0.237~0.902
	College	-0.383	0.246	2.425	1	0.119	-0.866	0.099	0.682	0.421~1.104
	Master or above	0 ^a			0					

	Extremely disagree	0.984	0.434	5.141	1	0.023	0.133	1.835	2.675	1.142~6.265
	Disagree	0.493	0.377	1.704	1	0.192	-0.247	1.232	1.637	0.781~3.428
Knowledge	Neutral	0.670	0.318	4.448	1	0.035	0.047	1.293	1.954	1.048~3.644
	Agree	0.208	0.274	0.577	1	0.448	-0.329	0.746	1.231	0.72~2.109
	Extremely agree	0 ^a			0					
	Extremely disagree	-1.668	0.723	5.320	1	0.021	-3.086	-0.251	0.189	0.046~0.778
	Disagree	-1.366	0.533	6.573	1	0.010	-2.411	-0.322	0.255	0.09~0.725
Confident	Neutral	-1.053	0.317	11.032	1	0.001	-1.675	-0.432	0.349	0.187~0.649
	Agree	-0.225	0.263	0.734	1	0.391	-0.740	0.290	0.799	0.477~1.336
	Extremely agree	0 ^a			0					

*Link function: Negative Log-log.

a. This parameter is set to zero because it is redundant.

Foshan

Table S7 Foshan residents' willingness to buy green air conditioners

WTB	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	0.292	0.630	0.215	1	0.643	1.339	0.390	4.605
Age	0.091	0.142	0.416	1	0.519	1.096	0.830	1.446
Family size	0.289	0.334	0.744	1	0.388	1.334	0.693	2.570
Income level			6.255	6	0.395			
2000 to 4000	-0.071	1.154	0.004	1	0.951	0.931	0.097	8.946
4000 to 6000	-0.906	1.241	0.534	1	0.465	0.404	0.036	4.597
6000 to 8000	0.542	1.327	0.166	1	0.683	1.719	0.127	23.181
8000 to 10000	0.313	1.380	0.052	1	0.820	1.368	0.092	20.444
10000 to 20000	-1.323	1.496	0.782	1	0.377	0.266	0.014	5.002
20000 or above	-3.015	1.857	2.637	1	0.104	0.049	0.001	1.866
Educational level			16.404	4	0.003			
High school/ Technical secondary school	2.235	1.249	3.200	1	0.074	9.349	0.808	108.221
Junior college	3.333	1.219	7.473	1	0.006	28.015	2.568	305.598
College	5.398	1.412	14.620	1	0.000	221.030	13.890	3517.109
Master or above	6.143	1.866	10.834	1	0.001	465.225	11.999	18037.517
Knowledge			10.756	4	0.029			
Disagree	1.419	1.075	1.743	1	0.187	4.132	0.503	33.957
Neutral	3.201	1.119	8.180	1	0.004	24.563	2.739	220.312
Agree	2.262	1.253	3.258	1	0.071	9.604	0.823	112.017
Extremely agree	4.249	1.817	5.467	1	0.019	70.009	1.988	2465.107
Confident			2.685	4	0.612			
Disagree	1.516	1.055	2.063	1	0.151	4.552	0.576	36.002
Neutral	1.000	0.991	1.017	1	0.313	2.717	0.389	18.956
Agree	1.906	1.490	1.637	1	0.201	6.728	0.363	124.747
Extremely agree	2.189	1.768	1.534	1	0.216	8.925	0.279	285.197
Service life	-0.493	0.249	3.929	1	0.047	0.611	0.375	0.994
Ownership	0.135	0.367	0.136	1	0.712	1.145	0.558	2.350
Use frequency (cooling)	0.487	0.257	3.582	1	0.058	1.628	0.983	2.697
Use frequency (heating)	-0.411	0.228	3.249	1	0.071	0.663	0.424	1.037
Constant	-6.222	2.614	5.664	1	0.017	0.002		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S8 Foshan residents' willingness to pay for green air conditioners

WTP	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	1.141	0.421	7.342	1	0.007	3.128	1.371	7.139
Age	-0.102	0.104	0.961	1	0.327	0.903	0.736	1.107
Family size	0.417	0.194	4.641	1	0.031	1.517	1.038	2.217
Income level			4.066	6	0.668			
2000 to 4000	0.267	0.881	0.092	1	0.762	1.306	0.232	7.351
4000 to 6000	0.231	0.913	0.064	1	0.800	1.260	0.211	7.534
6000 to 8000	0.068	0.827	0.007	1	0.934	1.071	0.212	5.416
8000 to 10000	-0.538	0.814	0.436	1	0.509	0.584	0.118	2.882
10000 to 20000	0.703	0.904	0.605	1	0.437	2.019	0.343	11.871
20000 or above	0.126	1.409	0.008	1	0.929	1.134	0.072	17.936
Educational level			7.376	4	0.117			
High school/ Technical secondary school	-0.736	0.968	0.578	1	0.447	0.479	0.072	3.197
Junior college	-0.924	0.850	1.182	1	0.277	0.397	0.075	2.100
College	0.451	0.865	0.272	1	0.602	1.569	0.288	8.543
Master or above	-0.258	1.045	0.061	1	0.805	0.773	0.100	5.994
Knowledge			4.654	4	0.325			
Disagree	0.053	0.930	0.003	1	0.955	1.054	0.170	6.523
Neutral	-0.516	0.777	0.441	1	0.507	0.597	0.130	2.739
Agree	0.285	0.910	0.098	1	0.754	1.330	0.223	7.912
Extremely agree	1.289	1.085	1.412	1	0.235	3.629	0.433	30.405
Confident			3.537	4	0.472			
Disagree	-1.083	0.757	2.047	1	0.153	0.338	0.077	1.493
Neutral	-0.285	0.666	0.183	1	0.669	0.752	0.204	2.774
Agree	0.241	0.886	0.074	1	0.786	1.272	0.224	7.216
Extremely agree	-0.061	1.084	0.003	1	0.955	0.941	0.113	7.874
Service life	-0.233	0.134	3.018	1	0.082	0.792	0.610	1.030
Ownership	0.118	0.208	0.322	1	0.570	1.125	0.749	1.691
Use frequency (cooling)	0.493	0.166	8.832	1	0.003	1.638	1.183	2.268
Use frequency (heating)	0.231	0.155	2.237	1	0.135	1.260	0.931	1.707
Constant	-2.329	1.645	2.006	1	0.157	0.097		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S9 Foshan residents' payment value for green air conditioners

	Item	Estimate	Std. Error	Wald	df	Sig.	95% C.I.		OR	OR 95% C.I.	
							Lower	Upper			
Threshold	Value	[B = 1]	-0.632	1.049	0.363	1	0.547	-2.687	1.423	0.532	0.068~4.15
		[B = 2]	0.833	1.059	0.619	1	0.432	-1.242	2.907	2.300	0.289~18.302
		[B = 3]	2.435	1.129	4.653	1	0.031	0.223	4.648	11.416	1.25~104.376
	Age		0.03	0.074	0.167	1	0.683	-0.115	0.176	1.030	0.891~1.192
	Family size		-0.14	0.124	1.274	1	0.259	-0.382	0.103	0.869	0.682~1.108
	Service life		0.003	0.081	0.001	1	0.97	-0.155	0.161	1.003	0.856~1.175
	Ownership		-0.113	0.137	0.679	1	0.41	-0.382	0.156	0.893	0.682~1.169
	Use frequency (cooling)		-0.012	0.112	0.012	1	0.914	-0.231	0.207	0.988	0.794~1.23
	Use frequency (heating)		0.071	0.087	0.675	1	0.411	-0.099	0.242	1.074	0.906~1.274
	Gender	Male	0.366	0.27	1.837	1	0.175	-0.163	0.895	1.442	0.85~2.447
		Female	0 ^a			0					
Location	Income Level	Under 2000	-0.037	0.743	0.002	1	0.961	-1.492	1.419	0.964	0.225~4.133
		2000 to 4000	0.292	0.711	0.168	1	0.682	-1.101	1.685	1.339	0.333~5.392
		4000 to 6000	-0.077	0.617	0.016	1	0.9	-1.287	1.133	0.926	0.276~3.105
		6000 to 8000	-0.227	0.573	0.157	1	0.692	-1.349	0.896	0.797	0.259~2.45
		8000 to 10000	-1.075	0.602	3.184	1	0.074	-2.255	0.106	0.341	0.105~1.112
		10000 to 20000	-0.621	0.56	1.229	1	0.268	-1.718	0.477	0.537	0.179~1.611
		20000 or above	0 ^a			0					
Educational level	Under middle school		-0.794	0.81	0.96	1	0.327	-2.382	0.794	0.452	0.092~2.212
	High school/ Technical secondary school		-0.252	0.582	0.188	1	0.665	-1.392	0.888	0.777	0.249~2.43
	Junior college		-1.139	0.549	4.294	1	0.038	-2.216	-0.062	0.320	0.109~0.94
	College		-0.131	0.399	0.108	1	0.742	-0.914	0.651	0.877	0.401~1.917
	Master or above		0 ^a			0					
Knowledge	Extremely disagree		-2.899	1.098	6.971	1	0.008	-5.051	-0.747	0.055	0.006~0.474

	Disagree	-2.545	0.877	8.426	1	0.004	-4.264	-0.827	0.078	0.014~0.437
	Neutral	-1.009	0.445	5.146	1	0.023	-1.88	-0.137	0.365	0.153~0.872
	Agree	-0.682	0.371	3.382	1	0.066	-1.409	0.045	0.506	0.244~1.046
	Extremely agree	0 ^a			0					
	Extremely disagree	1.171	0.588	3.964	1	0.046	0.018	2.324	3.225	1.018~10.216
	Disagree	0.814	0.522	2.432	1	0.119	-0.209	1.837	2.257	0.811~6.278
Confident	Neutral	0.848	0.423	4.02	1	0.045	0.019	1.677	2.335	1.019~5.349
	Agree	0.252	0.404	0.389	1	0.533	-0.54	1.044	1.287	0.583~2.841
	Extremely agree	0 ^a			0					

*Link function: Negative Log-log.

a. This parameter is set to zero because it is redundant.

Jiangmen

Table S10 Jiangmen residents' willingness to buy green air conditioners

WTB	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	0.723	0.560	1.667	1	0.197	2.061	0.688	6.175
Age	-0.121	0.128	0.895	1	0.344	0.886	0.689	1.139
Family size	0.209	0.291	0.518	1	0.471	1.233	0.697	2.179
Income level			6.468	6	0.373			
2000 to 4000	0.967	0.857	1.272	1	0.259	2.629	0.490	14.108
4000 to 6000	1.356	1.059	1.640	1	0.200	3.881	0.487	30.909
6000 to 8000	2.197	0.993	4.898	1	0.027	8.994	1.286	62.921
8000 to 10000	2.577	1.320	3.812	1	0.051	13.160	0.990	174.949
10000 to 20000	1.537	1.262	1.484	1	0.223	4.651	0.392	55.165
20000 or above	1.473	1.178	1.563	1	0.211	4.361	0.434	43.860
Educational level			6.972	4	0.137			
High school/ Technical secondary school	0.633	0.901	0.494	1	0.482	1.883	0.322	11.003
Junior college	2.187	1.039	4.426	1	0.035	8.906	1.161	68.309
College	2.011	1.192	2.848	1	0.092	7.473	0.723	77.276
Master or above	0.867	1.187	0.533	1	0.465	2.379	0.232	24.374
Knowledge			1.915	4	0.751			
Disagree	0.899	0.855	1.106	1	0.293	2.458	0.460	13.133
Neutral	0.344	0.720	0.229	1	0.632	1.411	0.344	5.780
Agree	1.306	1.176	1.235	1	0.266	3.693	0.369	36.987
Extremely agree	1.066	1.295	0.678	1	0.410	2.903	0.230	36.713
Confident			3.343	4	0.502			
Disagree	0.390	0.706	0.305	1	0.581	1.477	0.370	5.891
Neutral	1.183	0.898	1.738	1	0.187	3.266	0.562	18.974
Agree	2.002	1.179	2.882	1	0.090	7.407	0.734	74.752
Extremely agree	1.260	1.340	0.885	1	0.347	3.527	0.255	48.764
Service life	-0.021	0.171	0.016	1	0.900	0.979	0.700	1.369
Ownership	-0.087	0.325	0.071	1	0.789	0.917	0.485	1.734
Use frequency (cooling)	0.022	0.236	0.009	1	0.926	1.022	0.643	1.624
Use frequency (heating)	-0.193	0.183	1.117	1	0.291	0.825	0.576	1.179
Constant	-2.765	2.071	1.782	1	0.182	0.063		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S11 Jiangmen residents' willingness to pay for green air conditioners

WTP	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	1.347	0.697	3.732	1	0.053	3.844	0.981	15.071
Age	-0.038	0.176	0.048	1	0.827	0.962	0.681	1.359
Family size	0.821	0.369	4.955	1	0.026	2.272	1.103	4.681
Income level			2.201	6	0.900			
2000 to 4000	-1.286	1.243	1.069	1	0.301	0.276	0.024	3.162
4000 to 6000	0.372	1.387	0.072	1	0.789	1.450	0.096	21.967
6000 to 8000	-0.011	1.295	0.000	1	0.993	0.989	0.078	12.525
8000 to 10000	0.056	1.215	0.002	1	0.964	1.057	0.098	11.442
10000 to 20000	-0.023	1.350	0.000	1	0.986	0.977	0.069	13.770
20000 or above	0.486	2.037	0.057	1	0.812	1.625	0.030	88.060
Educational level			5.362	4	0.252			
High school/ Technical secondary school	-1.517	1.892	0.643	1	0.423	0.219	0.005	8.950
Junior college	-0.996	1.787	0.311	1	0.577	0.369	0.011	12.267
College	0.198	1.815	0.012	1	0.913	1.220	0.035	42.806
Master or above	-2.174	2.187	0.988	1	0.320	0.114	0.002	8.267
Knowledge			14.731	4	0.005			
Disagree	-1.612	1.201	1.802	1	0.180	0.200	0.019	2.100
Neutral	2.049	1.296	2.500	1	0.114	7.760	0.612	98.393
Agree	3.623	1.702	4.533	1	0.033	37.452	1.333	1051.926
Extremely agree	3.010	1.577	3.644	1	0.056	20.280	0.923	445.820
Confident			3.686	4	0.450			
Disagree	1.252	1.573	0.633	1	0.426	3.497	0.160	76.346
Neutral	-0.083	1.190	0.005	1	0.944	0.920	0.089	9.481
Agree	-1.695	1.297	1.709	1	0.191	0.184	0.014	2.331
Extremely agree	-1.712	1.481	1.336	1	0.248	0.181	0.010	3.288
Service life	-0.233	0.220	1.125	1	0.289	0.792	0.515	1.218
Ownership	0.071	0.366	0.038	1	0.846	1.074	0.524	2.199
Use frequency (cooling)	0.481	0.263	3.350	1	0.067	1.617	0.966	2.706
Use frequency (heating)	0.136	0.243	0.314	1	0.575	1.146	0.712	1.844
Constant	-2.897	2.705	1.146	1	0.284	0.055		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S12 Jiangmen residents' payment value for green air conditioners

	Item	Estimate	Std. Error	Wald	df	Sig.	95% C.I.		OR	OR 95% C.I.	
							Lower	Upper			
Threshold	Value	[B = 1]	-2.646	1.302	4.133	1	0.042	-5.197	-0.095	0.071	0.006~0.909
		[B = 2]	-0.882	1.289	0.468	1	0.494	-3.407	1.644	0.414	0.033~5.176
		[B = 3]	0.218	1.3	0.028	1	0.867	-2.33	2.766	1.244	0.097~15.895
	Age		0.085	0.082	1.065	1	0.302	-0.076	0.245	1.089	0.927~1.278
	Family size		-0.292	0.156	3.517	1	0.061	-0.597	0.013	0.747	0.55~1.013
	Service life		-0.021	0.097	0.049	1	0.825	-0.212	0.169	0.979	0.809~1.184
	Ownership		0.002	0.161	0	1	0.992	-0.315	0.318	1.002	0.73~1.374
	Use frequency (cooling)		-0.146	0.129	1.28	1	0.258	-0.399	0.107	0.864	0.671~1.113
	Use frequency (heating)		0.029	0.104	0.077	1	0.781	-0.175	0.233	1.029	0.839~1.262
	Gender	Male	0.815	0.331	6.05	1	0.014	0.166	1.464	2.259	1.181~4.323
		Female	0 ^a			0					
Location	Income Level	Under 2000	-0.653	0.928	0.495	1	0.482	-2.472	1.166	0.520	0.084~3.209
		2000 to 4000	-1.508	0.925	2.657	1	0.103	-3.321	0.305	0.221	0.036~1.357
		4000 to 6000	0.07	0.789	0.008	1	0.929	-1.476	1.616	1.073	0.229~5.033
		6000 to 8000	-0.386	0.754	0.263	1	0.608	-1.864	1.091	0.680	0.155~2.977
		8000 to 10000	-1.922	0.772	6.195	1	0.013	-3.436	-0.409	0.146	0.032~0.664
		10000 to 20000	-1.584	0.757	4.375	1	0.036	-3.068	-0.1	0.205	0.047~0.905
		20000 or above	0 ^a			0					
	Educational level	Under middle school	-0.867	0.92	0.889	1	0.346	-2.67	0.936	0.420	0.069~2.55
		High school/ Technical secondary school	-0.637	0.646	0.974	1	0.324	-1.903	0.628	0.529	0.149~1.874
		Junior college	-1.578	0.58	7.404	1	0.007	-2.715	-0.441	0.206	0.066~0.643
		College	-0.723	0.461	2.463	1	0.117	-1.626	0.18	0.485	0.197~1.197
		Master or above	0 ^a			0					
Knowledge	Extremely disagree	-1.791	0.855	4.39	1	0.036	-3.467	-0.116	0.167	0.031~0.89	

	Disagree	-1.252	1.007	1.546	1	0.214	-3.224	0.721	0.286	0.04~2.056
	Neutral	-1.05	0.511	4.221	1	0.04	-2.051	-0.048	0.350	0.129~0.953
	Agree	-0.57	0.456	1.563	1	0.211	-1.465	0.324	0.566	0.231~1.383
	Extremely agree	0 ^a			0					
	Extremely disagree	0.606	0.716	0.715	1	0.398	-0.798	2.009	1.833	0.45~7.456
	Disagree	0.715	0.664	1.161	1	0.281	-0.586	2.016	2.044	0.557~7.508
Confident	Neutral	0.957	0.528	3.286	1	0.07	-0.078	1.992	2.604	0.925~7.33
	Agree	0.146	0.485	0.09	1	0.764	-0.805	1.096	1.157	0.447~2.992
	Extremely agree	0 ^a			0					

*Link function: Negative Log-log.

a. This parameter is set to zero because it is redundant.

Zhuhai

Table S13 Zhuhai residents' willingness to buy green air conditioners

WTB	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	1.536	0.647	5.640	1	0.018	4.645	1.308	16.501
Age	0.063	0.135	0.216	1	0.642	1.065	0.818	1.386
Family size	-0.142	0.315	0.203	1	0.652	0.868	0.468	1.610
Income level			7.991	6	0.239			
2000 to 4000	1.413	0.988	2.046	1	0.153	4.109	0.593	28.484
4000 to 6000	1.401	1.067	1.723	1	0.189	4.058	0.501	32.861
6000 to 8000	2.917	1.152	6.416	1	0.011	18.494	1.935	176.787
8000 to 10000	2.495	1.104	5.107	1	0.024	12.126	1.392	105.597
10000 to 20000	2.146	1.176	3.330	1	0.068	8.546	0.853	85.608
20000 or above	2.995	1.878	2.545	1	0.111	19.990	0.504	792.446
Educational level			12.715	4	0.013			
High school/ Technical secondary school	3.000	1.000	9.000	1	0.003	20.095	2.830	142.709
Junior college	1.752	0.961	3.325	1	0.068	5.766	0.877	37.905
College	2.921	0.917	10.155	1	0.001	18.559	3.078	111.885
Master or above	2.096	1.325	2.501	1	0.114	8.134	0.606	109.253
Knowledge			12.820	4	0.012			
Disagree	1.736	0.995	3.043	1	0.081	5.673	0.807	39.887
Neutral	3.707	1.075	11.879	1	0.001	40.721	4.947	335.171
Agree	2.639	1.123	5.520	1	0.019	13.997	1.549	126.499
Extremely agree	3.341	1.435	5.424	1	0.020	28.255	1.698	470.256
Confident			1.442	4	0.837			
Disagree	0.785	0.900	0.762	1	0.383	2.193	0.376	12.801
Neutral	0.368	0.905	0.166	1	0.684	1.445	0.245	8.525
Agree	0.334	1.120	0.089	1	0.766	1.396	0.156	12.535
Extremely agree	1.467	1.720	0.727	1	0.394	4.335	0.149	126.300
Service life	-0.354	0.207	2.938	1	0.087	0.702	0.468	1.052
Ownership	0.124	0.294	0.178	1	0.673	1.132	0.636	2.016
Use frequency (cooling)	0.344	0.239	2.074	1	0.150	1.410	0.883	2.251
Use frequency (heating)	-0.237	0.197	1.450	1	0.228	0.789	0.536	1.161
Constant	-5.255	2.235	5.527	1	0.019	0.005		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S14 Zhuhai residents' willingness to pay for green air conditioners

WTP	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	1.235	0.689	3.215	1	0.073	3.438	0.891	13.257
Age	0.085	0.168	0.258	1	0.612	1.089	0.784	1.513
Family size	0.552	0.329	2.812	1	0.094	1.737	0.911	3.310
Income level			2.425	6	0.877			
2000 to 4000	0.925	1.111	0.692	1	0.405	2.521	0.286	22.245
4000 to 6000	0.802	1.293	0.385	1	0.535	2.231	0.177	28.123
6000 to 8000	1.734	1.298	1.785	1	0.182	5.663	0.445	72.081
8000 to 10000	1.238	1.185	1.092	1	0.296	3.449	0.338	35.163
10000 to 20000	1.787	1.480	1.457	1	0.227	5.972	0.328	108.712
20000 or above	1.291	1.747	0.546	1	0.460	3.636	0.118	111.670
Educational level			5.305	4	0.257			
High school/ Technical secondary school	0.852	1.045	0.665	1	0.415	2.345	0.302	18.192
Junior college	-0.840	1.141	0.541	1	0.462	0.432	0.046	4.044
College	0.897	1.137	0.622	1	0.430	2.452	0.264	22.781
Master or above	-1.673	1.627	1.058	1	0.304	0.188	0.008	4.552
Knowledge			12.372	4	0.015			
Disagree	0.982	1.130	0.755	1	0.385	2.669	0.291	24.455
Neutral	3.444	1.205	8.171	1	0.004	31.314	2.952	332.119
Agree	4.016	1.571	6.531	1	0.011	55.461	2.550	1206.464
Extremely agree	5.221	1.923	7.373	1	0.007	185.198	4.274	8024.615
Confident			3.384	4	0.496			
Disagree	0.484	0.940	0.265	1	0.607	1.622	0.257	10.245
Neutral	0.163	1.105	0.022	1	0.883	1.177	0.135	10.276
Agree	-1.054	1.316	0.640	1	0.424	0.349	0.026	4.603
Extremely agree	-2.610	1.803	2.094	1	0.148	0.074	0.002	2.521
Service life	-0.088	0.209	0.177	1	0.674	0.916	0.609	1.378
Ownership	0.085	0.339	0.063	1	0.802	1.089	0.560	2.116
Use frequency (cooling)	0.215	0.270	0.638	1	0.425	1.240	0.731	2.103
Use frequency (heating)	0.365	0.261	1.959	1	0.162	1.440	0.864	2.400
Constant	-5.575	2.350	5.630	1	0.018	0.004		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S15 Zhuhai residents' payment value for green air conditioners

	Item	Estimate	Std. Error	Wald	df	Sig.	95% C.I.		OR	OR 95% C.I.
							Lower	Upper		
Threshold	[B = 1]	-1.013	0.879	1.326	1	0.249	-2.736	0.711	0.363	0.065~2.036
	[B = 2]	0.295	0.882	0.111	1	0.738	-1.434	2.024	1.343	0.238~7.569
	[B = 3]	1.809	0.922	3.848	1	0.05	0.002	3.616	6.104	1.002~37.189
	Age	0.017	0.058	0.086	1	0.77	-0.096	0.13	1.017	0.908~1.139
	Family size	0.001	0.106	0	1	0.991	-0.206	0.208	1.001	0.814~1.231
	Service life	0.046	0.069	0.439	1	0.508	-0.089	0.181	1.047	0.915~1.198
	Ownership	-0.246	0.112	4.821	1	0.028	-0.465	-0.026	0.782	0.628~0.974
	Use frequency (cooling)	0.02	0.089	0.049	1	0.825	-0.154	0.194	1.020	0.857~1.214
	Use frequency (heating)	0.006	0.071	0.006	1	0.938	-0.133	0.144	1.006	0.875~1.155
Gender	Male	0.731	0.221	10.933	1	0.001	0.298	1.164	2.077	1.347~3.203
	Female	0 ^a			0					
Location	Under 2000	0.716	0.638	1.258	1	0.262	-0.535	1.967	2.046	0.586~7.149
	2000 to 4000	0.293	0.636	0.213	1	0.644	-0.952	1.539	1.340	0.386~4.66
	4000 to 6000	-0.104	0.57	0.033	1	0.856	-1.221	1.014	0.901	0.295~2.757
	6000 to 8000	0.487	0.521	0.875	1	0.35	-0.533	1.507	1.627	0.587~4.513
	8000 to 10000	-0.346	0.529	0.428	1	0.513	-1.383	0.69	0.708	0.251~1.994
	10000 to 20000	-0.076	0.529	0.021	1	0.886	-1.113	0.961	0.927	0.329~2.614
	20000 or above	0 ^a			0					
Educational level	Under middle school	-1.52	0.616	6.091	1	0.014	-2.727	-0.313	0.219	0.065~0.731
	High school/ Technical secondary school	-0.973	0.422	5.312	1	0.021	-1.8	-0.145	0.378	0.165~0.865
	Junior college	-0.995	0.4	6.177	1	0.013	-1.78	-0.21	0.370	0.169~0.811
	College	-0.643	0.328	3.844	1	0.05	-1.286	0	0.526	0.276~1
	Master or above	0 ^a			0					
Knowledge	Extremely disagree	-1.531	0.811	3.561	1	0.059	-3.121	0.059	0.216	0.044~1.061

	Disagree	-2.319	1.081	4.603	1	0.032	-4.438	-0.201	0.098	0.012~0.818
	Neutral	0.276	0.343	0.647	1	0.421	-0.397	0.949	1.318	0.672~2.583
	Agree	0.189	0.289	0.427	1	0.514	-0.378	0.756	1.208	0.685~2.13
	Extremely agree	0 ^a			0					
	Extremely disagree	-1.3	0.665	3.819	1	0.051	-2.604	0.004	0.273	0.074~1.004
	Disagree	-1.066	0.462	5.327	1	0.021	-1.971	-0.161	0.344	0.139~0.851
Confident	Neutral	-0.555	0.347	2.558	1	0.11	-1.234	0.125	0.574	0.291~1.133
	Agree	-0.431	0.32	1.82	1	0.177	-1.058	0.195	0.650	0.347~1.215
	Extremely agree	0 ^a			0					

*Link function: Negative Log-log.

a. This parameter is set to zero because it is redundant.

Shenzhen

Table S16 Shenzhen residents' willingness to buy green air conditioners

WTB	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	0.732	0.559	1.714	1	0.190	2.080	0.695	6.224
Age	0.075	0.125	0.356	1	0.551	1.078	0.843	1.378
Family size	0.071	0.282	0.064	1	0.800	1.074	0.618	1.866
Income level			21.335	6	0.002			
2000 to 4000	-1.101	0.865	1.621	1	0.203	0.332	0.061	1.811
4000 to 6000	0.953	0.930	1.049	1	0.306	2.593	0.419	16.043
6000 to 8000	2.753	0.954	8.334	1	0.004	15.690	2.420	101.704
8000 to 10000	2.602	0.861	9.126	1	0.003	13.497	2.494	73.036
10000 to 20000	1.752	0.883	3.935	1	0.047	5.763	1.021	32.529
20000 or above	0.330	1.202	0.076	1	0.783	1.392	0.132	14.684
Educational level			17.028	4	0.002			
High school/ Technical secondary school	2.381	0.952	6.254	1	0.012	10.810	1.673	69.835
Junior college	2.258	0.895	6.363	1	0.012	9.559	1.654	55.238
College	3.776	0.924	16.682	1	0.000	43.638	7.128	267.163
Master or above	3.198	1.105	8.378	1	0.004	24.493	2.809	213.593
Knowledge			10.361	4	0.035			
Disagree	3.604	1.216	8.789	1	0.003	36.740	3.392	397.996
Neutral	1.859	0.966	3.700	1	0.054	6.418	0.965	42.660
Agree	2.445	1.139	4.612	1	0.032	11.531	1.238	107.390
Extremely agree	2.537	1.227	4.275	1	0.039	12.645	1.141	140.094
Confident			6.715	4	0.152			
Disagree	-0.047	0.878	0.003	1	0.957	0.954	0.171	5.335
Neutral	0.771	0.916	0.708	1	0.400	2.163	0.359	13.035
Agree	-0.310	0.942	0.108	1	0.742	0.733	0.116	4.642
Extremely agree	2.714	1.553	3.055	1	0.081	15.091	0.719	316.642
Service life	-0.324	0.204	2.524	1	0.112	0.723	0.485	1.079
Ownership	-0.130	0.314	0.170	1	0.680	0.878	0.475	1.626
Use frequency (cooling)	0.366	0.192	3.642	1	0.056	1.442	0.990	2.100
Use frequency (heating)	-0.190	0.161	1.394	1	0.238	0.827	0.603	1.134
Constant	-4.755	1.737	7.491	1	0.006	0.009		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S17 Shenzhen residents' willingness to pay for green air conditioners

WTP	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	0.111	0.322	0.119	1	0.731	1.117	0.594	2.101
Age	0.110	0.090	1.480	1	0.224	1.116	0.935	1.333
Family size	0.176	0.174	1.026	1	0.311	1.193	0.848	1.677
Income level			5.143	6	0.526			
2000 to 4000	-0.619	0.781	0.627	1	0.428	0.539	0.116	2.491
4000 to 6000	-0.662	0.759	0.762	1	0.383	0.516	0.117	2.281
6000 to 8000	-0.433	0.642	0.455	1	0.500	0.649	0.185	2.281
8000 to 10000	-0.077	0.631	0.015	1	0.903	0.926	0.269	3.190
10000 to 20000	-0.067	0.678	0.010	1	0.921	0.935	0.248	3.533
20000 or above	1.971	1.326	2.209	1	0.137	7.175	0.534	96.472
Educational level			6.265	4	0.180			
High school/ Technical secondary school	-0.208	0.774	0.072	1	0.788	0.812	0.178	3.706
Junior college	0.351	0.707	0.247	1	0.619	1.421	0.356	5.679
College	0.962	0.711	1.834	1	0.176	2.618	0.650	10.541
Master or above	0.972	0.832	1.366	1	0.243	2.644	0.518	13.501
Knowledge			28.516	4	0.000			
Disagree	-1.662	0.653	6.489	1	0.011	0.190	0.053	0.682
Neutral	-1.713	0.666	6.625	1	0.010	0.180	0.049	0.665
Agree	0.879	0.894	0.967	1	0.325	2.409	0.418	13.893
Extremely agree	-0.033	0.836	0.002	1	0.968	0.967	0.188	4.977
Confident			16.122	4	0.003			
Disagree	1.118	0.667	2.809	1	0.094	3.058	0.827	11.305
Neutral	0.141	0.596	0.056	1	0.813	1.151	0.358	3.705
Agree	1.800	0.648	7.718	1	0.005	6.052	1.699	21.553
Extremely agree	0.385	0.688	0.314	1	0.575	1.470	0.382	5.658
Service life	-0.212	0.116	3.316	1	0.069	0.809	0.644	1.016
Ownership	0.232	0.179	1.674	1	0.196	1.261	0.887	1.793
Use frequency (cooling)	-0.161	0.122	1.754	1	0.185	0.851	0.670	1.081
Use frequency (heating)	0.270	0.138	3.815	1	0.051	1.309	0.999	1.716
Constant	-0.042	1.228	0.001	1	0.972	0.958		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S18 Shenzhen residents' payment value for green air conditioners

	Item	Estimate	Std. Error	Wald	df	Sig.	95% C.I.		OR	OR 95% C.I.	
							Lower	Upper			
Threshold	[B = 1]	-0.871	0.712	1.497	1	0.221	-2.267	0.524	0.419	0.104~1.689	
	[B = 2]	0.414	0.716	0.335	1	0.562	-0.988	1.817	1.513	0.372~6.153	
	[B = 3]	1.76	0.741	5.634	1	0.018	0.307	3.213	5.812	1.359~24.854	
	Age	-0.057	0.055	1.051	1	0.305	-0.165	0.052	0.945	0.847~1.053	
	Family size	-0.053	0.093	0.315	1	0.574	-0.236	0.131	0.949	0.79~1.14	
	Service life	-0.009	0.067	0.020	1	0.888	-0.141	0.122	0.991	0.869~1.129	
	Ownership	-0.074	0.103	0.524	1	0.469	-0.276	0.127	0.928	0.759~1.135	
	Use frequency (cooling)	0.026	0.071	0.131	1	0.717	-0.113	0.164	1.026	0.893~1.179	
	Use frequency (heating)	-0.026	0.063	0.176	1	0.675	-0.149	0.097	0.974	0.861~1.101	
	Gender	Male	0.509	0.187	7.438	1	0.006	0.143	0.875	1.664	1.154~2.399
		Female	0 ^a			0					
Location	Income Level	Under 2000	0.294	0.439	0.447	1	0.504	-0.567	1.154	1.342	0.567~3.171
		2000 to 4000	-0.555	0.675	0.674	1	0.412	-1.879	0.769	0.574	0.153~2.158
		4000 to 6000	0.475	0.464	1.044	1	0.307	-0.436	1.385	1.608	0.647~3.995
		6000 to 8000	0.247	0.38	0.421	1	0.517	-0.499	0.992	1.280	0.607~2.697
		8000 to 10000	-0.254	0.346	0.538	1	0.463	-0.932	0.424	0.776	0.394~1.528
		10000 to 20000	-0.261	0.33	0.626	1	0.429	-0.908	0.386	0.770	0.403~1.471
		20000 or above	0 ^a			0					
	Educational level	Under middle school	-1.233	0.779	2.504	1	0.114	-2.76	0.294	0.291	0.063~1.342
		High school/ Technical secondary school	-0.325	0.392	0.69	1	0.406	-1.094	0.443	0.723	0.335~1.557
		Junior college	-0.489	0.333	2.153	1	0.142	-1.142	0.164	0.613	0.319~1.178
		College	-0.03	0.231	0.017	1	0.897	-0.482	0.422	0.970	0.618~1.525
		Master or above	0 ^a			0					
Knowledge	Extremely disagree	-2.184	1.069	4.172	1	0.041	-4.28	-0.088	0.113	0.014~0.916	

	Disagree	0.681	0.319	4.548	1	0.033	0.055	1.306	1.976	1.057~3.691
	Neutral	-0.35	0.271	1.676	1	0.195	-0.881	0.18	0.705	0.414~1.197
	Agree	-0.296	0.261	1.286	1	0.257	-0.808	0.216	0.744	0.446~1.241
	Extremely agree	0 ^a			0					
	Extremely disagree	-2.453	1.07	5.25	1	0.022	-4.551	-0.355	0.086	0.011~0.701
	Disagree	-0.652	0.348	3.519	1	0.061	-1.333	0.029	0.521	0.264~1.029
Confident	Neutral	-0.09	0.265	0.116	1	0.733	-0.609	0.429	0.914	0.544~1.536
	Agree	-0.129	0.251	0.264	1	0.607	-0.622	0.363	0.879	0.537~1.438
	Extremely agree	0 ^a			0					

*Link function: Negative Log-log.

a. This parameter is set to zero because it is redundant.

Huizhou

Table S19 Huizhou residents' willingness to buy green air conditioners

WTB	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	0.723	0.560	1.667	1	0.197	2.061	0.688	6.175
Age	-0.121	0.128	0.895	1	0.344	0.886	0.689	1.139
Family size	0.209	0.291	0.518	1	0.471	1.233	0.697	2.179
Income level			6.468	6	0.373			
2000 to 4000	0.967	0.857	1.272	1	0.259	2.629	0.490	14.108
4000 to 6000	1.356	1.059	1.640	1	0.200	3.881	0.487	30.909
6000 to 8000	2.197	0.993	4.898	1	0.027	8.994	1.286	62.921
8000 to 10000	2.577	1.320	3.812	1	0.051	13.160	0.990	174.949
10000 to 20000	1.537	1.262	1.484	1	0.223	4.651	0.392	55.165
20000 or above	1.473	1.178	1.563	1	0.211	4.361	0.434	43.860
Educational level			6.972	4	0.137			
High school/ Technical secondary school	0.633	0.901	0.494	1	0.482	1.883	0.322	11.003
Junior college	2.187	1.039	4.426	1	0.035	8.906	1.161	68.309
College	2.011	1.192	2.848	1	0.092	7.473	0.723	77.276
Master or above	0.867	1.187	0.533	1	0.465	2.379	0.232	24.374
Knowledge			1.915	4	0.751			
Disagree	0.899	0.855	1.106	1	0.293	2.458	0.460	13.133
Neutral	0.344	0.720	0.229	1	0.632	1.411	0.344	5.780
Agree	1.306	1.176	1.235	1	0.266	3.693	0.369	36.987
Extremely agree	1.066	1.295	0.678	1	0.410	2.903	0.230	36.713
Confident			3.343	4	0.502			
Disagree	0.390	0.706	0.305	1	0.581	1.477	0.370	5.891
Neutral	1.183	0.898	1.738	1	0.187	3.266	0.562	18.974
Agree	2.002	1.179	2.882	1	0.090	7.407	0.734	74.752
Extremely agree	1.260	1.340	0.885	1	0.347	3.527	0.255	48.764
Service life	-0.021	0.171	0.016	1	0.900	0.979	0.700	1.369
Ownership	-0.087	0.325	0.071	1	0.789	0.917	0.485	1.734
Use frequency (cooling)	0.022	0.236	0.009	1	0.926	1.022	0.643	1.624
Use frequency (heating)	-0.193	0.183	1.117	1	0.291	0.825	0.576	1.179
Constant	-2.765	2.071	1.782	1	0.182	0.063		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S20 Huizhou residents' willingness to pay for green air conditioners

WTP	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Gender (Female)	0.262	0.541	0.234	1	0.628	1.299	0.450	3.750
Age	0.197	0.154	1.621	1	0.203	1.217	0.899	1.648
Family size	0.421	0.292	2.082	1	0.149	1.523	0.860	2.699
Income level			7.613	6	0.268			
2000 to 4000	1.841	1.074	2.938	1	0.087	6.303	0.768	51.745
4000 to 6000	1.024	1.137	0.811	1	0.368	2.785	0.300	25.876
6000 to 8000	2.303	1.092	4.452	1	0.035	10.006	1.178	84.996
8000 to 10000	0.537	1.063	0.255	1	0.614	1.710	0.213	13.734
10000 to 20000	1.614	1.342	1.448	1	0.229	5.024	0.362	69.685
20000 or above	3.642	2.213	2.708	1	0.100	38.161	0.499	2919.737
Educational level			10.608	4	0.031			
High school/ Technical secondary school	-4.604	1.721	7.154	1	0.007	0.010	0.000	0.292
Junior college	-2.744	1.740	2.487	1	0.115	0.064	0.002	1.946
College	-3.624	1.735	4.363	1	0.037	0.027	0.001	0.800
Master or above	-2.778	1.845	2.268	1	0.132	0.062	0.002	2.311
Knowledge			12.566	4	0.014			
Disagree	1.062	1.162	0.835	1	0.361	2.893	0.296	28.239
Neutral	-2.092	0.821	6.488	1	0.011	0.123	0.025	0.617
Agree	-3.077	1.213	6.432	1	0.011	0.046	0.004	0.497
Extremely agree	-1.719	1.360	1.597	1	0.206	0.179	0.012	2.577
Confident			11.928	4	0.018			
Disagree	1.684	0.888	3.594	1	0.058	5.386	0.944	30.709
Neutral	2.952	1.057	7.794	1	0.005	19.148	2.410	152.128
Agree	3.739	1.123	11.092	1	0.001	42.035	4.657	379.407
Extremely agree	3.579	1.379	6.735	1	0.009	35.841	2.402	534.882
Service life	-0.354	0.191	3.459	1	0.063	0.702	0.483	1.019
Ownership	0.243	0.315	0.597	1	0.440	1.275	0.688	2.364
Use frequency (cooling)	0.295	0.228	1.678	1	0.195	1.343	0.859	2.099
Use frequency (heating)	0.121	0.193	0.394	1	0.530	1.129	0.773	1.649
Constant	-1.129	2.242	0.254	1	0.615	0.323		

*Categorical covariates were compared using indicator lights, with the reference category being the first.

Table S21 Huizhou residents' payment value for green air conditioners

		Item	Estimate	Std. Error	Wald	df	Sig.	95% C.I.		OR	OR 95% C.I.
								Lower	Upper		
Threshold	Value	[B = 1]	-2.662	1.055	6.37	1	0.012	-4.729	-0.595	0.070	0.009~0.552
		[B = 2]	-1.096	1.041	1.109	1	0.292	-3.135	0.944	0.334	0.043~2.57
		[B = 3]	0.289	1.081	0.072	1	0.789	-1.83	2.408	1.335	0.16~11.112
		Age	-0.082	0.08	1.05	1	0.305	-0.239	0.075	0.921	0.787~1.078
		Family size	-0.131	0.147	0.797	1	0.372	-0.419	0.157	0.877	0.658~1.17
		Service life	0.081	0.095	0.733	1	0.392	-0.104	0.266	1.084	0.901~1.305
		Ownership	-0.15	0.175	0.732	1	0.392	-0.494	0.194	0.861	0.61~1.214
		Use frequency (cooling)	-0.057	0.113	0.251	1	0.616	-0.278	0.165	0.945	0.757~1.179
		Use frequency (heating)	0.045	0.098	0.211	1	0.646	-0.147	0.237	1.046	0.863~1.267
	Gender	Male	0.096	0.283	0.114	1	0.736	-0.459	0.65	1.101	0.632~1.916
		Female	0 ^a			0					
Location	Income Level	Under 2000	0.225	0.764	0.086	1	0.769	-1.274	1.723	1.252	0.28~5.601
		2000 to 4000	-0.499	0.59	0.716	1	0.398	-1.655	0.657	0.607	0.191~1.929
		4000 to 6000	-1.292	0.698	3.428	1	0.064	-2.66	0.076	0.275	0.07~1.079
		6000 to 8000	-0.516	0.464	1.236	1	0.266	-1.426	0.394	0.597	0.24~1.483
		8000 to 10000	-0.104	0.49	0.045	1	0.832	-1.064	0.856	0.901	0.345~2.354
		10000 to 20000	0.551	0.533	1.066	1	0.302	-0.495	1.596	1.735	0.61~4.933
		20000 or above	0 ^a			0					
	Educational level	Under middle school	-1.23	1.11	1.227	1	0.268	-3.407	0.946	0.292	0.033~2.575
		High school/ Technical secondary school	-0.459	0.714	0.414	1	0.52	-1.858	0.94	0.632	0.156~2.56
		Junior college	-0.502	0.381	1.737	1	0.188	-1.25	0.245	0.605	0.287~1.278
		College	-0.477	0.371	1.651	1	0.199	-1.205	0.251	0.621	0.3~1.285
		Master or above	0 ^a			0					
	Knowledge	Extremely disagree	-4.28	1.216	12.382	1	0	-6.663	-1.896	0.014	0.001~0.15

	Disagree	-2.05	0.637	10.372	1	0.001	-3.298	-0.802	0.129	0.037~0.448
	Neutral	-1.492	0.458	10.634	1	0.001	-2.389	-0.595	0.225	0.092~0.552
	Agree	-0.313	0.381	0.677	1	0.411	-1.059	0.433	0.731	0.347~1.542
	Extremely agree	0 ^a			0					
	Extremely disagree	-1.544	1.156	1.782	1	0.182	-3.81	0.723	0.214	0.022~2.061
	Disagree	0.772	0.687	1.262	1	0.261	-0.575	2.119	2.164	0.563~8.323
Confident	Neutral	-1.015	0.584	3.02	1	0.082	-2.161	0.13	0.362	0.115~1.139
	Agree	-0.335	0.323	1.075	1	0.3	-0.969	0.299	0.715	0.379~1.349
	Extremely agree	0 ^a			0					

*Link function: Negative Log-log.

a. This parameter is set to zero because it is redundant.

Supplementary. D.

Kruskal-Wallis H Test

Table S22 Ranks and test statistics of Kruskal-Wallis H Test

Item	Region	N	Mean Rank	Kruskal-Wallis H	df	Asymp. Sig.
WTB	Guangzhou	454	877.16	2.976	5	0.704
	Foshan	247	859.17			
	Jiangmen	232	875.16			
	Zhuhai	252	857.69			
	Shenzhen	342	848.49			
	Huizhou	199	857.26			
WTP	Guangzhou	454	818.91	46.528	5	0.000
	Foshan	247	848.28			
	Jiangmen	232	942.04			
	Zhuhai	252	943.93			
	Shenzhen	342	814.70			
	Huizhou	199	874.56			
Payment value	Guangzhou	354	690.04	22.389	5	0.000
	Foshan	201	667.72			
	Jiangmen	214	707.19			
	Zhuhai	233	730.22			
	Shenzhen	265	807.23			
	Huizhou	168	693.15			

Mann-Whitney U Test

Table S23 Ranks of Mann-Whitney U Test

	Group	WTP			Payment value		
		N	Mean Rank	Sum of Ranks	N	Mean Rank	Sum of Ranks
1	Guangzhou	454	346.80	157446.00	354	281.19	99542.50
	Foshan	247	358.72	88605.00	201	272.38	54747.50
2	Guangzhou	454	326.95	148435	354	282	99829
	Jiangmen	232	375.89	87206	214	288.63	61767
3	Guangzhou	454	335.25	152202.00	354	287.46	101762.50
	Zhuhai	252	386.38	97369.00	233	303.93	70815.50
4	Guangzhou	454	399.33	181298.00	354	288.18	102014.50
	Shenzhen	342	397.39	135908.00	265	339.15	89875.50
5	Guangzhou	454	320.58	145545.00	354	261.20	92466.00
	Huizhou	199	341.64	67986.00	168	262.13	44037.00

6	Foshan	247	227.4	56167	201	202.16	40635
	Jiangmen	232	253.42	58793	214	213.48	45685
7	Foshan	247	236.03	58300.50	201	207.38	41684.00
	Zhuhai	252	263.69	66449.50	233	226.23	52711.00
8	Foshan	247	301.65	74508.50	201	207.70	41748.00
	Shenzhen	342	290.19	99246.50	265	253.07	67063.00
9	Foshan	247	220.47	54456	201	182.1	36601.5
	Huizhou	199	227.26	45225	168	188.47	31663.5
10	Jiangmen	232	242.22	56196.00	214	220.29	47143.00
	Zhuhai	252	242.75	61174.00	233	227.40	52985.00
11	Jiangmen	232	312.73	72554.00	214	221.62	47427.00
	Shenzhen	342	270.38	92471.00	265	254.84	67533.00
12	Jiangmen	232	223.78	51917.00	214	193.16	41336.00
	Huizhou	199	206.93	41179.00	168	189.39	31817.00
13	Zhuhai	252	323.11	81423	233	235.35	54837.5
	Shenzhen	342	278.63	95292	265	261.94	69413.5
14	Zhuhai	252	234.00	58967.50	233	205.30	47835.50
	Huizhou	199	215.87	42958.50	168	195.03	32765.50
15	Shenzhen	342	264.10	90321.50	265	230.23	61011.50
	Huizhou	199	282.86	56289.50	168	196.13	32949.50

Table S24 Test Statistics of Mann-Whitney Test

Group	WTP		Payment value	
	Z	Asymp. Sig. (2-tailed)	Z	Asymp. Sig. (2-tailed)
Guangzhou vs Foshan	-1.059	0.290	-0.716	0.474
Guangzhou vs Jiangmen	-4.681	0.000	-0.531	0.596
Guangzhou vs Zhuhai	-4.923	0.000	-1.300	0.193
Guangzhou vs Shenzhen	-0.164	0.870	-3.879	0.000
Guangzhou vs Huizhou	-1.893	0.058	-0.075	0.941
Foshan vs Jiangmen	-3.489	0.000	-1.101	0.271
Foshan vs Zhuhai	-3.674	0.000	-1.771	0.077
Foshan vs Shenzhen	-1.145	0.252	-3.968	0.000
Foshan vs Huizhou	-0.845	0.398	-0.661	0.509
Jiangmen vs Zhuhai	-0.090	0.928	-0.651	0.515
Jiangmen vs Shenzhen	-4.664	0.000	-2.855	0.004
Jiangmen vs Huizhou	-2.546	0.011	-0.376	0.707
Zhuhai vs Shenzhen	-4.896	0.000	-2.239	0.025
Zhuhai vs Huizhou	-2.697	0.007	-0.985	0.325
Shenzhen vs Huizhou	-1.945	0.052	-3.020	0.003