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Considering the consumer in the design of a supply chain of perishables

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Table S1. Estimated parameters of the combined preferences model.

Variables	β (vegetables)	β (Tomato)	β (Cucumber)	β (Pepper)
Price	-0.091	-0.090	-0.087	-0.097
Freshness 1	0.526	0.541	0.502	0.533
Freshness 2	0.346	0.360	0.333	0.339
Origin 1	0.375	0.393	0.357	0.368
Origin 2	0.224	0.247	0.197	0.221
Method	0.196	0.218	0.212	0.147
R^2	0.368	0.401	0.344	0.352
R^2 revised	0.367	0.399	0.340	0.348
ANOVA	329.469	156.014	92.954	83.439

Table S2. Factors relative importance (%)^{*}.

Attributes	vegetables	Tomato	Cucumber	Pepper
Price	13.47	13.23	13.68	13.59
Freshness	38.39	38.74	37.15	39.21
Origin	31.21	30.71	30.47	32.83
Production method	16.95	17.33	18.70	14.36

(^{*}) Average values obtained for each factor

Table S3. Socioeconomic and demographic description of the segments (% consumers) for vegetables.

Variable	Segment #1	Segment #2	Segment #3
Unusual shopping	17.16	20.61	18.18
Usual shopping	54.44	58.18	56.82
Very usual shopping	28.40	21.21	25.0
Temporary consumption	13.61	20.61	27.27
Frequent consumption	68.05	67.88	54.55
Very frequent consumption	18.34	11.51	18.18
Younger than 35 years old	39.64	35.76	22.73
From 35 to 55 years old	44.38	52.12	59.09
Older than 55 years old	15.98	12.12	15.18
Pre-university studies	76.33	79.39	77.27
University studies	23.67	20.61	22.73
Low incomes	7.10	11.52	9.09
Medium incomes	62.13	56.97	52.27
High incomes	30.77	31.51	38.64