

<i>Levels</i>	Contextual Factors	Psychosocial Factors	Technology Factors
<i>Societal/ Structural</i>	Policy and regulations, climate and geography	Leadership/advocacy, cultural identity	Manufacturing, financing, and distribution of the product; current and past national policies and promotion of products
<i>Community</i>	Access to markets, access to resources, built and physical environment	Shared values, collective efficacy, social integration, stigma	Location, access, availability, individual vs. collective ownership/access, and maintenance of the product
<i>Interpersonal/ Household</i>	Roles and responsibilities, household structure, division of labour, available space	Injunctive norms, descriptive norms, aspirations, shame, nurture	Sharing of access to product, modelling/demonstration of use of product
<i>Individual</i>	Wealth, age, education, gender, livelihoods/employment	Self-efficacy, knowledge, disgust, perceived threat	Perceived cost, value, convenience, and other strengths and weaknesses of the product
<i>Habitual</i>	Favourable environment for habit formation, opportunity for and barriers to repetition of behaviour	Existing water and sanitation habits, outcome expectations	Ease/Effectiveness of routine use of product