

Multimedia Appendix 2. PLS loadings and cross-loadings

Construct	Item	BI	EE	FC	HT	SP	HM	PE	PV	SI
Behavioural Intention	BI1	.89	.47	.32	.58	.11	.45	.54	.33	.36
	BI2	.94	.37	.24	.54	.16	.38	.43	.31	.40
	BI3	.91	.32	.22	.56	.21	.36	.41	.33	.43
Effort Expectancy	EE1	.36	.87	.51	.19	-.10	.32	.35	.26	.15
	EE3	.40	.91	.50	.28	-.07	.44	.47	.32	.25
	EE4	.34	.86	.49	.29	-.08	.44	.40	.33	.24
	EE5	.40	.91	.52	.27	-.03	.37	.43	.28	.20
Facilitating conditions	FC1	.20	.42	.80	.14	-.05	.16	.17	.14	.09
	FC2	.24	.49	.88	.21	-.03	.23	.20	.23	.20
	FC3	.28	.53	.84	.19	-.06	.27	.27	.17	.15
	FC4	.18	.32	.64	.28	-.05	.34	.13	.27	.29
Habit	H1	.52	.23	.24	.88	.15	.33	.30	.42	.59
	H2	.40	.13	.16	.81	.18	.39	.24	.37	.44
	H3	.56	.34	.22	.75	.08	.46	.50	.32	.31
Self-Perception	SP1	.10	-.11	-.11	.06	.80	.03	.00	.04	.06
	SP2	.15	-.09	-.12	.11	.85	.01	.01	.03	.15
	SP4	.11	-.05	-.01	.13	.54	.07	-.02	.11	.14
	SP6	.13	.01	.07	.15	.65	.14	.11	.05	.07
Hedonic Motivation	HM1	.41	.37	.27	.46	.12	.96	.43	.41	.31
	HM2	.41	.50	.37	.44	.01	.90	.49	.37	.28
	HM3	.41	.38	.25	.45	.11	.96	.41	.40	.30
Performance Expectancy	PE1	.37	.39	.18	.30	.04	.39	.86	.26	.18
	PE2	.51	.45	.25	.42	.05	.46	.95	.29	.29
	PE3	.48	.44	.23	.45	.02	.44	.92	.32	.35
Price Value	PV1	.30	.27	.22	.37	.09	.34	.22	.91	.28
	PV2	.34	.34	.27	.45	.07	.43	.34	.96	.32
	PV3	.35	.33	.24	.46	.07	.41	.33	.95	.34
Social Influence	SI1	.41	.23	.22	.54	.14	.27	.31	.32	.97
	SI2	.42	.23	.22	.54	.15	.31	.30	.33	.98
	SI3	.44	.24	.23	.55	.14	.34	.30	.34	.98