MULTIMEDIA APPENDIX 2

Table A.2.1 Total Sample Heterotrait-Monotrait Ratio (HTMT)

CONSTRUCTS	PE	EE	SI	HT	FC	HM	PV	PEM	PEM-PL	PEM-CL	PEM-CCL	BI	BIR		AGE	EDUCATION	GENDER	PCHC
PE																		
EE	0.54																	
SI	0.47	0.21																
HT	0.64	0.51	0.66															
FC	0.49	0.77	0.32	0.53														
HM	0.51	0.53	0.46	0.73	0.59													
PV	0.40	0.49	0.31	0.51	0.69	0.55												
PEM	0.63	0.42	0.59	0.70	0.53	0.63	0.58											
PEM-PL	0.66	0.44	0.59	0.71	0.56	0.61	0.57	0.97										
PEM-CL	0.62	0.41	0.50	0.62	0.51	0.54	0.56	0.97	0.82									
PEM-CCL	0.47	0.31	0.52	0.60	0.40	0.60	0.47	0.96	0.76	0.79								
BI	0.71	0.43	0.53	0.79	0.51	0.62	0.53	0.70	0.69	0.64	0.62							
BIR	0.69	0.40	0.55	0.74	0.46	0.58	0.51	0.74	0.72	0.69	0.64	0.86						
AGE	0.08	0.31	0.24	0.06	0.10	0.03	0.11	0.07	0.09	0.07	0.04	0.03	0.02					
EDUCATION	0.07	0.20	0.10	0.04	0.27	0.08	0.12	0.05	0.04	0.07	0.04	0.06	0.09		0.12			
GENDER	0.21	0.05	0.15	0.12	0.11	0.14	0.06	0.22	0.23	0.22	0.17	0.18	0.18		0.13	0.02		
PCHC	0.04	0.11	0.15	0.12	0.04	0.11	0.06	0.09	0.12	0.08	0.04	0.04	0.05		0.44	0.20	0.03	

Notes: PE: Performance Expectancy; EE: Effort Expectancy; SI: Social Influence; HT: Habit; FC: Facilitation Conditions; HM: Hedonic Motivation; PV: Price Value; PEM: Personal Empowerment (2nd order);PEM-PL: Personal Empowerment – Professional Logic; PEM-CL: Personal Empowerment- Consumer Logic; PEM-CCL: Personal Empowerment – Community Logic; BI: Behaviour Intention; Abuse Behaviour BIR: Behaviour Intention to Recommend; PCHC: Presence of Chronic Health Condition.