|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Construct** | **Items** | **Loading** | **CA** | **CR** | **AVE** |
| Facebook Use in Planning and Marketing | FP1 | 0.940 | 0.951 | 0.963 | 0.837 |
|  | FP2 | 0.937 |  |  |  |
|  | FP3 | 0.950 |  |  |  |
|  | FP4 | 0.841 |  |  |  |
|  | FP5 | 0.903 |  |  |  |
|  | FP6 | 0.942 |  |  |  |
|  | FP7 | 0.912 |  |  |  |
|  | FP8 | 0.891 |  |  |  |
|  | FP10 | 0.867 |  |  |  |
|  |  |  |  |  |  |
| Facebook Use in hosting | FH1 | 0.862 | 0.984 | 0.985 | 0.774 |
|  | FH2 | 0.922 |  |  |  |
|  | FH3 | 0.900 |  |  |  |
|  | FH4 | 0.840 |  |  |  |
|  | FH5 | 0.901 |  |  |  |
|  | FH6 | 0.807 |  |  |  |
|  | FH7 | 0.811 |  |  |  |
|  | FH8 | 0.804 |  |  |  |
|  | FH9 | 0.904 |  |  |  |
|  | FH10 | 0.882 |  |  |  |
| Facebook Use in Post-Funeral Activities | FPF1 | 0.895 | 0.958 | 0.965 | 0.779 |
|  | FPF2 | 0.916 |  |  |  |
|  | FPF3 | 0.885 |  |  |  |
|  | FPF4 | 0.872 |  |  |  |
|  | FPF5 | 0.913 |  |  |  |
|  | FPF6 | 0.890 |  |  |  |
|  | FPF7 | 0.911 |  |  |  |
|  | FPF8 | 0.886 |  |  |  |
|  | FPF9 | 0.926 |  |  |  |
|  | FPF10 | 0.930 |  |  |  |
| Participant Experience | PE1 | 0.908 | 0.972 | 0.963 | 0.812 |
|  | PE2 | 0.880 |  |  |  |
|  | PE3 | 0.873 |  |  |  |
|  | PE4 | 0.851 |  |  |  |
|  | PE5 | 0.812 |  |  |  |
|  | PE6 | 0.912 |  |  |  |
|  | PE7 | 0.951 |  |  |  |
|  | PE8 | 0.833 |  |  |  |
|  | PE9 | 0.956 |  |  |  |
|  | PE10 | 0.823 |  |  |  |
| Funeral Costs | FC1 | 0.907 | 0.923 | 0.953 | 0.798 |
|  | FC2 | 0.911 |  |  |  |
|  | FC3 | 0.942 |  |  |  |
|  | FC4 | 0.882 |  |  |  |
|  | FC5 | 0.842 |  |  |  |
|  | FC6 | 0.835 |  |  |  |
|  | FC7 | 0.941 |  |  |  |
|  | FC8 | 0.923 |  |  |  |
|  | FC9 | 0.914 |  |  |  |
|  | FC10 | 0.923 |  |  |  |