Appendix B. Reflective indicator's loadings

| Construct | Item | Outer loadings (Final model) | Outer loadings (Initial model) |
|----------------|-----------|------------------------------|--------------------------------|
| ETHICS | 1 | | |
| Accountability | ACCOUNT_1 | 0.763 | 0.763 |
| | ACCOUNT_2 | 0.787 | 0.787 |
| | ACCOUNT_3 | 0.806 | 0.806 |
| Explainability | EXPLAIN_1 | 0.825 | 0.825 |
| | EXPLAIN_2 | 0.734 | 0.734 |
| | EXPLAIN_3 | 0.725 | 0.725 |
| | EXPLAIN_4 | 0.711 | 0.711 |
| Fairness | FAIR_1 | 0.855 | 0.855 |
| | FAIR_2 | 0.629 | 0.629 |
| | FAIR_3 | 0.889 | 0.889 |
| Privacy | PRIVACY_1 | 0.828 | 0.828 |
| | PRIVACY_2 | 0.776 | 0.776 |
| | PRIVACY_3 | 0.843 | 0.843 |
| | PRIVACY_4 | 0.832 | 0.832 |
| Trust | TRUST_1 | 0.655 | 0.655 |
| | TRUST_2 | 0.793 | 0.793 |
| | TRUST_3 | 0.673 | 0.673 |
| Transparency | TRANSP_1 | 0.864 | 0.864 |
| | TRANSP_2 | 0.870 | 0.870 |
| | TRANSP_3 | 0.859 | 0.859 |
| | ETHIC_1 | 0.932 | 0.789 |

| Construct | Item | Outer loadings (Final model) | Outer loadings (Initial model) | | |
|------------------------|------------------|------------------------------|--------------------------------|--|--|
| ICT unethical behavior | ETHIC_2 | 0.732 | 0.606 | | |
| | ETHIC_3 | 0.738 | 0.603 | | |
| | ETHIC_4 | - | -0.036 | | |
| | ETHIC_5 | - | 0.497 | | |
| | ETHIC_6 | - | -0.211 | | |
| ADOPTION AN | ADOPTION AND USE | | | | |
| Ease of use | EOU_1 | 0.818 | 0.818 | | |
| | EOU_2 | 0.857 | 0.857 | | |
| | EOU_3 | 0.816 | 0.816 | | |
| | EOU_4 | 0.802 | 0.802 | | |
| | EOU_5 | 0.813 | 0.813 | | |
| Performance | PERF_1 | 0.840 | 0.840 | | |
| | PERF_2 | 0.832 | 0.832 | | |
| | PERF_3 | 0.795 | 0.795 | | |
| | PERF_4 | 0.800 | 0.800 | | |
| Intention to purchase | INTENTPURCH_1 | 0.954 | 0.954 | | |
| | INTENTPURCH_2 | 0.956 | 0.956 | | |
| | INTENTPURCH_3 | 0.896 | 0.896 | | |
| Intention to use | INTENTUSE_1 | 0.834 | 0.835 | | |
| | INTENTUSE_2 | 0.760 | 0.761 | | |
| | INTENTUSE_3 | 0.753 | 0.751 | | |
| Usefulness | USEFUL_1 | 0.827 | 0.827 | | |
| | USEFUL_2 | 0.827 | 0.827 | | |

| Construct | Item | Outer loadings (Final model) | Outer loadings (Initial model) | | |
|---|-----------|------------------------------|--------------------------------|--|--|
| | USEFUL_3 | 0.839 | 0.839 | | |
| | USEFUL_4 | 0.876 | 0.876 | | |
| | USEFUL_5 | 0.844 | 0.844 | | |
| BEHAVIORAL ASPECTS | | | | | |
| ICT unethical behavior | ETHIC_1 | 0.932 | 0.789 | | |
| | ETHIC_2 | 0.732 | 0.606 | | |
| | ETHIC_3 | 0.738 | 0.603 | | |
| | ETHIC_4 | - | -0.036 | | |
| | ETHIC_5 | - | 0.497 | | |
| | ETHIC_6 | - | -0.211 | | |
| Perceived | PBC_1 | 0.829 | 0.829 | | |
| behavioral control | PBC_2 | 0.826 | 0.826 | | |
| | PBC_3 | 0.842 | 0.842 | | |
| | PBC_4 | 0.791 | 0.791 | | |
| | PBC_5 | 0.766 | 0.766 | | |
| Social/subjectiv | SOCIALC_1 | 0.843 | 0.847 | | |
| e norms/Social Influence (A - | SOCIALC_2 | 0.881 | 0.884 | | |
| colleagues) | SOCIALC_3 | 0.860 | 0.858 | | |
| | SOCIALC_4 | - | 0.027 | | |
| | SOCIALC_5 | 0.666 | 0.660 | | |
| Social/subjectiv e norms/Social Influence (B - professors) | SOCIALP_1 | 0.880 | 0.881 | | |
| | SOCIALP_2 | 0.903 | 0.902 | | |
| | SOCIALP_3 | 0.891 | 0.890 | | |

| Construct | Item | Outer loadings (Final model) | Outer loadings (Initial model) |
|----------------------|-----------|------------------------------|--------------------------------|
| | SOCIALP_4 | - | -0.046 |
| | SOCIALP_5 | 0.828 | 0.828 |
| Attitude towards use | ATU_1 | 0.857 | 0.857 |
| | ATU_2 | 0.893 | 0.893 |
| | ATU_3 | 0.877 | 0.877 |