# Appendix A.

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| Constructs | Measurement items | |
| Performance expectancy (PE) | PE1 | I find public cloud storage services useful in backup and processing my data. |
| PE2 | Using public cloud storage services helps me accomplish data backup and processing quickly. |
| PE3 | Using public cloud storage services increases my productivity in backup and processing my data. |
| PE4 | Using public cloud storage services increases my chances of achieving things that are important to me. |
| Effort expectancy (EE) | EE1 | Learning how to use public cloud storage services is easy for me. |
| EE2 | My interaction with public cloud storage services is clear and understandable. |
| EE3 | I find cloud storage services easy to use. |
| EE4 | It is easy for me to become skillful at using cloud storage services. |
| Social influence (SI) | SI1 | People who are important to me think that I should use cloud storage services. |
| SI2 | People who influence my behavior think that I should use public cloud storage services. |
| SI3 | People whose opinions that I value prefer that I use public cloud storage services. |
| Hedonic motivation (HM) | HM1 | Using public cloud storage services is fun. |
| HM2 | Using public cloud storage services is enjoyable. |
| HM3 | Using public cloud storage services is very entertaining. |
| Habit (HA) | HA1 | The use of public cloud storage services has become a habit for me. |
| HA2 | I am addicted to using public cloud storage services. |
| HA3 | I must use public cloud storage services. |
| HA4 | Using public cloud storage services has become natural to me. |
| Behavioural intention (BI) | BI1 | I intend to continue using public cloud storage services in the future. |
| BI2 | I will always try to use public cloud storage services in my daily life. |
| BI3 | I plan to continue to use public cloud storage services frequently. |

Note: All items were adopted from UTAUT/UTAUT2 (Venkatesh et al., 2003, 2012).