Table A.1: Phase 1 Hypotheses results

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Hypothesis** | **Hypothesised path** | **Standardised regression weight** | | **P-value** | | **Comment** | |
|  |  | **South Africa** | **Zimbabwe** | **South Africa** | **Zimbabwe** | **South Africa** | **Zimbabwe** |
| H1a | Cognitive image 1→Behavioural intentions to revisit | 0.257 | 0.196 | 0.05 | 0.05 | **Supported** | **Supported** |
| H1b | Cognitive image 2 →Behavioural intentions to revisit | 0.226 | 0.492 | 0.05 | 0.001 | **Supported** | **Supported** |
| H2 | Affective image →Behavioural intentions to revisit | 0.499 | \_ | 0.001 | \_ | **Supported** | Not supported |
| H2a | Affective image 1→Behavioural intentions to revisit | \_ | 0.567 | \_ | 0.001 | Not supported | **Supported** |
| H2b | Affective image 2→Behavioural intentions to revisit | \_ | 0.620 | \_ | 0.001 | Not supported | **Supported** |
| H3a | Cognitive image 1 →Risk perceptions →Behavioural intentions to revisit | -0.7298 | -0.0891 | 0.001 | 0.3952 | **Supported** | Not supported |
| H3b | Cognitive image 2→Risk perceptions →Behavioural intentions to revisit | -0.1715 | -0.4503 | 0.4104 | 0.001 | Not supported | **Supported** |
| H4 | Affective image →Risk perceptions →Behavioural intentions to revisit | -0.0689 | \_ | 0.2204 | \_ | Not supported | Not supported |
| H4a | Affective image 1→Risk perceptions →Behavioural intentions to revisit | \_ | -0.0706 | \_ | 0.05 | Not supported | **Supported** |
| H4b | Affective image 2→Risk perceptions →Behavioural intentions to revisit | \_ | -0.1409 | \_ | 0.001 | Not supported | **Supported** |

Table A.2: Phase 2 Hypotheses results

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Hypothesis** | **Hypothesised path** | **Standardised regression weight** | | **P-value** | | **Comment** | |
|  |  | **South Africa** | **Zimbabwe** | **South Africa** | **Zimbabwe** | **South Africa** | **Zimbabwe** |
| H1.1a | Insecurity→ hedonic digital media usage | 0.192 | 0.262 | 0.05 | 0.01 | **Supported** | **Supported** |
| H1.1b | Insecurity→ utilitarian digital media usage | - | - | - | - | Not supported | Not supported |
| H1.2a | Innovativeness & Optimism→ hedonic digital media usage | 0.324 | 0.1 | 0.607 | 0.01 | **Supported** | **Supported** |
| H1.2b | Innovativeness & Optimism→ utilitarian digital media usage | 0.394 | - | 0.01 | - | **Supported** | Not supported |
| H1.3a | Perceived usefulness→ hedonic digital media usage | - | - | - | - | Not supported | Not supported |
| H1.3b | Perceived usefulness→ utilitarian digital media usage | - | - | - | - | Not supported | Not supported |
| H1.4a | Perceived ease of use→ hedonic digital media usage | - | 0.249 | - | 0.05 | Not supported | **Supported** |
| H1.4b | Perceived ease of use→ utilitarian digital media usage | - | - | - | - | Not supported | Not supported |
| H1.5a | Digital media preferences (P1)→ hedonic digital media usage | - | - | - | - | Not supported | Not supported |
| H1.5b | Digital media preferences (P1)→ utilitarian digital media usage | - | - | - | - | Not supported | Not supported |
| H1.6a | Digital media preferences (P2)→ hedonic digital media usage | 0.196 | - | 0.1 | - | **Supported** | Not supported |
| H1.6b | Digital media preferences (P2)→ utilitarian digital media usage | 0.225 | 0.146 | 0.05 | 0.1 | **Supported** | **Supported** |
| H1.7a | Digital media preferences (P3)→ hedonic digital media usage | - | - | - | - | Not supported | Not supported |
| H1.7b | Digital media preferences (P3)→ utilitarian digital media usage | - | - | - | - | Not supported | Not supported |
| H1.8a | Digital media preferences (P4)→ hedonic digital media usage | - | - | - | - | Not supported | Not supported |
| H1.8b | Digital media preferences (P4)→ utilitarian digital media usage | - | - | - | - | Not supported | Not supported |
| H1.9a | Digital media preferences (P5)→ hedonic digital media usage | - | 0.151 | - | 0.1 | Not supported | **Supported** |
| H1.9b | Digital media preferences (P5)→ utilitarian digital media usage | 0.213 | - | 0.05 | - | **Supported** | Not supported |
| H1.10a | Digital media preferences (P6)→ hedonic digital media usage | - | - | - | - | Not supported | Not supported |
| H1.10b | Digital media preferences (P6)→ utilitarian digital media usage | - | - | - | - | Not supported | Not supported |
| H2.1a | Insecurity→ Cognitive image | - | - | - | - | Not supported | Not supported |
| H2.1b | Insecurity→ Affective image | -0.194 | -0.136 | 0.10 | 0.10 | **Supported** | **Supported (Affective image 2)** |
| H2.2a | Innovativeness & Optimism→ Cognitive image | - | - | - | - | Not supported | Not supported |
| H2.2b | Innovativeness & Optimism→ Affective image | - | - | - | - | Not supported | Not supported |
| H2.3a | Perceived usefulness→ Cognitive image | - | - | - | - | Not supported | Not supported |
| H2.3b | Perceived usefulness→ affective image | - | - | - | - | Not supported | Not supported |
| H2.4a | Perceived ease of use→ Cognitive image | - | 0.256 | - | 0.05 | Not supported | **Supported (Cognitive image 1)** |
| H2.4b | Perceived ease of use→ Affective image | - | 0.338 | - | 0.05 | Not supported | **Supported (Affective image 1)** |
| H2.5a | Digital media preferences (P1)→ Cognitive image | 0.490 | - | 0.05 | - | **Supported (Cognitive image 1)** | Not supported |
| H2.5b | Digital media preferences (P1)→ Affective image | 0.372 | - | 0.10 | - | **Supported** | Not supported |
| H2.6a | Digital media preferences (P2)→ Cognitive image | - | - | - | - | Not supported | Not supported |
| H2.6b | Digital media preferences (P2)→ Affective image | - | - | - | - | Not supported | Not supported |
| H2.7a | Digital media preferences (P3)→ Affective image | - | - | - | - | Not supported | Not supported |
| H2.7b | Digital media preferences (P3)→ Affective image | - | - | - | - | Not supported | Not supported |
| H2.8a | Digital media preferences (P4)→ Cognitive image | - | - | - | - | Not supported | Not supported |
| H2.8b | Digital media preferences (P4)→ Affective image | - | - | - | - | Not supported | Not supported |
| H2.9a | Digital media preferences (P5)→ Cognitive image | - | - | - | - | Not supported | Not supported |
| H2.9b | Digital media preferences (P5)→ Affective image | -0.322 | 0.169; 0.233 | 0.05 | 0.10; 0.05 | **Supported** | **Supported (Affective image 1&2)** |
| H2.10a | Digital media preferences (P6)→ Cognitive image | - | - | - | - | Not supported | Not supported |
| H2.10b | Digital media preferences (P6)→ Affective image | - | - | - | - | Not supported | Not supported |
| H2.11a | Hedonic digital media usage→ Cognitive image | -0.240 | -0.435; 0.344 | 0.05 | 0.01; 0.01 | **Supported (Cognitive image 1)** | **Supported (Cognitive image 1&2)** |
| H2.11b | Hedonic digital media usage→ Affective image | - | -0.352 | - | 0.01 | Not supported | **Supported (Affective image 2)** |
| H2.12a | Utilitarian digital media usage→ Cognitive image | 0.247 | - | 0.05 | - | **Supported (Cognitive image 2)** | Not supported |
| H2.12b | Utilitarian digital media usage→ Affective image | - | -0.163 | - | 0.10 | Not supported | **Supported (Affective image 1)** |
| H3.1 | Insecurity→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H3.2 | Innovativeness & Optimism→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H3.3 | Perceived usefulness→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H3.4 | Perceived ease of use→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H3.5 | Digital media preferences (P1)→ behavioural intentions to revisit | 0.441 | - | 0.05 | - | **Supported** | Not supported |
| H3.6 | Digital media preferences (P2)→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H3.7 | Digital media preferences (P3)→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H3.8 | Digital media preferences (P4)→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H3.9 | Digital media preferences (P5)→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H3.10 | Digital media preferences (P6)→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H3.11 | Hedonic digital media usage→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H3.12 | Utilitarian digital media usage→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H4.1 | Insecurity→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H4.2 | Innovativeness & Optimism→ behavioural intentions to revisit. | - | - | - | - | Not supported | Not supported |
| H4.3 | Perceived usefulness→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H4.4 | Perceived ease of use→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H4.5 | Digital media preferences (P1)→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H4.6 | Digital media preferences (P2)→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H4.7 | Digital media preferences (P3)→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H4.8 | Digital media preferences (P4)→ behavioural intentions to revisit | - | 0.171 | - | 0.05 | Not supported | **Supported** |
| H4.9 | Digital media preferences (P5)→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H4.10 | Digital media preferences (P6)→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H4.11 | Hedonic digital media usage→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H4.12 | Utilitarian digital media usage→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H4.13 | Cognitive image→ behavioural intentions to revisit | - | - | - | - | Not supported | Not supported |
| H4.14 | Affective image→ behavioural intentions to revisit | 0.453 | 0.245; 0.402 | 0.01 | 0.05; 0.01 | **Supported** | **Supported (Affective image 1&2)** |