Table A.1: Pearson correlation matrix for South Africa

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** |
| 1. **InnovOpt** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. **Insecurity** | -.327\*\* | -- |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. **EaseofUse** | .797\*\* | -.299\*\* | -- |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. **Usefulness** | .781\*\* | -.264\*\* | .729\*\* | -- |  |  |  |  |  |  |  |  |  |  |  |
| 1. **Pref 1** | .357\*\* | -.073 | .341\*\* | .585\*\* | -- |  |  |  |  |  |  |  |  |  |  |
| 1. **Pref 2** | .338\*\* | -.076 | .217\* | .322\*\* | .349\*\* | -- |  |  |  |  |  |  |  |  |  |
| 1. **Pref 3** | .325\*\* | -.068 | .274\*\* | .453\*\* | .548\*\* | .433\*\* | -- |  |  |  |  |  |  |  |  |
| 1. **Pref 4** | .458\*\* | -.089 | .446\*\* | .582\*\* | .780\*\* | .456\*\* | .537\*\* | -- |  |  |  |  |  |  |  |
| 1. **Pref 5** | .238\*\* | -.031 | .229\* | .400\*\* | .636\*\* | .376\*\* | .500\*\* | .636\*\* | -- |  |  |  |  |  |  |
| 1. **Pref 6** | .296\*\* | .028 | .236\*\* | .429\*\* | .633\*\* | .502\*\* | .395\*\* | .554\*\* | .491\*\* | -- |  |  |  |  |  |
| 1. **Hedonic** | .257\*\* | .091 | .160 | .198\* | .079 | .257\*\* | .125 | .125 | .180\* | .141 | -- |  |  |  |  |
| 1. **Utilitarian** | .492\*\* | -.146 | .344\*\* | .489\*\* | .403\*\* | .427\*\* | .325\*\* | .408\*\* | .405\*\* | .352\*\* | .389\*\* | -- |  |  |  |
| 1. **AFFSA** | .305\*\* | -.266\* | .234\* | .249\* | .300\*\* | .146 | .083 | .294\*\* | .049 | .157 | .000 | .170 | -- |  |  |
| 1. **CogSA1** | -.086 | -.143 | .047 | -.014 | .241\* | -.063 | .065 | .100 | .058 | .084 | -.317\*\* | -.087 | .323\*\* | -- |  |
| 1. **CogSA2** | .371\*\* | -.082 | .331\*\* | .301\*\* | .289\*\* | .244\* | .142 | .292\*\* | .178 | .200 | .218\* | .397\*\* | .459\*\* | .220\* | -- |

*\*\*p≤ .01 \*p≤ .05*