Table A.2: Pearson correlation matrix for Zimbabwe

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** | **16** |
| 1. **Innov&Opt** | - |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. **Insecurity** | -.022 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. **EaseofUse** | .784\*\* | -.015 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. **Usefulness** | .733\*\* | -.043 | .729\*\* |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1. **Pref 1** | .336\*\* | -.137 | .379\*\* | .362\*\* | -- |  |  |  |  |  |  |  |  |  |  |  |
| 1. **Pref 2** | .363\*\* | .024 | .294\*\* | .260\*\* | .136 | -- |  |  |  |  |  |  |  |  |  |  |
| 1. **Pref 3** | .354\*\* | -.128 | .384\*\* | .370\*\* | .326\*\* | .297\*\* | -- |  |  |  |  |  |  |  |  |  |
| 1. **Pref 4** | .338\*\* | -.155\* | .421\*\* | .398\*\* | .494\*\* | .074 | .301\*\* | -- |  |  |  |  |  |  |  |  |
| 1. **Pref 5** | .376\*\* | -.045 | .346\*\* | .398\*\* | .409\*\* | .233\*\* | .264\*\* | .373\*\* | -- |  |  |  |  |  |  |  |
| 1. **Pref 6** | .245\*\* | .072 | .207\*\* | .249\*\* | .313\*\* | .234\*\* | .310\*\* | .189\* | .300\*\* | -- |  |  |  |  |  |  |
| 1. **Hedonic** | .215\*\* | .283\*\* | .042 | -.023 | -.072 | .121 | -.019 | -.159\* | -.113 | .024 | -- |  |  |  |  |  |
| 1. **Utilitarian** | .404\*\* | .106 | .387\*\* | .352\*\* | .190\*\* | .277\*\* | .176\* | .149\* | .144 | .181\* | .246\*\* | -- |  |  |  |  |
| 1. **AFFZIM1** | .339\*\* | .034 | .341\*\* | .240\*\* | .097 | .188\* | .053 | .077 | .251\*\* | .159 | .082 | .059 | -- |  |  |  |
| 1. **AFFZIM2** | .236\*\* | -.258\*\* | .286\*\* | .252\*\* | .192\* | .067 | .167\* | .161 | .353\*\* | .134 | -.382\*\* | -.050 | .611\*\* | -- |  |  |
| 1. **CogZIM1** | .190\* | -.196\* | .316\*\* | .306\*\* | .203\* | .040 | .193\* | .254\*\* | .303\*\* | .172\* | -.466\*\* | -.009 | .462\*\* | .748\*\* | - |  |
| 1. **CogZIM2** | .248\*\* | .183\* | .136 | .056 | -.145 | .186\* | -.061 | -.145 | -.032 | -.039 | .442\*\* | .165\* | .508\*\* | .075 | .098 | -- |

*\*\*p≤ .01 \*p≤ .0*