**ANNEXURES**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Table 6**  **CORRELATION MATRIX** | | | | | | | |
|  | **Intention** | **Quality** | **Pri\_Concern** | **Daily Internet Usage** | **Gender** | **Personalized Services Usage** | **Skill** |
| Intention | 1 |  |  |  |  |  |  |
| Quality | 0.765 | 1 |  |  |  |  |  |
| Pri\_Concern | -0.609 | -0.627 | 1 |  |  |  |  |
| Daily Internet Usage | 0.008 | -0.079 | 0.019 | 1 |  |  |  |
| Gender | 0.029 | 0.06 | 0.167 | -0.325 | 1 |  |  |
| Personalized Services Usage | 0.005 | -0.105 | 0.117 | 0.164 | -0.283 | 1 |  |
| Skill | 0.633 | 0.588 | -0.395 | -0.094 | -0.012 | -0.1296 | 1 |