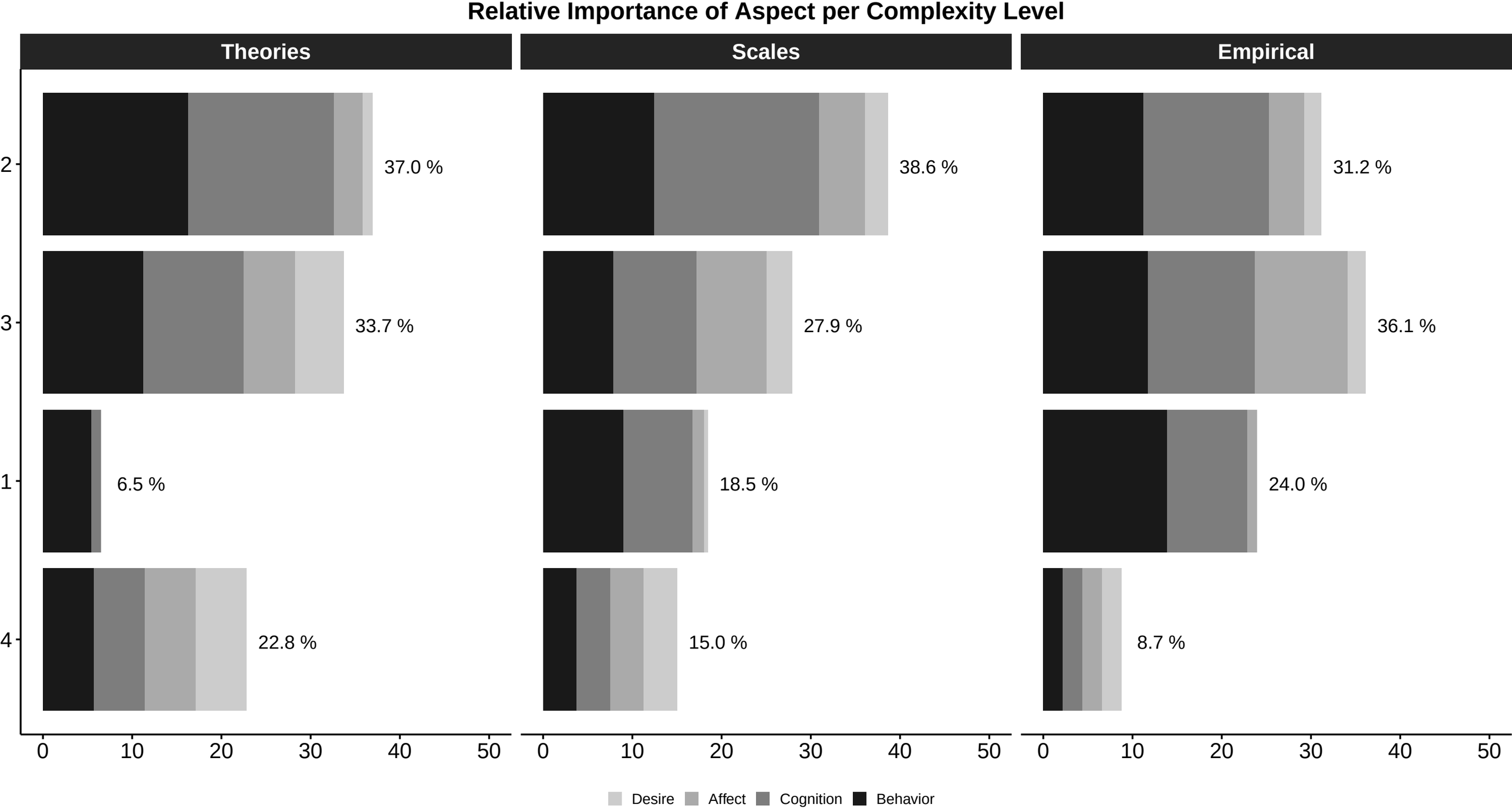
Relative Importance of Aspect per Complexity Level
Theories
Scales
Empirical
2
3
1
4
37.0 %
38.6 %
31.2 %
33.7 %
27.9 %
36.1 %
6.5 %
18.5 %
24.0 %
22.8 %
15.0 %
8.7 %
0
10
20
30
40
50
Desire
Affect
Cognition
Behavior