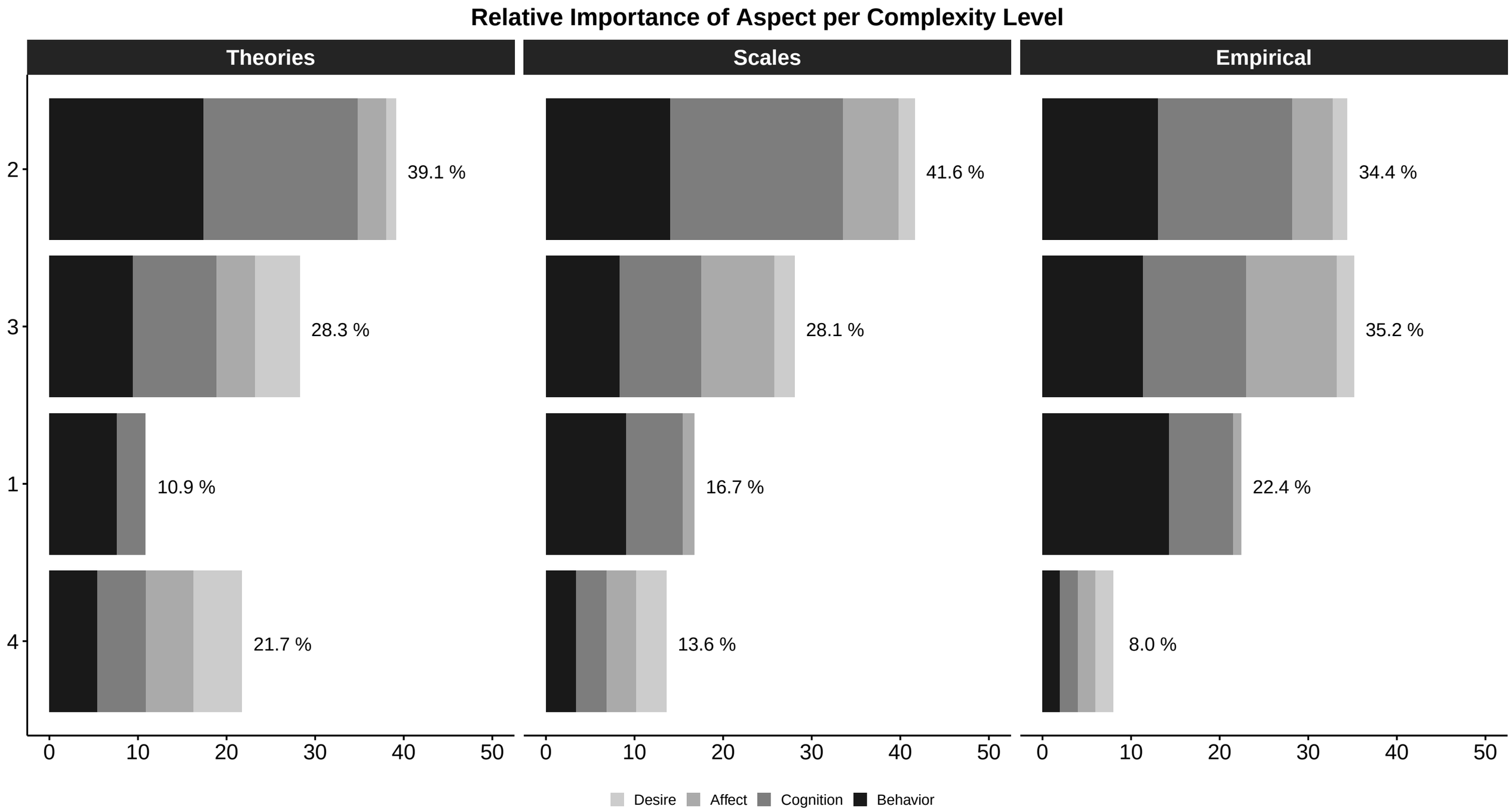
Relative Importance of Aspect per Complexity Level
Theories
Scales
Empirical
2
3
1
4
39.1 %
28.3 %
10.9 %
21.7 %
41.6 %
28.1 %
16.7 %
13.6 %
34.4 %
35.2 %
22.4 %
8.0 %
0
10
20
30
40
50
Desire
Affect
Cognition
Behavior