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| Variable Name | Related Questions |
| Privacy Score | 10,11,12,14,15,33,34 |
| Awareness Score | 5,18,19,24,27,29,30,36 |
| Utilization Score | 5,6,20,44 |
| Satisfaction Score | 13,21,31,32,35 |
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2번째 테이블이 중요 simple한 거 이외에 interesting anal semi partial

Privacy concern about loyalty program

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| Test No. | Analysis Statement | Hypothesis |
| 1 | To study the privacy concerns in loyalty program between gender, age and whether have experience damage.  Privacy 스코어, 성별, 나이, 데미지에 따른 | Male and Female about same. older people more concern about privacy. And people who have experience Date leakage are more concern about privacy |
| 2. | To study the utilization concerns in loyalty program, according to sign purpose, gained control satisfaction to reduce error.  활용도, 가입목적에 따른, 만족도를 cov로 넣고 컨트롤 | All adjusted means are same. |
| 3. | To study the awareness concerns in loyalty program between age and gender.  인지도, 나이와 성별에 따른 | Young people more concern about privacy than old people. Man and Female is about same |
| 4. | To study the satisfaction concerns in loyalty program whether have experience damage.  만족도, 데미지 받은 유무 | When they experienced Data leakage, they are more unsatisfied with loyalty program |
| 5. | To study the privacy concerns in loyalty program between awareness and utilization, gained control satisfaction to reduce error.  Privacy, 인지도와 활용도에 따른, 만족도를 cov | All interaction means are the same. |
| 6. | To study the utilization concerns in loyalty program between male and female.  남녀 활용도 | Female use loyalty program more effectively than male. |
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