Squared Correlation Matrix

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 외관 | 유용성 | 편의성 | 구매의도 | 구전의도 |
| 외관 | 1.0 | 0.009025 | 0.030975999999999997 | 0.061503999999999996 | 0.015375999999999999 |
| 유용성 | 0.009025 | 1.0 | 0.026244 | 0.15840400000000002 | 0.015375999999999999 |
| 편의성 | 0.030975999999999997 | 0.026244 | 1.0 | 0.12390399999999999 | 0.04080400000000001 |
| 구매의도 | 0.061503999999999996 | 0.15840400000000002 | 0.12390399999999999 | 1.0 | 0.18576099999999998 |
| 구전의도 | 0.015375999999999999 | 0.015375999999999999 | 0.04080400000000001 | 0.18576099999999998 | 1.0 |