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| Variable Name | Related Questions |
| Privacy Score  (제공하는 정보에 대해서 얼마나 허용하는지) | 14(개인정보허용범위), 15(불필요한정보기입), 33(추가개인정보줄꺼니), 34(프라이버시라고생각합니까?), 41(개인정보가 필요없다면 가입함?) |
| Awareness Score  (개인정보 사용에 대한 인지/인식…….) | 10(일회성목적?), 11(약관제대로 읽나?), 12(개인정보저장확인?), 17(개인정보의 목적은무엇일까), 18(보존기간알고있나), 24(맴버십카드해지방법), 27(보상받는방법아나?), 29(정보공유아나?), 30(구매기록 관련정보 다알고있다) |
| Concern score  (멤버십 제도에 대한 관심도) | 5(맴버십 다 알고 있는가?), 21(맴버십 카드의 단점), 24(맴버십카드해지방법), 38(탈퇴이유는?), 43(소설네트워크서비스이용하나) |
| Satisfaction Score | 4(맴버십의 수), 9(가입목적), 10(일회성목적?), 13(안내받은내용의 만족도), 21(맴버십 카드의 단점), 25(피해를입은적있는가?), 32(적절한 서비스), 33(추가개인정보줄꺼니), 38(탈퇴이유는?) , 40(사용하지않는다면?) |
| Frequency of usage Score | 4(맴버십의 수), 5(맴버십 다 알고 있는가?), 6(맴버십 카드 이용가능한매장선호), 9(가입목적), 13(안내받은내용의 만족도), 20(한달에몇회사용?), 23(신용카드보다만족하는가?), 37(맴버십계속사용할건가?), 42(앱을 사용해서사용빈도늠?) |
| Reliability Score | 11(약관제대로 읽나?), 12(개인정보저장확인?), 14(개인정보허용범위), 16-1(허용정보기입), 17(개인정보의 목적은무엇일까), 22(스팸문자온자있나?), 28(로열티 프로그램과 개인정보유출이관련있는가?), 31(개인정보 이용에 대해어떻게?), 35(보안안정생각?) ,36(해킹당하기쉽다고생각?), 37(맴버십계속사용할건가?) |
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Independent t-test / dependent t-test/Factorial test/ANOVA/ANCOVA **1.성별  
2.나이  
3.직업  
8.가입주 종목  
9.가입목적  
11.약관읽는편?  
20.사용빈도  
23.멤버십 ㅍㄴ 신용카드  
25.피해를 받은적?**

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| Concern score  (멤버십 제도에 대한 관심도) | 5(맴버십 다 알고 있는가?), 21(맴버십 카드의 단점), 24(맴버십카드해지방법), 38(탈퇴이유는?), 43(소설네트워크서비스이용하나) |
| Satisfaction Score | 4(맴버십의 수), 9(가입목적), 10(일회성목적?), 13(안내받은내용의 만족도), 21(맴버십 카드의 단점), 25(피해를입은적있는가?), 32(적절한 서비스), 33(추가개인정보줄꺼니), 38(탈퇴이유는?) , 40(사용하지않는다면?) |
| Frequency of usage Score | 4(맴버십의 수), 5(맴버십 다 알고 있는가?), 6(맴버십 카드 이용가능한매장선호), 9(가입목적), 13(안내받은내용의 만족도), 20(한달에몇회사용?), 23(신용카드보다만족하는가?), 37(맴버십계속사용할건가?), 42(앱을 사용해서사용빈도늠?) |
| Reliability Score | 11(약관제대로 읽나?), 12(개인정보저장확인?), 14(개인정보허용범위), 16-1(허용정보기입), 17(개인정보의 목적은무엇일까), 22(스팸문자온자있나?), 28(로열티 프로그램과 개인정보유출이관련있는가?), 31(개인정보 이용에 대해어떻게?), 35(보안안정생각?) ,36(해킹당하기쉽다고생각?), 37(맴버십계속사용할건가?) |
| 주민번호>전화번호==주소>이메일>이름==생년월일 | |

Privacy Score – Awareness / 1 / 2/ 3/ 8 /9(목적)/ 25

Awareness – Concern / Reliability / 1/2 /3 /9(목적)

Concern – Satisfaction , Frequency , 1,2,3, 8, 9, 23

Satisfaction – Frequency , Reliability , 1,2,3, 20,25

Frequency – Reliability , 1, 2, 3, 8,

Reliability – 1,2,3,23,25

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| Test No. | Analysis Statement | Hypothesis |
| 1 | To study the privacy concerns in loyalty program between male and female | Female get higher score in privacy than male. |
| 2 | To study privacy concerns in loyalty program  among all age. | Younger get higher score in privacy than elder |
| 3 | To study privacy concerns in loyalty program  Among job. | About the same. |
| 4 | To study privacy concerns in loyalty program  Among register majority reason. | About the same |
| 5 | To study privacy concerns in loyalty program  Among register object. | About the same |
| 6 | To study privacy concerns in loyalty program between victim and not victim | Non victim get higher score in privacy than victim. |
| 7 | To study between Privacy and Awareness. | There is relationship. |
| 8 | To study Awareness in loyalty program  Between male and female | Female get higher score in Awareness than male. |
| 9 | To study Awareness in loyalty program among all age. | Younger get higher score in privacy than male. |
| 10 | To study Awareness in loyalty program among job. | About the same. |
| 11 | To study Awareness in loyalty program  Among objective. | About the same. |
| 12 | To study between Awareness and Concern | There is a relationship |
| 13 | To study between Awareness and Reliability | There is a relationship |
| 14 | To study Concern in loyalty program between male and female | Female get higher score in Concern than male. |
| 15 | To study Concern in loyalty program  among all age. | Younger get higher score in Concern than elder |
| 16 | To study Concern in loyalty program  Among job. | About the same. |
| 17 | To study Concern in loyalty program  Among register majority reason. | About the same |
| 18 | To study Concern in loyalty program  Among register object. | About the same |
| 19 | To study Concern in loyalty program  Among Credit card, Loyalty card users | Loyalty card user get higher score in Concern than Credit card user |
| 20 | To study between Concern and Satisfaction | There is no relationship |
| 21 | To study between Concern and Frequency. | There is a positive relationship. |
| 22 | To study the Satisfaction in loyalty program between male and female | male get higher score in privacy than female. |
| 23 | To study Satisfaction in loyalty program  among all age. | Younger get higher score in privacy than elder |
| 24 | To study Satisfaction in loyalty program  Among job. | About the same. |
| 25 | To study Satisfaction in loyalty program  Among frequency of use. | If frequency is higher, Satisfaction score also higher |
| 26 | To study Satisfaction in loyalty program  between victim and not victim | Non victim get higher score in Satisfaction than victim. |
| 27 | To study between Satisfaction and Frequency. | There is a positive relationship. |
| 28 | To study between Satisfaction and Reliability | There is a positive relationship. |
| 29 | To study the privacy concerns in loyalty program between male and female | Female get higher score in privacy than male. |
| 30 | To study privacy concerns in loyalty program  among all age. | Younger get higher score in privacy than elder |
| 31 | To study privacy concerns in loyalty program  Among job. | About the same. |
| 32 | To study Frequency in loyalty program  Among main reason of register | About the same. |
| 33 | To study between Frequency and Reliability | There is a positive relationship. |
| 34 | To study the Reliability in loyalty program between male and female | About the same. |
| 35 | To study Reliability in loyalty program  among all age. | Younger get higher score in Reliability than elder. |
| 36 | To study Reliability in loyalty program  Among job. | About the same. |
| 37 | To study Reliability in loyalty program  Among Credit card, Loyalty card users. | About the same. |
| 38 | To study Reliability in loyalty program  Among victim and non victim | Non victim get higher score in Reliability than victim. |