

Contents and reliability of the factors

1. Privacy & Security

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

1. PRIVACY3 Security is a major problem in the inter
2. PRIVACY8 To be able to work with my laptop I need
3. PRIVACY4 I am afraid of viruses...
4. TECH9 My mobile devices indicate the image of
5. PRIVACY9 I do not wish that other people can see

		Mean	Std Dev	Cases
1.	PRIVACY3	1.8846	.8321	52.0
2.	PRIVACY8	2.4038	.7985	52.0
3.	PRIVACY4	1.8654	.8408	52.0
4.	TECH9	2.1346	.7677	52.0
5.	PRIVACY9	1.9231	.8128	52.0

N of Cases = 52.0

Standardized item alpha = .7301

2. New technology is my lifestyle

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

1. TECH3 I want my devices to indicate my lifesty
2. TECH7 My mobile devices indicate my personal s
3. TECH5 Technology is an important part of my li
4. PAY2 I am ready to accept receiving advertise
5. TECH8 I am interested in mobile devices
6. PRIVACY1 I am afraid that somebody will capture m

		Mean	Std Dev	Cases
1.	TECH3	2.3036	.7844	56.0
2.	TECH7	2.1964	.8184	56.0
3.	TECH5	1.6964	.7440	56.0
4.	PAY2	2.2500	.8367	56.0

5.	TECH8	2.2143	.9088	56.0
6.	PRIVACY1	2.2679	.7505	56.0

N of Cases = 56.0

Standardized item alpha = .7459

3. Lead users

RELIABILITY ANALYSIS - SCALE (ALPHA)

1.	PAY4	I need the latest communication equipmen
2.	TECH11	I update my mobile devices at least once
3.	TECH2	I usually acquire the latest equipment
4.	TECH4	I rely on new technology and mobile devi

		Mean	Std Dev	Cases
1.	PAY4	2.0000	.7935	55.0
2.	TECH11	2.0545	.7798	55.0
3.	TECH2	2.1818	.7224	55.0
4.	TECH4	1.5636	.5362	55.0

N of Cases = 55.0

Standardized item alpha = .7117

4. Daily IT-device use – when travelling

RELIABILITY ANALYSIS - SCALE (ALPHA)

1.	WORK3	When I am on journey I use my PDA daily.
2.	WORK1	I use only e-calendar when travelling
3.	PRIVACY2	I use security protocols and tools when

		Mean	Std Dev	Cases
1.	WORK3	2.1569	.8573	51.0
2.	WORK1	2.0980	.8545	51.0
3.	PRIVACY2	1.8627	.8949	51.0

N of Cases = 51.0

Standardized item alpha = .5756

5. Inconvenient new technology

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

1. TECH6 I find the new technology inconvenient
2. TECH10 Generally, I feel technology is inconven
3. WORK2B only when nec...

		Mean	Std Dev	Cases
1.	TECH6	2.6491	.6121	57.0
2.	TECH10	2.7895	.5257	57.0
3.	WORK2B	2.3333	.8309	57.0

N of Cases = 57.0

Standardized item alpha = .6390

6. Shopping in the Web

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

1. PRIVACY6 I see Internet as a comfortable way of s
2. PRIVACY5 I am used to shopping in the internet
3. PRIVACY7 I am ready to make shopping in the Inter
4. TECH1 I am enthusiastic about new technology

		Mean	Std Dev	Cases
1.	PRIVACY6	1.9259	.7974	54.0
2.	PRIVACY5	1.8148	.8259	54.0
3.	PRIVACY7	2.0000	.8467	54.0
4.	TECH1	1.4074	.6300	54.0

N of Cases = 54.0

Standardized item alpha = .6617