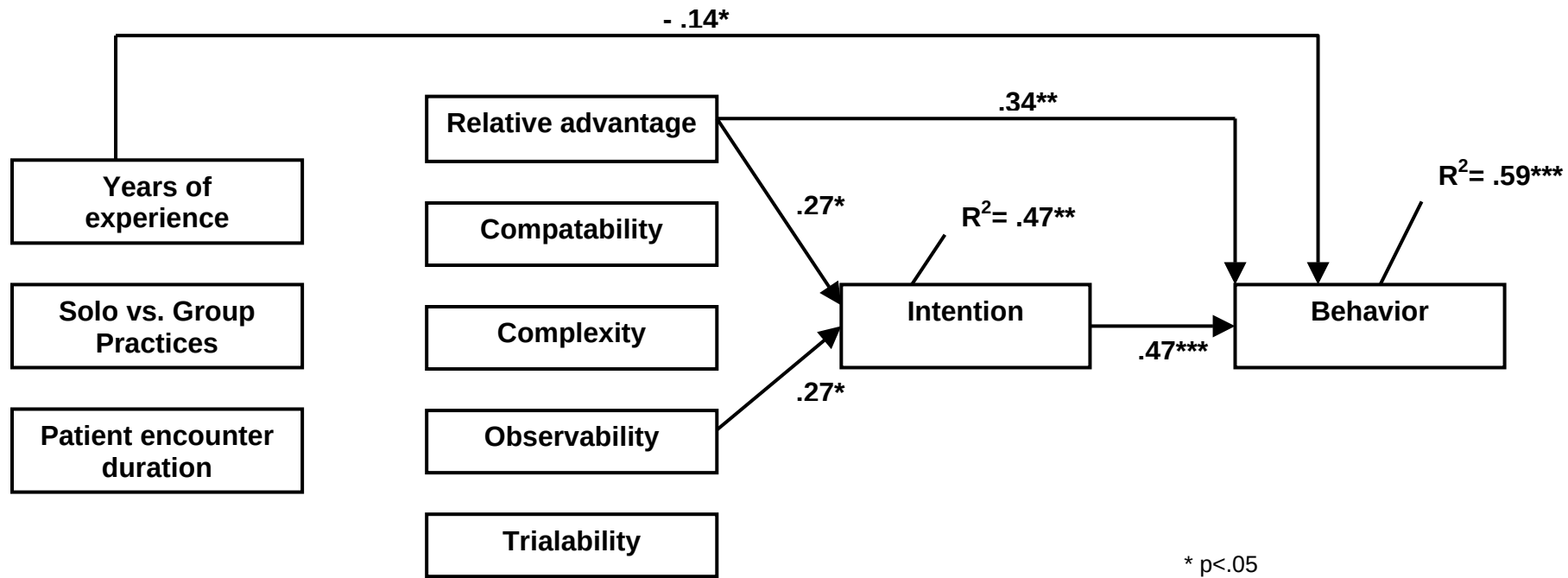


Background variables

Perceived attributes of the HHK
(the innovation)



* p<.05
**p<.01
***p<.001