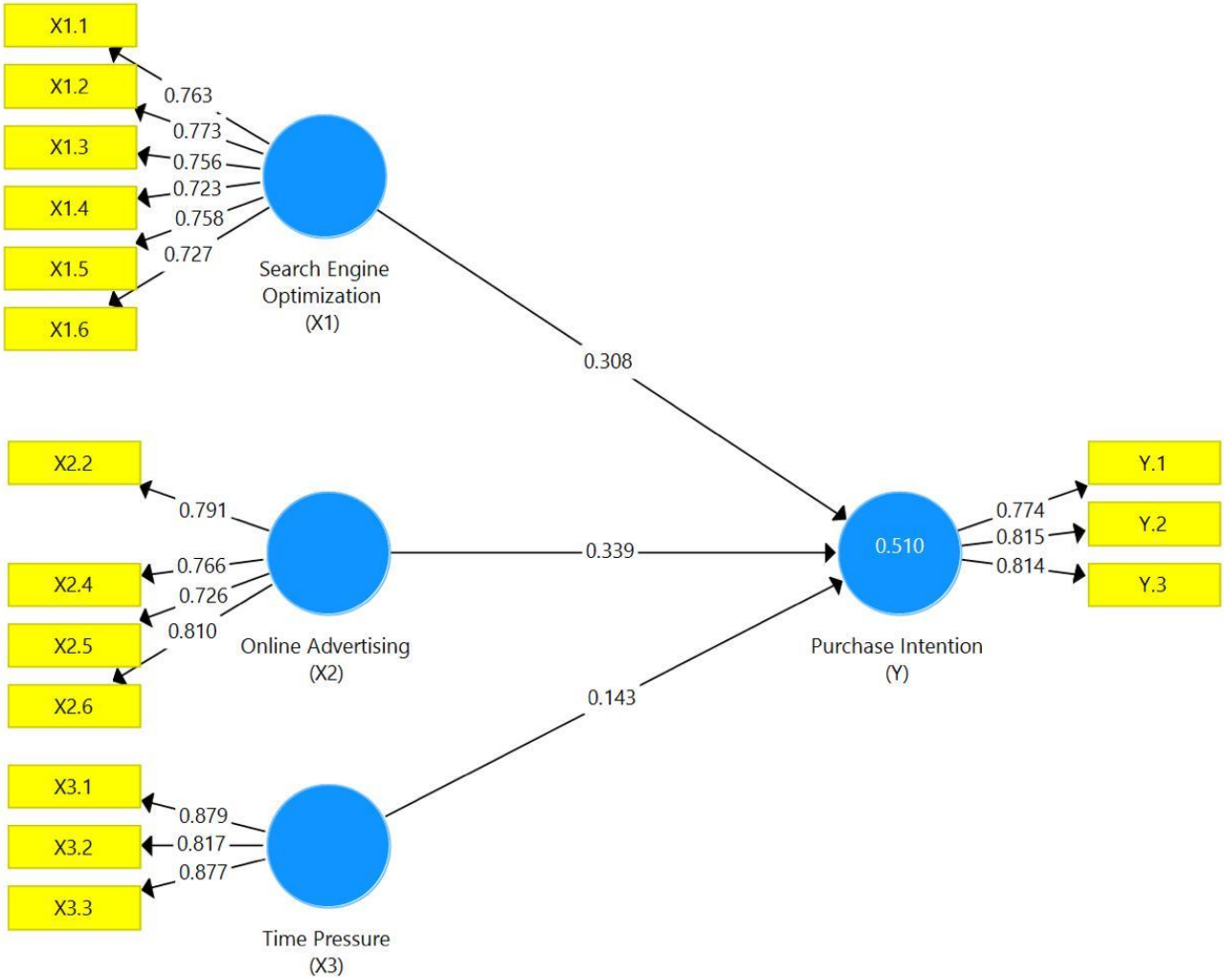
X1.1
X1.2
X1.3
X1.4
X1.5
X1.6
0.763
0.773
0.756
0.723
0.758
0.727
Search Engine Optimization (X1)
0.308
X2.2
X2.4
X2.5
X2.6
0.791
0.766
0.726
0.810
Online Advertising (X2)
0.339
0.510
Purchase Intention (Y)
0.774
0.815
0.814
Y.1
Y.2
Y.3
0.143
X3.1
X3.2
X3.3
0.879
0.817
0.877
Time Pressure (X3)