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T-TEST GROUPS=GENDER(1 2)
/MISSING=ANALYSIS
/VARIABLES=PARADIGM_SHIFT BREAKTHROUGH POTENTIAL RARE REPURPOSING SURPRIS
E ARTISTIC
  UPDATES_TRADITION COMBINATION FUNCTIONAL VARIETY EXPERIENTIAL HIGH_TECH
  JOY SOCIAL_INTERACTION
  EASE_OF_USE WIDE_USE INTUITIVE OBSERVABLE SOCIAL_APPROVAL CREDIBLE FASH
  IONABLE HARMONY MASS_MARKET
  NAME_BRAND FEASIBILITY
/CRITERIA=CI(.95).

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T-Test

Notes

Output Created		15-FEB-2020 15:21:05
Comments		
Input	Data	C: \Users\Alice\Desktop\Alice stari komp\Alice\ALICE\2018- 2019\JA\MS in SLI\CAPSTONE PROJECT THESIS\RESEARCH PROPOSAL SPRING 2020\CRO_SAMPLE_CLE AN_26_CUES_ONLY.sav
	Active Dataset	DataSet20
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	109
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.

Notes

Syntax		<pre> T-TEST GROUPS=GENDER(1 2) /MISSING=ANALYSIS /VARIABLES=PARADIGM _SHIFT BREAKTHROUGH POTENTIAL RARE REPURPOSING SURPRISE ARTISTIC UPDATES_TRADITION COMBINATION FUNCTIONAL VARIETY EXPERIENTIAL HIGH_TECH JOY SOCIAL_INTERACTION EASE_OF_USE WIDE_USE INTUITIVE OBSERVABLE SOCIAL_APPROVAL CREDIBLE FASHIONABLE HARMONY MASS_MARKET NAME_BRAND FEASIBILITY... </pre>
Resources	Processor Time	00:00:00,05
	Elapsed Time	00:00:00,11

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
PARADIGM_SHIFT	Male	47	3,2660	,62714	,09148
	Female	59	3,3350	,79735	,10381
BREAKTHROUGH	Male	47	3,4603	,75484	,11011
	Female	59	3,4944	,88569	,11531
POTENTIAL	Male	47	3,5220	,73876	,10776
	Female	59	3,6229	,99187	,12913
RARE	Male	47	3,2567	,66033	,09632
	Female	59	3,3124	,94753	,12336
REPURPOSING	Male	47	3,4262	,76811	,11204
	Female	59	3,4576	,97605	,12707
SURPRISE	Male	47	3,1489	,71051	,10364
	Female	59	3,2977	1,07596	,14008
ARTISTIC	Male	47	2,9674	,96540	,14082
	Female	59	3,2218	1,08781	,14162
UPDATES_TRADITION	Male	47	2,8865	,83847	,12230
	Female	59	2,8644	1,08652	,14145
COMBINATION	Male	47	3,1348	,95023	,13861
	Female	59	3,1186	1,03624	,13491
FUNCTIONAL	Male	47	3,0496	,90884	,13257
	Female	59	3,5904	1,34061	,17453
VARIETY	Male	47	3,0809	,91035	,13279
	Female	59	3,0661	1,12719	,14675
EXPERIENTIAL	Male	47	2,8660	,92875	,13547
	Female	59	3,0119	1,26327	,16446
HIGH_TECH	Male	47	2,8865	,97499	,14222
	Female	59	2,9458	1,22459	,15943
JOY	Male	47	2,7979	1,01495	,14805
	Female	59	3,2345	1,33409	,17368
SOCIAL_INTERACTION	Male	47	2,8333	,94153	,13734
	Female	59	2,9520	1,17731	,15327
EASE_OF_USE	Male	47	3,1858	,81681	,11914
	Female	59	3,6819	1,24165	,16165
WIDE_USE	Male	47	2,9851	,90971	,13270
	Female	59	3,1073	1,14041	,14847
INTUITIVE	Male	47	3,0390	,76472	,11155
	Female	59	3,4384	1,29270	,16829
OBSERVABLE	Male	47	3,0248	,85407	,12458
	Female	59	3,1212	1,12978	,14709

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
SOCIAL_APPROVAL	Male	47	2,8546	,99249	,14477
	Female	59	2,9209	1,23617	,16094
CREDIBLE	Male	47	2,7057	1,01808	,14850
	Female	59	3,0141	1,15896	,15088
FASHIONABLE	Male	47	2,4610	,93781	,13679
	Female	59	2,7119	1,22266	,15918
HARMONY	Male	47	2,7092	1,06405	,15521
	Female	59	2,9113	1,36304	,17745
MASS_MARKET	Male	47	2,4326	1,00401	,14645
	Female	59	2,4944	1,22487	,15946
NAME_BRAND	Male	47	2,3440	1,03700	,15126
	Female	59	2,4141	1,31982	,17183
FEASIBILITY	Male	47	2,6191	,92082	,13432
	Female	59	2,8237	1,23195	,16039

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of .
		F	Sig.	t
PARADIGM_SHIFT	Equal variances assumed	1,772	,186	-,486
	Equal variances not assumed			-,499
BREAKTHROUGH	Equal variances assumed	1,076	,302	-,210
	Equal variances not assumed			-,214
POTENTIAL	Equal variances assumed	5,318	,023	-,581
	Equal variances not assumed			-,600
RARE	Equal variances assumed	4,575	,035	-,342
	Equal variances not assumed			-,356
REPURPOSING	Equal variances assumed	2,962	,088	-,180
	Equal variances not assumed			-,185

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
PARADIGM_SHIFT	Equal variances assumed	104	,628	-,06907
	Equal variances not assumed	103,989	,619	-,06907
BREAKTHROUGH	Equal variances assumed	104	,834	-,03407
	Equal variances not assumed	103,497	,831	-,03407
POTENTIAL	Equal variances assumed	104	,563	-,10090
	Equal variances not assumed	103,575	,550	-,10090
RARE	Equal variances assumed	104	,733	-,05569
	Equal variances not assumed	102,324	,723	-,05569
REPURPOSING	Equal variances assumed	104	,857	-,03139
	Equal variances not assumed	103,990	,853	-,03139

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
PARADIGM_SHIFT	Equal variances assumed	,14214	-,35094	,21279
	Equal variances not assumed	,13836	-,34345	,20531
BREAKTHROUGH	Equal variances assumed	,16235	-,35601	,28788
	Equal variances not assumed	,15943	-,35025	,28211
POTENTIAL	Equal variances assumed	,17378	-,44551	,24372
	Equal variances not assumed	,16819	-,43443	,23264
RARE	Equal variances assumed	,16283	-,37858	,26720
	Equal variances not assumed	,15651	-,36611	,25473
REPURPOSING	Equal variances assumed	,17403	-,37648	,31371
	Equal variances not assumed	,16941	-,36734	,30456

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of .
		F	Sig.	t
SURPRISE	Equal variances assumed	8,855	,004	-,816
	Equal variances not assumed			-,854
ARTISTIC	Equal variances assumed	,467	,496	-1,257
	Equal variances not assumed			-1,274
UPDATES_TRADITION	Equal variances assumed	3,679	,058	,115
	Equal variances not assumed			,118
COMBINATION	Equal variances assumed	,256	,614	,082
	Equal variances not assumed			,083
FUNCTIONAL	Equal variances assumed	12,879	,001	-2,365
	Equal variances not assumed			-2,467
VARIETY	Equal variances assumed	3,184	,077	,073
	Equal variances not assumed			,075
EXPERIENTIAL	Equal variances assumed	6,473	,012	-,662
	Equal variances not assumed			-,685
HIGH_TECH	Equal variances assumed	4,291	,041	-,270
	Equal variances not assumed			-,277
JOY	Equal variances assumed	5,320	,023	-1,856
	Equal variances not assumed			-1,913
SOCIAL_INTERACTION	Equal variances assumed	3,135	,080	-,562
	Equal variances not assumed			-,577

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
SURPRISE	Equal variances assumed	104	,416	-,14880
	Equal variances not assumed	100,796	,395	-,14880
ARTISTIC	Equal variances assumed	104	,212	-,25438
	Equal variances not assumed	102,747	,206	-,25438
UPDATES_TRADITION	Equal variances assumed	104	,909	,02212
	Equal variances not assumed	103,911	,906	,02212
COMBINATION	Equal variances assumed	104	,934	,01611
	Equal variances not assumed	101,905	,934	,01611
FUNCTIONAL	Equal variances assumed	104	,020	-,54075
	Equal variances not assumed	101,593	,015	-,54075
VARIETY	Equal variances assumed	104	,942	,01475
	Equal variances not assumed	103,974	,941	,01475
EXPERIENTIAL	Equal variances assumed	104	,510	-,14591
	Equal variances not assumed	103,392	,495	-,14591
HIGH_TECH	Equal variances assumed	104	,787	-,05924
	Equal variances not assumed	104,000	,782	-,05924
JOY	Equal variances assumed	104	,066	-,43659
	Equal variances not assumed	103,806	,058	-,43659
SOCIAL_INTERACTION	Equal variances assumed	104	,575	-,11864
	Equal variances not assumed	103,996	,566	-,11864

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
SURPRISE	Equal variances assumed	,18225	-,51021	,21261
	Equal variances not assumed	,17425	-,49448	,19687
ARTISTIC	Equal variances assumed	,20245	-,65583	,14708
	Equal variances not assumed	,19972	-,65048	,14173
UPDATES_TRADITION	Equal variances assumed	,19249	-,35960	,40384
	Equal variances not assumed	,18699	-,34870	,39294
COMBINATION	Equal variances assumed	,19534	-,37126	,40348
	Equal variances not assumed	,19342	-,36755	,39976
FUNCTIONAL	Equal variances assumed	,22865	-,99417	-,08733
	Equal variances not assumed	,21917	-,97550	-,10600
VARIETY	Equal variances assumed	,20273	-,38726	,41676
	Equal variances not assumed	,19791	-,37771	,40721
EXPERIENTIAL	Equal variances assumed	,22047	-,58310	,29128
	Equal variances not assumed	,21308	-,56847	,27666
HIGH_TECH	Equal variances assumed	,21918	-,49389	,37541
	Equal variances not assumed	,21364	-,48290	,36442
JOY	Equal variances assumed	,23528	-,90317	,02999
	Equal variances not assumed	,22822	-,88917	,01598
SOCIAL_INTERACTION	Equal variances assumed	,21104	-,53714	,29985
	Equal variances not assumed	,20580	-,52675	,28947

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of
		F	Sig.	t
EASE_OF_USE	Equal variances assumed	14,093	,000	-2,361
	Equal variances not assumed			-2,470
WIDE_USE	Equal variances assumed	4,252	,042	-,598
	Equal variances not assumed			-,614
INTUITIVE	Equal variances assumed	16,357	,000	-1,872
	Equal variances not assumed			-1,978
OBSERVABLE	Equal variances assumed	4,412	,038	-,485
	Equal variances not assumed			-,500
SOCIAL_APPROVAL	Equal variances assumed	3,567	,062	-,299
	Equal variances not assumed			-,306
CREDIBLE	Equal variances assumed	1,083	,301	-1,436
	Equal variances not assumed			-1,457
FASHIONABLE	Equal variances assumed	7,998	,006	-1,160
	Equal variances not assumed			-1,195
HARMONY	Equal variances assumed	6,126	,015	-,834
	Equal variances not assumed			-,857
MASS_MARKET	Equal variances assumed	3,309	,072	-,279
	Equal variances not assumed			-,285
NAME_BRAND	Equal variances assumed	7,566	,007	-,298
	Equal variances not assumed			-,306

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
EASE_OF_USE	Equal variances assumed	104	,020	-,49611
	Equal variances not assumed	100,673	,015	-,49611
WIDE_USE	Equal variances assumed	104	,551	-,12224
	Equal variances not assumed	103,999	,541	-,12224
INTUITIVE	Equal variances assumed	104	,064	-,39941
	Equal variances not assumed	96,638	,051	-,39941
OBSERVABLE	Equal variances assumed	104	,629	-,09636
	Equal variances not assumed	103,746	,618	-,09636
SOCIAL_APPROVAL	Equal variances assumed	104	,766	-,06629
	Equal variances not assumed	103,990	,760	-,06629
CREDIBLE	Equal variances assumed	104	,154	-,30845
	Equal variances not assumed	102,967	,148	-,30845
FASHIONABLE	Equal variances assumed	104	,249	-,25087
	Equal variances not assumed	103,871	,235	-,25087
HARMONY	Equal variances assumed	104	,406	-,20208
	Equal variances not assumed	103,967	,393	-,20208
MASS_MARKET	Equal variances assumed	104	,781	-,06173
	Equal variances not assumed	103,902	,776	-,06173
NAME_BRAND	Equal variances assumed	104	,766	-,07015
	Equal variances not assumed	103,986	,760	-,07015

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
EASE_OF_USE	Equal variances assumed	,21011	-,91276	-,07945
	Equal variances not assumed	,20081	-,89448	-,09773
WIDE_USE	Equal variances assumed	,20425	-,52727	,28279
	Equal variances not assumed	,19913	-,51711	,27264
INTUITIVE	Equal variances assumed	,21333	-,82246	,02364
	Equal variances not assumed	,20191	-,80016	,00133
OBSERVABLE	Equal variances assumed	,19886	-,49070	,29798
	Equal variances not assumed	,19275	-,47861	,28589
SOCIAL_APPROVAL	Equal variances assumed	,22188	-,50629	,37371
	Equal variances not assumed	,21647	-,49556	,36297
CREDIBLE	Equal variances assumed	,21485	-,73450	,11760
	Equal variances not assumed	,21170	-,72832	,11142
FASHIONABLE	Equal variances assumed	,21619	-,67959	,17784
	Equal variances not assumed	,20988	-,66708	,16533
HARMONY	Equal variances assumed	,24238	-,68273	,27857
	Equal variances not assumed	,23575	-,66959	,26543
MASS_MARKET	Equal variances assumed	,22142	-,50081	,37736
	Equal variances not assumed	,21651	-,49108	,36763
NAME_BRAND	Equal variances assumed	,23519	-,53655	,39625
	Equal variances not assumed	,22892	-,52411	,38380

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of .
		F	Sig.	t
FEASIBILITY	Equal variances assumed	6,720	,011	-,947
	Equal variances not assumed			-,978

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
FEASIBILITY	Equal variances assumed	104	,346	-,20458
	Equal variances not assumed	103,620	,330	-,20458

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
FEASIBILITY	Equal variances assumed	,21608	-,63308	,22392
	Equal variances not assumed	,20920	-,61945	,21029