

ONEWAY PARADIGM\_SHIFT BREAKTHROUGH POTENTIAL RARE REPURPOSING SURPRISE ARTI  
 STIC UPDATES\_TRADITION  
 COMBINATION FUNCTIONAL VARIETY EXPERIENTIAL HIGH\_TECH JOY SOCIAL\_INTERA  
 CTION EASE\_OF\_USE WIDE\_USE  
 INTUITIVE OBSERVABLE SOCIAL\_APPROVAL CREDIBLE FASHIONABLE HARMONY MASS\_  
 MARKET NAME\_BRAND  
 FEASIBILITY BY EDUCATION  
 /STATISTICS DESCRIPTIVES HOMOGENEITY  
 /MISSING ANALYSIS.

## Oneway

### Notes

Output Created		15-FEB-2020 15:36:23
Comments		
Input	Active Dataset	DataSet18
	Filter	<none>
	Weight	<none>
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	N of Rows in Working Data File	98
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.

## Notes

Syntax		ONEWAY 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 BY EDUCATION /STATISTICS DESCRIPTIVES HOMOGENEITY /MISSING ANALYSIS.
Resources	Processor Time	00:00:00,06
	Elapsed Time	00:00:00,10

## Descriptives

		N	Mean	Std. Deviation
PARADIGM_SHIFT	Less than high school degree	1	3,1667	.
	High school degree	10	4,1167	,77798
	Trade/technical/vocational school	3	3,7222	,78764
	College degree	64	4,0703	,68802
	Graduate degree	18	4,1204	,63864
	Total	96	4,0642	,68585
BREAKTHROUGH	Less than high school degree	1	3,1667	.
	High school degree	11	4,2424	,74671
	Trade/technical/vocational school	3	3,8333	,28868
	College degree	63	4,1429	,63561
	Graduate degree	17	4,2745	,65601
	Total	95	4,1579	,64658
POTENTIAL	Less than high school degree	1	3,0000	.
	High school degree	11	4,0606	,67195
	Trade/technical/vocational school	3	3,6667	,57735
	College degree	64	3,9401	,61533
	Graduate degree	16	4,1146	,82489
	Total	95	3,9649	,65994
RARE	Less than high school degree	1	3,1667	.
	High school degree	11	3,8182	,72822
	Trade/technical/vocational school	2	3,8333	,94281
	College degree	65	3,8821	,82323
	Graduate degree	18	4,0093	,70357
	Total	97	3,8900	,78280
REPURPOSING	Less than high school degree	1	3,0000	.
	High school degree	11	4,0758	,66401
	Trade/technical/vocational school	3	4,0556	,19245
	College degree	64	4,1641	,62748
	Graduate degree	17	4,4118	,65117
	Total	96	4,1823	,63710

## Descriptives

		Std. Error	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
PARADIGM_SHIFT	Less than high school degree	.	.	.
	High school degree	,24602	3,5601	4,6732
	Trade/technical/vocational school	,45474	1,7656	5,6788
	College degree	,08600	3,8984	4,2422
	Graduate degree	,15053	3,8028	4,4380
	Total	,07000	3,9253	4,2032
BREAKTHROUGH	Less than high school degree	.	.	.
	High school degree	,22514	3,7408	4,7441
	Trade/technical/vocational school	,16667	3,1162	4,5504
	College degree	,08008	3,9828	4,3029
	Graduate degree	,15911	3,9372	4,6118
	Total	,06634	4,0262	4,2896
POTENTIAL	Less than high school degree	.	.	.
	High school degree	,20260	3,6092	4,5120
	Trade/technical/vocational school	,33333	2,2324	5,1009
	College degree	,07692	3,7864	4,0938
	Graduate degree	,20622	3,6750	4,5541
	Total	,06771	3,8305	4,0993
RARE	Less than high school degree	.	.	.
	High school degree	,21957	3,3290	4,3074
	Trade/technical/vocational school	,66667	-4,6375	12,3041
	College degree	,10211	3,6781	4,0860
	Graduate degree	,16583	3,6594	4,3591
	Total	,07948	3,7323	4,0478
REPURPOSING	Less than high school degree	.	.	.
	High school degree	,20021	3,6297	4,5218
	Trade/technical/vocational school	,11111	3,5775	4,5336
	College degree	,07844	4,0073	4,3208
	Graduate degree	,15793	4,0770	4,7466
	Total	,06502	4,0532	4,3114

## Descriptives

		Minimum	Maximum
PARADIGM_SHIFT	Less than high school degree	3,17	3,17
	High school degree	2,83	5,00
	Trade/technical/vocational school	2,83	4,33
	College degree	2,67	6,00
	Graduate degree	3,17	6,00
	Total	2,67	6,00
BREAKTHROUGH	Less than high school degree	3,17	3,17
	High school degree	2,83	5,17
	Trade/technical/vocational school	3,50	4,00
	College degree	2,67	6,00
	Graduate degree	3,33	6,00
	Total	2,67	6,00
POTENTIAL	Less than high school degree	3,00	3,00
	High school degree	3,00	5,17
	Trade/technical/vocational school	3,00	4,00
	College degree	2,33	6,00
	Graduate degree	3,33	6,00
	Total	2,33	6,00
RARE	Less than high school degree	3,17	3,17
	High school degree	2,83	5,17
	Trade/technical/vocational school	3,17	4,50
	College degree	1,00	6,00
	Graduate degree	2,67	6,00
	Total	1,00	6,00
REPURPOSING	Less than high school degree	3,00	3,00
	High school degree	3,00	5,17
	Trade/technical/vocational school	3,83	4,17
	College degree	2,33	6,00
	Graduate degree	3,50	6,00
	Total	2,33	6,00

## Descriptives

		N	Mean	Std. Deviation
SURPRISE	Less than high school degree	1	3,0000	.
	High school degree	11	3,9394	,69231
	Trade/technical/vocational school	3	3,8333	,44096
	College degree	65	3,9333	,80082
	Graduate degree	18	3,9815	,81627
	Total	98	3,9303	,77656
ARTISTIC	Less than high school degree	1	3,0000	.
	High school degree	11	3,9091	,94388
	Trade/technical/vocational school	3	3,9444	,25459
	College degree	63	3,7460	,77936
	Graduate degree	17	3,7353	,73612
	Total	95	3,7614	,77401
UPDATES_TRADITION	Less than high school degree	1	3,0000	.
	High school degree	11	3,7576	,64706
	Trade/technical/vocational school	3	3,7778	,53576
	College degree	63	3,8519	,84301
	Graduate degree	17	3,8431	,84875
	Total	95	3,8281	,80646
COMBINATION	Less than high school degree	1	3,0000	.
	High school degree	11	4,0758	,62523
	Trade/technical/vocational school	2	4,0833	,11785
	College degree	65	3,9769	,84001
	Graduate degree	17	4,3725	,58491
	Total	96	4,0503	,77991
FUNCTIONAL	Less than high school degree	1	3,1667	.
	High school degree	10	3,7167	,81290
	Trade/technical/vocational school	3	3,7222	,78764
	College degree	63	3,8810	,83356
	Graduate degree	17	4,0490	,65554
	Total	94	3,8812	,79297

## Descriptives

		Std. Error	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
SURPRISE	Less than high school degree	.	.	.
	High school degree	,20874	3,4743	4,4045
	Trade/technical/vocational school	,25459	2,7379	4,9287
	College degree	,09933	3,7349	4,1318
	Graduate degree	,19240	3,5756	4,3874
	Total	,07844	3,7746	4,0860
ARTISTIC	Less than high school degree	.	.	.
	High school degree	,28459	3,2750	4,5432
	Trade/technical/vocational school	,14699	3,3120	4,5769
	College degree	,09819	3,5498	3,9423
	Graduate degree	,17854	3,3568	4,1138
	Total	,07941	3,6037	3,9191
UPDATES_TRADITION	Less than high school degree	.	.	.
	High school degree	,19510	3,3229	4,1923
	Trade/technical/vocational school	,30932	2,4469	5,1087
	College degree	,10621	3,6395	4,0642
	Graduate degree	,20585	3,4067	4,2795
	Total	,08274	3,6638	3,9924
COMBINATION	Less than high school degree	.	.	.
	High school degree	,18851	3,6557	4,4958
	Trade/technical/vocational school	,08333	3,0245	5,1422
	College degree	,10419	3,7688	4,1851
	Graduate degree	,14186	4,0718	4,6733
	Total	,07960	3,8923	4,2084
FUNCTIONAL	Less than high school degree	.	.	.
	High school degree	,25706	3,1352	4,2982
	Trade/technical/vocational school	,45474	1,7656	5,6788
	College degree	,10502	3,6710	4,0909
	Graduate degree	,15899	3,7120	4,3861
	Total	,08179	3,7188	4,0436

## Descriptives

		Minimum	Maximum
SURPRISE	Less than high school degree	3,00	3,00
	High school degree	2,83	5,00
	Trade/technical/vocational school	3,33	4,17
	College degree	1,83	6,00
	Graduate degree	2,50	6,00
	Total	1,83	6,00
ARTISTIC	Less than high school degree	3,00	3,00
	High school degree	2,00	5,17
	Trade/technical/vocational school	3,67	4,17
	College degree	1,83	5,67
	Graduate degree	2,50	6,00
	Total	1,83	6,00
UPDATES_TRADITION	Less than high school degree	3,00	3,00
	High school degree	2,83	5,00
	Trade/technical/vocational school	3,17	4,17
	College degree	1,17	6,00
	Graduate degree	2,33	6,00
	Total	1,17	6,00
COMBINATION	Less than high school degree	3,00	3,00
	High school degree	3,00	5,17
	Trade/technical/vocational school	4,00	4,17
	College degree	1,00	6,00
	Graduate degree	3,67	6,00
	Total	1,00	6,00
FUNCTIONAL	Less than high school degree	3,17	3,17
	High school degree	2,50	5,00
	Trade/technical/vocational school	2,83	4,33
	College degree	1,83	6,00
	Graduate degree	3,17	6,00
	Total	1,83	6,00



## Descriptives

		N	Mean	Std. Deviation
VARIETY	Less than high school degree	1	3,1667	.
	High school degree	11	3,9242	,75411
	Trade/technical/vocational school	3	3,7222	,34694
	College degree	62	3,8737	,77099
	Graduate degree	17	3,9510	,79879
	Total	94	3,8812	,75555
EXPERIENTIAL	Less than high school degree	1	3,1667	.
	High school degree	11	3,6970	,78817
	Trade/technical/vocational school	3	3,7778	,69389
	College degree	63	3,6508	,77582
	Graduate degree	17	3,7059	,87506
	Total	95	3,6649	,77927
HIGH_TECH	Less than high school degree	1	3,3333	.
	High school degree	11	4,2273	,69631
	Trade/technical/vocational school	3	3,8889	,34694
	College degree	64	4,1016	,77073
	Graduate degree	18	4,2593	,82688
	Total	97	4,1306	,75967
JOY	Less than high school degree	1	3,0000	.
	High school degree	11	3,7121	,86952
	Trade/technical/vocational school	3	3,8333	,28868
	College degree	65	3,7231	,88647
	Graduate degree	17	3,7157	,76776
	Total	97	3,7165	,84168
SOCIAL_INTERACTION	Less than high school degree	1	3,0000	.
	High school degree	11	3,7727	,82082
	Trade/technical/vocational school	3	3,9444	,41944
	College degree	62	3,8387	,83523
	Graduate degree	18	3,8056	,80491
	Total	95	3,8193	,80837

## Descriptives

		Std. Error	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
VARIETY	Less than high school degree	.	.	.
	High school degree	,22737	3,4176	4,4309
	Trade/technical/vocational school	,20031	2,8604	4,5841
	College degree	,09792	3,6779	4,0695
	Graduate degree	,19374	3,5403	4,3617
	Total	,07793	3,7265	4,0360
EXPERIENTIAL	Less than high school degree	.	.	.
	High school degree	,23764	3,1675	4,2265
	Trade/technical/vocational school	,40062	2,0541	5,5015
	College degree	,09774	3,4554	3,8462
	Graduate degree	,21223	3,2560	4,1558
	Total	,07995	3,5062	3,8237
HIGH_TECH	Less than high school degree	.	.	.
	High school degree	,20995	3,7595	4,6951
	Trade/technical/vocational school	,20031	3,0270	4,7507
	College degree	,09634	3,9090	4,2941
	Graduate degree	,19490	3,8481	4,6705
	Total	,07713	3,9775	4,2837
JOY	Less than high school degree	.	.	.
	High school degree	,26217	3,1280	4,2963
	Trade/technical/vocational school	,16667	3,1162	4,5504
	College degree	,10995	3,5034	3,9427
	Graduate degree	,18621	3,3209	4,1104
	Total	,08546	3,5469	3,8861
SOCIAL_INTERACTION	Less than high school degree	.	.	.
	High school degree	,24749	3,2213	4,3242
	Trade/technical/vocational school	,24216	2,9025	4,9864
	College degree	,10607	3,6266	4,0508
	Graduate degree	,18972	3,4053	4,2058
	Total	,08294	3,6546	3,9840

## Descriptives

		Minimum	Maximum
VARIETY	Less than high school degree	3,17	3,17
	High school degree	2,83	5,17
	Trade/technical/vocational school	3,33	4,00
	College degree	2,00	6,00
	Graduate degree	3,00	6,00
	Total	2,00	6,00
	EXPERIENTIAL	Less than high school degree	3,17
High school degree		2,17	5,00
Trade/technical/vocational school		3,00	4,33
College degree		2,00	6,00
Graduate degree		2,67	6,00
Total		2,00	6,00
HIGH_TECH		Less than high school degree	3,33
	High school degree	3,00	5,17
	Trade/technical/vocational school	3,50	4,17
	College degree	1,67	6,00
	Graduate degree	2,83	6,00
	Total	1,67	6,00
	JOY	Less than high school degree	3,00
High school degree		2,33	5,17
Trade/technical/vocational school		3,50	4,00
College degree		1,17	6,00
Graduate degree		2,67	6,00
Total		1,17	6,00
SOCIAL_INTERACTION		Less than high school degree	3,00
	High school degree	2,50	5,17
	Trade/technical/vocational school	3,50	4,33
	College degree	1,33	6,00
	Graduate degree	2,50	6,00
	Total	1,33	6,00

## Descriptives

		N	Mean	Std. Deviation
EASE_OF_USE	Less than high school degree	1	3,1667	.
	High school degree	10	3,8667	,67495
	Trade/technical/vocational school	3	3,8889	,50918
	College degree	62	3,9059	,72656
	Graduate degree	18	4,0185	,71146
	Total	94	3,9149	,70488
WIDE_USE	Less than high school degree	1	3,1667	.
	High school degree	11	3,7424	,85428
	Trade/technical/vocational school	3	4,1111	,83887
	College degree	63	3,6878	,84322
	Graduate degree	17	3,8922	,66651
	Total	95	3,7386	,80690
INTUITIVE	Less than high school degree	1	3,1667	.
	High school degree	11	3,8788	,76409
	Trade/technical/vocational school	3	3,8333	,44096
	College degree	65	3,8923	,64444
	Graduate degree	17	4,0098	,78941
	Total	97	3,9021	,67347
OBSERVABLE	Less than high school degree	1	3,1667	.
	High school degree	10	3,7833	1,11402
	Trade/technical/vocational school	3	4,1111	,50918
	College degree	61	3,9727	,86666
	Graduate degree	16	3,9167	1,00185
	Total	91	3,9377	,89947
SOCIAL_APPROVAL	Less than high school degree	1	3,1667	.
	High school degree	11	3,7727	,63802
	Trade/technical/vocational school	3	3,8333	,60093
	College degree	64	4,0286	,84909
	Graduate degree	15	3,8333	,71548
	Total	94	3,9521	,79636

## Descriptives

		Std. Error	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
EASE_OF_USE	Less than high school degree	.	.	.
	High school degree	,21344	3,3838	4,3495
	Trade/technical/vocational school	,29397	2,6240	5,1537
	College degree	,09227	3,7214	4,0904
	Graduate degree	,16769	3,6647	4,3723
	Total	,07270	3,7705	4,0593
WIDE_USE	Less than high school degree	.	.	.
	High school degree	,25758	3,1685	4,3163
	Trade/technical/vocational school	,48432	2,0272	6,1950
	College degree	,10624	3,4755	3,9002
	Graduate degree	,16165	3,5495	4,2348
	Total	,08279	3,5742	3,9030
INTUITIVE	Less than high school degree	.	.	.
	High school degree	,23038	3,3655	4,3921
	Trade/technical/vocational school	,25459	2,7379	4,9287
	College degree	,07993	3,7326	4,0520
	Graduate degree	,19146	3,6039	4,4157
	Total	,06838	3,7663	4,0378
OBSERVABLE	Less than high school degree	.	.	.
	High school degree	,35229	2,9864	4,5803
	Trade/technical/vocational school	,29397	2,8463	5,3760
	College degree	,11096	3,7507	4,1946
	Graduate degree	,25046	3,3828	4,4505
	Total	,09429	3,7504	4,1251
SOCIAL_APPROVAL	Less than high school degree	.	.	.
	High school degree	,19237	3,3441	4,2014
	Trade/technical/vocational school	,34694	2,3406	5,3261
	College degree	,10614	3,8166	4,2407
	Graduate degree	,18473	3,4371	4,2296
	Total	,08214	3,7890	4,1152

## Descriptives

		Minimum	Maximum
EASE_OF_USE	Less than high school degree	3,17	3,17
	High school degree	3,00	5,00
	Trade/technical/vocational school	3,33	4,33
	College degree	2,50	6,00
	Graduate degree	3,33	6,00
	Total	2,50	6,00
WIDE_USE	Less than high school degree	3,17	3,17
	High school degree	2,17	5,00
	Trade/technical/vocational school	3,33	5,00
	College degree	1,67	6,00
	Graduate degree	3,00	6,00
	Total	1,67	6,00
INTUITIVE	Less than high school degree	3,17	3,17
	High school degree	2,83	5,17
	Trade/technical/vocational school	3,33	4,17
	College degree	2,33	6,00
	Graduate degree	3,00	6,00
	Total	2,33	6,00
OBSERVABLE	Less than high school degree	3,17	3,17
	High school degree	1,50	5,17
	Trade/technical/vocational school	3,67	4,67
	College degree	1,17	6,00
	Graduate degree	2,00	6,00
	Total	1,17	6,00
SOCIAL_APPROVAL	Less than high school degree	3,17	3,17
	High school degree	2,67	5,00
	Trade/technical/vocational school	3,17	4,33
	College degree	2,33	6,00
	Graduate degree	3,17	6,00
	Total	2,33	6,00

## Descriptives

		N	Mean	Std. Deviation
CREDIBLE	Less than high school degree	1	3,1667	.
	High school degree	11	3,7727	,75008
	Trade/technical/vocational school	3	3,8333	,44096
	College degree	65	3,8692	,80444
	Graduate degree	18	3,8704	,75744
	Total	98	3,8503	,77159
FASHIONABLE	Less than high school degree	1	3,1667	.
	High school degree	10	3,7333	,76255
	Trade/technical/vocational school	3	4,1667	,16667
	College degree	65	3,8103	,79543
	Graduate degree	16	3,9583	,78055
	Total	95	3,8316	,77242
HARMONY	Less than high school degree	1	3,0000	.
	High school degree	11	3,8636	,72960
	Trade/technical/vocational school	3	3,9444	,09623
	College degree	64	4,0286	,69614
	Graduate degree	18	4,0278	,73264
	Total	97	3,9966	,69430
MASS_MARKET	Less than high school degree	1	3,1667	.
	High school degree	11	3,8333	,90370
	Trade/technical/vocational school	3	3,8333	,50000
	College degree	63	3,6508	,90534
	Graduate degree	16	3,7396	1,08520
	Total	94	3,6879	,91491
NAME_BRAND	Less than high school degree	1	3,0000	.
	High school degree	11	3,9091	,87675
	Trade/technical/vocational school	3	4,0000	,16667
	College degree	65	3,7103	1,04469
	Graduate degree	16	3,9271	1,09031
	Total	96	3,7708	1,01054

## Descriptives

		Std. Error	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
CREDIBLE	Less than high school degree	.	.	.
	High school degree	,22616	3,2688	4,2766
	Trade/technical/vocational school	,25459	2,7379	4,9287
	College degree	,09978	3,6699	4,0686
	Graduate degree	,17853	3,4937	4,2470
	Total	,07794	3,6956	4,0050
FASHIONABLE	Less than high school degree	.	.	.
	High school degree	,24114	3,1878	4,2788
	Trade/technical/vocational school	,09623	3,7526	4,5807
	College degree	,09866	3,6132	4,0074
	Graduate degree	,19514	3,5424	4,3743
	Total	,07925	3,6742	3,9889
HARMONY	Less than high school degree	.	.	.
	High school degree	,21998	3,3735	4,3538
	Trade/technical/vocational school	,05556	3,7054	4,1835
	College degree	,08702	3,8548	4,2025
	Graduate degree	,17269	3,6634	4,3921
	Total	,07050	3,8566	4,1365
MASS_MARKET	Less than high school degree	.	.	.
	High school degree	,27247	3,2262	4,4404
	Trade/technical/vocational school	,28868	2,5913	5,0754
	College degree	,11406	3,4228	3,8788
	Graduate degree	,27130	3,1613	4,3178
	Total	,09437	3,5006	3,8753
NAME_BRAND	Less than high school degree	.	.	.
	High school degree	,26435	3,3201	4,4981
	Trade/technical/vocational school	,09623	3,5860	4,4140
	College degree	,12958	3,4514	3,9691
	Graduate degree	,27258	3,3461	4,5081
	Total	,10314	3,5661	3,9756



## Descriptives

		Minimum	Maximum
CREDIBLE	Less than high school degree	3,17	3,17
	High school degree	2,67	5,00
	Trade/technical/vocational school	3,33	4,17
	College degree	2,00	6,00
	Graduate degree	2,83	6,00
	Total	2,00	6,00
	FASHIONABLE	Less than high school degree	3,17
High school degree		2,67	5,00
Trade/technical/vocational school		4,00	4,33
College degree		2,00	5,67
Graduate degree		2,67	6,00
Total		2,00	6,00
HARMONY		Less than high school degree	3,00
	High school degree	3,00	5,17
	Trade/technical/vocational school	3,83	4,00
	College degree	2,83	6,00
	Graduate degree	3,00	6,00
	Total	2,83	6,00
	MASS_MARKET	Less than high school degree	3,17
High school degree		2,33	5,00
Trade/technical/vocational school		3,33	4,33
College degree		1,67	6,00
Graduate degree		1,67	6,00
Total		1,67	6,00
NAME_BRAND		Less than high school degree	3,00
	High school degree	2,67	5,17
	Trade/technical/vocational school	3,83	4,17
	College degree	1,33	6,00
	Graduate degree	1,17	6,00
	Total	1,17	6,00

### Descriptives

		N	Mean	Std. Deviation
FEASIBILITY	Less than high school degree	1	3,1667	.
	High school degree	11	3,7879	,94308
	Trade/technical/vocational school	3	3,6111	,82215
	College degree	64	3,8932	,71724
	Graduate degree	17	3,8529	,67926
	Total	96	3,8576	,73149

### Descriptives

		Std. Error	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
FEASIBILITY	Less than high school degree	.	.	.
	High school degree	,28435	3,1543	4,4214
	Trade/technical/vocational school	,47467	1,5688	5,6534
	College degree	,08965	3,7141	4,0724
	Graduate degree	,16475	3,5037	4,2022
	Total	,07466	3,7094	4,0059

### Descriptives

		Minimum	Maximum
FEASIBILITY	Less than high school degree	3,17	3,17
	High school degree	2,17	5,17
	Trade/technical/vocational school	2,67	4,17
	College degree	2,50	6,00
	Graduate degree	3,00	6,00
	Total	2,17	6,00

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2
PARADIGM_SHIFT	Based on Mean	,450	3	91
	Based on Median	,430	3	91
	Based on Median and with adjusted df	,430	3	90,202
	Based on trimmed mean	,466	3	91
BREAKTHROUGH	Based on Mean	,652	3	90
	Based on Median	,664	3	90
	Based on Median and with adjusted df	,664	3	89,095
	Based on trimmed mean	,628	3	90
POTENTIAL	Based on Mean	,511	3	90
	Based on Median	,513	3	90
	Based on Median and with adjusted df	,513	3	81,947
	Based on trimmed mean	,442	3	90
RARE	Based on Mean	,207	3	92
	Based on Median	,192	3	92
	Based on Median and with adjusted df	,192	3	89,595
	Based on trimmed mean	,211	3	92
REPURPOSING	Based on Mean	,701	3	91
	Based on Median	,762	3	91
	Based on Median and with adjusted df	,762	3	89,727
	Based on trimmed mean	,687	3	91
SURPRISE	Based on Mean	,184	3	93
	Based on Median	,252	3	93
	Based on Median and with adjusted df	,252	3	91,008
	Based on trimmed mean	,193	3	93
ARTISTIC	Based on Mean	1,042	3	90
	Based on Median	1,054	3	90
	Based on Median and with adjusted df	1,054	3	85,470
	Based on trimmed mean	1,077	3	90
UPDATES_TRADITION	Based on Mean	,240	3	90
	Based on Median	,335	3	90
	Based on Median and with adjusted df	,335	3	86,918
	Based on trimmed mean	,250	3	90

### Test of Homogeneity of Variances

		Sig.
PARADIGM_SHIFT	Based on Mean	,718
	Based on Median	,732
	Based on Median and with adjusted df	,732
	Based on trimmed mean	,706
BREAKTHROUGH	Based on Mean	,584
	Based on Median	,576
	Based on Median and with adjusted df	,576
	Based on trimmed mean	,599
POTENTIAL	Based on Mean	,676
	Based on Median	,675
	Based on Median and with adjusted df	,675
	Based on trimmed mean	,724
RARE	Based on Mean	,891
	Based on Median	,902
	Based on Median and with adjusted df	,902
	Based on trimmed mean	,889
REPURPOSING	Based on Mean	,554
	Based on Median	,518
	Based on Median and with adjusted df	,518
	Based on trimmed mean	,562
SURPRISE	Based on Mean	,907
	Based on Median	,860
	Based on Median and with adjusted df	,860
	Based on trimmed mean	,901
ARTISTIC	Based on Mean	,378
	Based on Median	,373
	Based on Median and with adjusted df	,373
	Based on trimmed mean	,363
UPDATES_TRADITION	Based on Mean	,868
	Based on Median	,800
	Based on Median and with adjusted df	,800
	Based on trimmed mean	,861

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2
COMBINATION	Based on Mean	,873	3	91
	Based on Median	,886	3	91
	Based on Median and with adjusted df	,886	3	85,194
	Based on trimmed mean	,852	3	91
FUNCTIONAL	Based on Mean	,744	3	89
	Based on Median	,978	3	89
	Based on Median and with adjusted df	,978	3	86,419
	Based on trimmed mean	,836	3	89
VARIETY	Based on Mean	,426	3	89
	Based on Median	,459	3	89
	Based on Median and with adjusted df	,459	3	85,910
	Based on trimmed mean	,417	3	89
EXPERIENTIAL	Based on Mean	,161	3	90
	Based on Median	,103	3	90
	Based on Median and with adjusted df	,103	3	81,314
	Based on trimmed mean	,123	3	90
HIGH_TECH	Based on Mean	,348	3	92
	Based on Median	,410	3	92
	Based on Median and with adjusted df	,410	3	89,131
	Based on trimmed mean	,347	3	92
JOY	Based on Mean	,723	3	92
	Based on Median	,845	3	92
	Based on Median and with adjusted df	,845	3	89,685
	Based on trimmed mean	,752	3	92
SOCIAL_INTERACTION	Based on Mean	,328	3	90
	Based on Median	,331	3	90
	Based on Median and with adjusted df	,331	3	88,598
	Based on trimmed mean	,330	3	90
EASE_OF_USE	Based on Mean	,140	3	89
	Based on Median	,171	3	89
	Based on Median and with adjusted df	,171	3	85,991
	Based on trimmed mean	,153	3	89

### Test of Homogeneity of Variances

		Sig.
COMBINATION	Based on Mean	,458
	Based on Median	,452
	Based on Median and with adjusted df	,452
	Based on trimmed mean	,469
FUNCTIONAL	Based on Mean	,529
	Based on Median	,407
	Based on Median and with adjusted df	,407
	Based on trimmed mean	,477
VARIETY	Based on Mean	,735
	Based on Median	,712
	Based on Median and with adjusted df	,712
	Based on trimmed mean	,741
EXPERIENTIAL	Based on Mean	,923
	Based on Median	,958
	Based on Median and with adjusted df	,958
	Based on trimmed mean	,947
HIGH_TECH	Based on Mean	,791
	Based on Median	,746
	Based on Median and with adjusted df	,746
	Based on trimmed mean	,791
JOY	Based on Mean	,541
	Based on Median	,473
	Based on Median and with adjusted df	,473
	Based on trimmed mean	,524
SOCIAL_INTERACTION	Based on Mean	,805
	Based on Median	,803
	Based on Median and with adjusted df	,803
	Based on trimmed mean	,803
EASE_OF_USE	Based on Mean	,936
	Based on Median	,916
	Based on Median and with adjusted df	,916
	Based on trimmed mean	,927

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2
WIDE_USE	Based on Mean	,838	3	90
	Based on Median	,832	3	90
	Based on Median and with adjusted df	,832	3	89,703
	Based on trimmed mean	,907	3	90
INTUITIVE	Based on Mean	,622	3	92
	Based on Median	,664	3	92
	Based on Median and with adjusted df	,664	3	88,725
	Based on trimmed mean	,612	3	92
OBSERVABLE	Based on Mean	,883	3	86
	Based on Median	,798	3	86
	Based on Median and with adjusted df	,798	3	82,133
	Based on trimmed mean	,854	3	86
SOCIAL_APPROVAL	Based on Mean	,884	3	89
	Based on Median	,816	3	89
	Based on Median and with adjusted df	,816	3	87,545
	Based on trimmed mean	,863	3	89
CREDIBLE	Based on Mean	,313	3	93
	Based on Median	,417	3	93
	Based on Median and with adjusted df	,417	3	91,018
	Based on trimmed mean	,324	3	93
FASHIONABLE	Based on Mean	1,037	3	90
	Based on Median	1,021	3	90
	Based on Median and with adjusted df	1,021	3	86,112
	Based on trimmed mean	1,040	3	90
HARMONY	Based on Mean	,949	3	92
	Based on Median	,773	3	92
	Based on Median and with adjusted df	,773	3	87,976
	Based on trimmed mean	,873	3	92
MASS_MARKET	Based on Mean	,394	3	89
	Based on Median	,316	3	89
	Based on Median and with adjusted df	,316	3	83,017
	Based on trimmed mean	,399	3	89

### Test of Homogeneity of Variances

		Sig.
WIDE_USE	Based on Mean	,476
	Based on Median	,480
	Based on Median and with adjusted df	,480
	Based on trimmed mean	,441
INTUITIVE	Based on Mean	,603
	Based on Median	,576
	Based on Median and with adjusted df	,576
	Based on trimmed mean	,609
OBSERVABLE	Based on Mean	,453
	Based on Median	,498
	Based on Median and with adjusted df	,499
	Based on trimmed mean	,468
SOCIAL_APPROVAL	Based on Mean	,453
	Based on Median	,488
	Based on Median and with adjusted df	,488
	Based on trimmed mean	,464
CREDIBLE	Based on Mean	,816
	Based on Median	,741
	Based on Median and with adjusted df	,741
	Based on trimmed mean	,808
FASHIONABLE	Based on Mean	,380
	Based on Median	,387
	Based on Median and with adjusted df	,387
	Based on trimmed mean	,379
HARMONY	Based on Mean	,420
	Based on Median	,512
	Based on Median and with adjusted df	,512
	Based on trimmed mean	,458
MASS_MARKET	Based on Mean	,757
	Based on Median	,814
	Based on Median and with adjusted df	,814
	Based on trimmed mean	,754



### Test of Homogeneity of Variances

		Levene Statistic	df1	df2
NAME_BRAND	Based on Mean	1,117	3	91
	Based on Median	,832	3	91
	Based on Median and with adjusted df	,832	3	84,398
	Based on trimmed mean	1,108	3	91
FEASIBILITY	Based on Mean	,954	3	91
	Based on Median	,860	3	91
	Based on Median and with adjusted df	,860	3	88,980
	Based on trimmed mean	,943	3	91

### Test of Homogeneity of Variances

		Sig.
NAME_BRAND	Based on Mean	,346
	Based on Median	,479
	Based on Median and with adjusted df	,480
	Based on trimmed mean	,350
FEASIBILITY	Based on Mean	,418
	Based on Median	,465
	Based on Median and with adjusted df	,465
	Based on trimmed mean	,423

## ANOVA

		Sum of Squares	df	Mean Square	F
PARADIGM_SHIFT	Between Groups	1,243	4	,311	,651
	Within Groups	43,444	91	,477	
	Total	44,687	95		
BREAKTHROUGH	Between Groups	1,623	4	,406	,969
	Within Groups	37,676	90	,419	
	Total	39,298	94		
POTENTIAL	Between Groups	1,696	4	,424	,973
	Within Groups	39,242	90	,436	
	Total	40,939	94		
RARE	Between Groups	,846	4	,212	,336
	Within Groups	57,981	92	,630	
	Total	58,827	96		
REPURPOSING	Between Groups	2,487	4	,622	1,569
	Within Groups	36,073	91	,396	
	Total	38,560	95		
SURPRISE	Between Groups	,942	4	,236	,381
	Within Groups	57,553	93	,619	
	Total	58,496	97		
ARTISTIC	Between Groups	,947	4	,237	,385
	Within Groups	55,367	90	,615	
	Total	56,314	94		
UPDATES_TRADITION	Between Groups	,787	4	,197	,294
	Within Groups	60,349	90	,671	
	Total	61,136	94		
COMBINATION	Between Groups	3,228	4	,807	1,346
	Within Groups	54,557	91	,600	
	Total	57,784	95		
FUNCTIONAL	Between Groups	1,336	4	,334	,520
	Within Groups	57,143	89	,642	
	Total	58,479	93		
VARIETY	Between Groups	,693	4	,173	,294
	Within Groups	52,397	89	,589	
	Total	53,090	93		
EXPERIENTIAL	Between Groups	,339	4	,085	,134
	Within Groups	56,744	90	,630	
	Total	57,083	94		

## ANOVA

		Sig.
PARADIGM_SHIFT	Between Groups	,628
	Within Groups	
	Total	
BREAKTHROUGH	Between Groups	,429
	Within Groups	
	Total	
POTENTIAL	Between Groups	,427
	Within Groups	
	Total	
RARE	Between Groups	,853
	Within Groups	
	Total	
REPURPOSING	Between Groups	,189
	Within Groups	
	Total	
SURPRISE	Between Groups	,822
	Within Groups	
	Total	
ARTISTIC	Between Groups	,819
	Within Groups	
	Total	
UPDATES_TRADITION	Between Groups	,881
	Within Groups	
	Total	
COMBINATION	Between Groups	,259
	Within Groups	
	Total	
FUNCTIONAL	Between Groups	,721
	Within Groups	
	Total	
VARIETY	Between Groups	,881
	Within Groups	
	Total	
EXPERIENTIAL	Between Groups	,969
	Within Groups	
	Total	

### ANOVA

		Sum of Squares	df	Mean Square	F
HICH_TECH	Between Groups	1,266	4	,316	,538
	Within Groups	54,136	92	,588	
	Total	55,401	96		
JOY	Between Groups	,557	4	,139	,190
	Within Groups	67,452	92	,733	
	Total	68,009	96		
SOCIAL_INTERACTION	Between Groups	,769	4	,192	,285
	Within Groups	60,657	90	,674	
	Total	61,426	94		
EASE_OF_USE	Between Groups	,783	4	,196	,384
	Within Groups	45,425	89	,510	
	Total	46,208	93		
WIDE_USE	Between Groups	1,307	4	,327	,491
	Within Groups	59,896	90	,666	
	Total	61,203	94		
INTUITIVE	Between Groups	,764	4	,191	,411
	Within Groups	42,777	92	,465	
	Total	43,542	96		
OBSERVABLE	Between Groups	1,005	4	,251	,301
	Within Groups	71,809	86	,835	
	Total	72,814	90		
SOCIAL_APPROVAL	Between Groups	1,600	4	,400	,620
	Within Groups	57,379	89	,645	
	Total	58,979	93		
CREDIBLE	Between Groups	,565	4	,141	,230
	Within Groups	57,184	93	,615	
	Total	57,749	97		
FASHIONABLE	Between Groups	1,162	4	,291	,476
	Within Groups	54,921	90	,610	
	Total	56,083	94		
HARMONY	Between Groups	1,279	4	,320	,654
	Within Groups	44,998	92	,489	
	Total	46,277	96		
MASS_MARKET	Between Groups	,697	4	,174	,201
	Within Groups	77,149	89	,867	
	Total	77,846	93		

**ANOVA**

		Sig.
HIGH_TECH	Between Groups	,708
	Within Groups	
	Total	
JOY	Between Groups	,943
	Within Groups	
	Total	
SOCIAL_INTERACTION	Between Groups	,887
	Within Groups	
	Total	
EASE_OF_USE	Between Groups	,820
	Within Groups	
	Total	
WIDE_USE	Between Groups	,742
	Within Groups	
	Total	
INTUITIVE	Between Groups	,800
	Within Groups	
	Total	
OBSERVABLE	Between Groups	,877
	Within Groups	
	Total	
SOCIAL_APPROVAL	Between Groups	,649
	Within Groups	
	Total	
CREDIBLE	Between Groups	,921
	Within Groups	
	Total	
FASHIONABLE	Between Groups	,753
	Within Groups	
	Total	
HARMONY	Between Groups	,626
	Within Groups	
	Total	
MASS_MARKET	Between Groups	,937
	Within Groups	
	Total	

**ANOVA**

		Sum of Squares	df	Mean Square	F
NAME_BRAND	Between Groups	1,591	4	,398	,379
	Within Groups	95,423	91	1,049	
	Total	97,014	95		
FEASIBILITY	Between Groups	,795	4	,199	,361
	Within Groups	50,037	91	,550	
	Total	50,832	95		

**ANOVA**

		Sig.
NAME_BRAND	Between Groups	,823
	Within Groups	
	Total	
FEASIBILITY	Between Groups	,836
	Within Groups	
	Total	