

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 15:28:01
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
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	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 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	00:00:00,16

Descriptives

		N	Mean	Std. Deviation
PARADIGM_SHIFT	High school degree	10	3,3667	,45677
	College degree	22	3,3470	,76211
	Graduate degree	40	3,3033	,70456
	Postgraduate university degree or Postgraduate specialist university degree	37	3,2928	,79291
	Total	109	3,3144	,72099
BREAKTHROUGH	High school degree	10	3,2500	,47304
	College degree	22	3,7273	,52338
	Graduate degree	40	3,5333	,86906
	Postgraduate university degree or Postgraduate specialist university degree	37	3,3550	,95307
	Total	109	3,4859	,81924
POTENTIAL	High school degree	10	3,6167	,77000
	College degree	22	3,7409	,88586
	Graduate degree	40	3,6333	,93003
	Postgraduate university degree or Postgraduate specialist university degree	37	3,4365	,87234
	Total	109	3,5867	,88401
RARE	High school degree	10	3,2833	,72457
	College degree	22	3,5303	,79787
	Graduate degree	40	3,2942	,77779
	Postgraduate university degree or Postgraduate specialist university degree	37	3,1865	,94292
	Total	109	3,3043	,83522
REPURPOSING	High school degree	10	3,2167	,88906
	College degree	22	3,6136	,82838
	Graduate degree	40	3,5958	,88344
	Postgraduate university degree or Postgraduate specialist university degree	37	3,2892	,92256
	Total	109	3,4606	,88992
SURPRISE	High school degree	10	3,3167	1,10121
	College degree	22	3,3212	,93636

Descriptives

		Std. Error	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
PARADIGM_SHIFT	High school degree	,14444	3,0399	3,6934
	College degree	,16248	3,0091	3,6849
	Graduate degree	,11140	3,0780	3,5287
	Postgraduate university degree or Postgraduate specialist university degree	,13035	3,0284	3,5572
	Total	,06906	3,1775	3,4513
BREAKTHROUGH	High school degree	,14959	2,9116	3,5884
	College degree	,11159	3,4952	3,9593
	Graduate degree	,13741	3,2554	3,8113
	Postgraduate university degree or Postgraduate specialist university degree	,15668	3,0372	3,6727
	Total	,07847	3,3304	3,6415
POTENTIAL	High school degree	,24350	3,0658	4,1675
	College degree	,18887	3,3481	4,1337
	Graduate degree	,14705	3,3359	3,9308
	Postgraduate university degree or Postgraduate specialist university degree	,14341	3,1456	3,7273
	Total	,08467	3,4189	3,7545
RARE	High school degree	,22913	2,7650	3,8017
	College degree	,17011	3,1765	3,8841
	Graduate degree	,12298	3,0454	3,5429
	Postgraduate university degree or Postgraduate specialist university degree	,15502	2,8721	3,5009
	Total	,08000	3,1457	3,4629
REPURPOSING	High school degree	,28115	2,5807	3,8527
	College degree	,17661	3,2464	3,9809
	Graduate degree	,13968	3,3133	3,8784
	Postgraduate university degree or Postgraduate specialist university degree	,15167	2,9816	3,5968
	Total	,08524	3,2916	3,6295
SURPRISE	High school degree	,34823	2,5289	4,1044
	College degree	,19963	2,9061	3,7364

Descriptives

		Minimum	Maximum
PARADIGM_SHIFT	High school degree	2,33	4,00
	College degree	2,33	5,67
	Graduate degree	1,67	4,67
	Postgraduate university degree or Postgraduate specialist university degree	1,67	5,17
	Total	1,67	5,67
BREAKTHROUGH	High school degree	2,50	4,00
	College degree	2,83	5,33
	Graduate degree	1,83	5,17
	Postgraduate university degree or Postgraduate specialist university degree	1,17	5,50
	Total	1,17	5,50
POTENTIAL	High school degree	1,83	4,50
	College degree	2,00	5,67
	Graduate degree	1,67	4,83
	Postgraduate university degree or Postgraduate specialist university degree	1,50	5,00
	Total	1,50	5,67
RARE	High school degree	1,83	4,00
	College degree	1,83	5,50
	Graduate degree	1,00	4,83
	Postgraduate university degree or Postgraduate specialist university degree	1,50	5,00
	Total	1,00	5,50
REPURPOSING	High school degree	1,83	4,33
	College degree	1,67	5,83
	Graduate degree	1,67	4,83
	Postgraduate university degree or Postgraduate specialist university degree	1,50	5,00
	Total	1,50	5,83
SURPRISE	High school degree	1,17	4,83
	College degree	1,50	5,33

Descriptives

		N	Mean	Std. Deviation
	Graduate degree	40	3,2458	,93731
	Postgraduate university degree or Postgraduate specialist university degree	37	3,1486	,87558
	Total	109	3,2346	,92145
ARTISTIC	High school degree	10	2,8267	1,11242
	College degree	22	3,2500	1,04875
	Graduate degree	40	3,1292	,99607
	Postgraduate university degree or Postgraduate specialist university degree	37	3,1023	1,04740
	Total	109	3,1167	1,02590
UPDATES_TRADITION	High school degree	10	2,7667	1,14450
	College degree	22	3,1515	,87425
	Graduate degree	40	2,8667	,94069
	Postgraduate university degree or Postgraduate specialist university degree	37	2,7793	1,01763
	Total	109	2,8853	,97069
COMBINATION	High school degree	10	2,8000	1,15684
	College degree	22	3,4924	,83330
	Graduate degree	40	3,0458	1,01834
	Postgraduate university degree or Postgraduate specialist university degree	37	3,1261	,97926
	Total	109	3,1407	,98996
FUNCTIONAL	High school degree	10	2,9500	1,24734
	College degree	22	3,6515	1,25768
	Graduate degree	40	3,3875	1,28845
	Postgraduate university degree or Postgraduate specialist university degree	37	3,2748	1,02078
	Total	109	3,3624	1,19150
VARIETY	High school degree	10	2,7333	1,29862
	College degree	22	3,3318	,82073
	Graduate degree	40	3,0908	1,08215

Descriptives

		Std. Error	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
	Graduate degree	,14820	2,9461	3,5456
	Postgraduate university degree or Postgraduate specialist university degree	,14394	2,8567	3,4406
	Total	,08826	3,0596	3,4095
ARTISTIC	High school degree	,35178	2,0309	3,6224
	College degree	,22359	2,7850	3,7150
	Graduate degree	,15749	2,8106	3,4477
	Postgraduate university degree or Postgraduate specialist university degree	,17219	2,7530	3,4515
	Total	,09826	2,9219	3,3114
UPDATES_TRADITION	High school degree	,36192	1,9479	3,5854
	College degree	,18639	2,7639	3,5391
	Graduate degree	,14874	2,5658	3,1675
	Postgraduate university degree or Postgraduate specialist university degree	,16730	2,4400	3,1186
	Total	,09297	2,7010	3,0696
COMBINATION	High school degree	,36582	1,9724	3,6276
	College degree	,17766	3,1230	3,8619
	Graduate degree	,16101	2,7202	3,3715
	Postgraduate university degree or Postgraduate specialist university degree	,16099	2,7996	3,4526
	Total	,09482	2,9527	3,3286
FUNCTIONAL	High school degree	,39444	2,0577	3,8423
	College degree	,26814	3,0939	4,2091
	Graduate degree	,20372	2,9754	3,7996
	Postgraduate university degree or Postgraduate specialist university degree	,16782	2,9344	3,6151
	Total	,11413	3,1362	3,5886
VARIETY	High school degree	,41066	1,8044	3,6623
	College degree	,17498	2,9679	3,6957
	Graduate degree	,17110	2,7447	3,4369

Descriptives

		Minimum	Maximum
	Graduate degree	1,17	4,83
	Postgraduate university degree or Postgraduate specialist university degree	1,00	5,00
	Total	1,00	5,33
ARTISTIC	High school degree	1,00	4,33
	College degree	2,00	5,67
	Graduate degree	1,17	4,83
	Postgraduate university degree or Postgraduate specialist university degree	1,00	4,83
	Total	1,00	5,67
UPDATES_TRADITION	High school degree	1,00	4,33
	College degree	2,00	5,67
	Graduate degree	1,00	4,50
	Postgraduate university degree or Postgraduate specialist university degree	1,00	4,83
	Total	1,00	5,67
COMBINATION	High school degree	1,00	4,17
	College degree	2,17	5,67
	Graduate degree	1,00	4,83
	Postgraduate university degree or Postgraduate specialist university degree	1,50	5,00
	Total	1,00	5,67
FUNCTIONAL	High school degree	1,00	4,83
	College degree	1,33	5,67
	Graduate degree	1,00	5,50
	Postgraduate university degree or Postgraduate specialist university degree	1,17	5,17
	Total	1,00	5,67
VARIETY	High school degree	1,00	4,50
	College degree	1,83	5,67
	Graduate degree	1,00	5,00

Descriptives

		N	Mean	Std. Deviation
	Postgraduate university degree or Postgraduate specialist university degree	37	3,0342	,99869
	Total	109	3,0875	1,02548
EXPERIENTIAL	High school degree	10	2,6833	1,22336
	College degree	22	3,1439	1,10948
	Graduate degree	40	2,9300	1,13252
	Postgraduate university degree or Postgraduate specialist university degree	37	2,9694	1,12361
	Total	109	2,9639	1,12356
HIGH_TECH	High school degree	10	2,7500	1,17392
	College degree	22	3,1045	1,02339
	Graduate degree	40	2,9042	1,09381
	Postgraduate university degree or Postgraduate specialist university degree	37	2,9054	1,17164
	Total	109	2,9309	1,10353
JOY	High school degree	10	3,2000	1,17799
	College degree	22	3,3636	1,31197
	Graduate degree	40	3,0208	1,19065
	Postgraduate university degree or Postgraduate specialist university degree	37	2,8694	1,18643
	Total	109	3,0550	1,21039
SOCIAL_INTERACTION	High school degree	10	2,8167	1,28728
	College degree	22	3,0985	,91238
	Graduate degree	40	2,8583	1,11040
	Postgraduate university degree or Postgraduate specialist university degree	37	2,9099	1,11152
	Total	109	2,9205	1,07979
EASE_OF_USE	High school degree	10	3,2667	,88958
	College degree	22	3,6833	1,17120
	Graduate degree	40	3,5542	1,12432

Descriptives

		Std. Error	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
	Postgraduate university degree or Postgraduate specialist university degree	,16418	2,7013	3,3672
	Total	,09822	2,8928	3,2822
EXPERIENTIAL	High school degree	,38686	1,8082	3,5585
	College degree	,23654	2,6520	3,6359
	Graduate degree	,17907	2,5678	3,2922
	Postgraduate university degree or Postgraduate specialist university degree	,18472	2,5947	3,3440
	Total	,10762	2,7506	3,1772
HIGH_TECH	High school degree	,37123	1,9102	3,5898
	College degree	,21819	2,6508	3,5583
	Graduate degree	,17295	2,5543	3,2540
	Postgraduate university degree or Postgraduate specialist university degree	,19262	2,5148	3,2961
	Total	,10570	2,7214	3,1404
JOY	High school degree	,37251	2,3573	4,0427
	College degree	,27971	2,7819	3,9453
	Graduate degree	,18826	2,6400	3,4016
	Postgraduate university degree or Postgraduate specialist university degree	,19505	2,4738	3,2649
	Total	,11593	2,8252	3,2848
SOCIAL_INTERACTION	High school degree	,40707	1,8958	3,7375
	College degree	,19452	2,6940	3,5030
	Graduate degree	,17557	2,5032	3,2135
	Postgraduate university degree or Postgraduate specialist university degree	,18273	2,5393	3,2805
	Total	,10343	2,7155	3,1255
EASE_OF_USE	High school degree	,28131	2,6303	3,9030
	College degree	,24970	3,1641	4,2026
	Graduate degree	,17777	3,1946	3,9137

Descriptives

		Minimum	Maximum
	Postgraduate university degree or Postgraduate specialist university degree	1,00	5,00
	Total	1,00	5,67
EXPERIENTIAL	High school degree	1,00	4,50
	College degree	1,33	5,83
	Graduate degree	1,00	5,00
	Postgraduate university degree or Postgraduate specialist university degree	1,00	4,83
	Total	1,00	5,83
HIGH_TECH	High school degree	1,00	4,33
	College degree	1,33	6,00
	Graduate degree	1,00	4,83
	Postgraduate university degree or Postgraduate specialist university degree	1,00	5,17
	Total	1,00	6,00
JOY	High school degree	1,00	5,00
	College degree	1,67	5,83
	Graduate degree	1,00	5,33
	Postgraduate university degree or Postgraduate specialist university degree	1,00	5,33
	Total	1,00	5,83
SOCIAL_INTERACTION	High school degree	1,00	4,67
	College degree	2,00	5,17
	Graduate degree	1,00	5,33
	Postgraduate university degree or Postgraduate specialist university degree	1,00	5,00
	Total	1,00	5,33
EASE_OF_USE	High school degree	2,00	4,83
	College degree	1,50	5,50
	Graduate degree	1,50	5,50

Descriptives

		N	Mean	Std. Deviation
	Postgraduate university degree or Postgraduate specialist university degree	37	3,3225	1,09525
	Total	109	3,4752	1,10098
WIDE_USE	High school degree	10	2,9000	1,24276
	College degree	22	3,3333	,97183
	Graduate degree	40	3,0250	1,03950
	Postgraduate university degree or Postgraduate specialist university degree	37	2,9766	1,00735
	Total	109	3,0593	1,03016
INTUITIVE	High school degree	10	3,0833	1,16865
	College degree	22	3,6288	1,08371
	Graduate degree	40	3,1708	1,06183
	Postgraduate university degree or Postgraduate specialist university degree	37	3,1856	1,09768
	Total	109	3,2602	1,08921
OBSERVABLE	High school degree	10	2,9500	1,24238
	College degree	22	3,2788	,83878
	Graduate degree	40	2,9825	1,01757
	Postgraduate university degree or Postgraduate specialist university degree	37	3,1140	1,03055
	Total	109	3,0839	1,00343
SOCIAL_APPROVAL	High school degree	10	2,9167	1,33622
	College degree	22	3,0227	1,14469
	Graduate degree	40	2,9750	1,13451
	Postgraduate university degree or Postgraduate specialist university degree	37	2,7748	1,08456
	Total	109	2,9113	1,12733
CREDIBLE	High school degree	10	2,4000	1,26002
	College degree	22	3,3864	1,14479
	Graduate degree	40	2,8583	1,04428

Descriptives

		Std. Error	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
	Postgraduate university degree or Postgraduate specialist university degree	,18006	2,9573	3,6877
	Total	,10545	3,2662	3,6843
WIDE_USE	High school degree	,39299	2,0110	3,7890
	College degree	,20719	2,9025	3,7642
	Graduate degree	,16436	2,6926	3,3574
	Postgraduate university degree or Postgraduate specialist university degree	,16561	2,6407	3,3124
	Total	,09867	2,8637	3,2549
INTUITIVE	High school degree	,36956	2,2473	3,9193
	College degree	,23105	3,1483	4,1093
	Graduate degree	,16789	2,8312	3,5104
	Postgraduate university degree or Postgraduate specialist university degree	,18046	2,8196	3,5516
	Total	,10433	3,0534	3,4670
OBSERVABLE	High school degree	,39288	2,0613	3,8387
	College degree	,17883	2,9069	3,6507
	Graduate degree	,16089	2,6571	3,3079
	Postgraduate university degree or Postgraduate specialist university degree	,16942	2,7704	3,4576
	Total	,09611	2,8934	3,2745
SOCIAL_APPROVAL	High school degree	,42255	1,9608	3,8725
	College degree	,24405	2,5152	3,5303
	Graduate degree	,17938	2,6122	3,3378
	Postgraduate university degree or Postgraduate specialist university degree	,17830	2,4132	3,1364
	Total	,10798	2,6973	3,1253
CREDIBLE	High school degree	,39845	1,4986	3,3014
	College degree	,24407	2,8788	3,8939
	Graduate degree	,16512	2,5244	3,1923

Descriptives

		Minimum	Maximum
	Postgraduate university degree or Postgraduate specialist university degree	1,50	5,67
	Total	1,50	5,67
WIDE_USE	High school degree	1,33	4,67
	College degree	1,50	5,83
	Graduate degree	1,00	5,17
	Postgraduate university degree or Postgraduate specialist university degree	1,00	5,00
	Total	1,00	5,83
INTUITIVE	High school degree	1,83	5,33
	College degree	2,00	5,67
	Graduate degree	1,00	5,50
	Postgraduate university degree or Postgraduate specialist university degree	1,00	5,50
	Total	1,00	5,67
OBSERVABLE	High school degree	1,00	4,83
	College degree	1,83	5,67
	Graduate degree	1,00	4,83
	Postgraduate university degree or Postgraduate specialist university degree	1,00	5,33
	Total	1,00	5,67
SOCIAL_APPROVAL	High school degree	1,00	5,67
	College degree	1,50	5,17
	Graduate degree	1,00	5,17
	Postgraduate university degree or Postgraduate specialist university degree	1,00	5,00
	Total	1,00	5,67
CREDIBLE	High school degree	1,00	4,33
	College degree	1,00	5,67
	Graduate degree	1,00	5,17

Descriptives

		N	Mean	Std. Deviation
	Postgraduate university degree or Postgraduate specialist university degree	37	2,7432	,99659
	Total	109	2,8838	1,09185
FASHIONABLE	High school degree	10	2,3167	1,05248
	College degree	22	2,9561	1,17250
	Graduate degree	40	2,5833	1,12850
	Postgraduate university degree or Postgraduate specialist university degree	37	2,5036	1,00945
	Total	109	2,6070	1,09346
HARMONY	High school degree	10	2,7000	1,43329
	College degree	22	3,1288	1,13381
	Graduate degree	40	2,8375	1,28185
	Postgraduate university degree or Postgraduate specialist university degree	37	2,7099	1,24067
	Total	109	2,8404	1,24587
MASS_MARKET	High school degree	10	2,0333	1,14612
	College degree	22	2,8530	1,24342
	Graduate degree	40	2,4267	1,08683
	Postgraduate university degree or Postgraduate specialist university degree	37	2,4234	1,04866
	Total	109	2,4755	1,11900
NAME_BRAND	High school degree	10	1,8000	1,04468
	College degree	22	2,7439	1,20652
	Graduate degree	40	2,3625	1,21064
	Postgraduate university degree or Postgraduate specialist university degree	37	2,3937	1,15574
	Total	109	2,3985	1,18595
FEASIBILITY	High school degree	10	2,2833	1,15483
	College degree	22	2,9924	1,10969
	Graduate degree	40	2,7250	1,03469

Descriptives

		Std. Error	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
	Postgraduate university degree or Postgraduate specialist university degree	,16384	2,4110	3,0755
	Total	,10458	2,6765	3,0911
FASHIONABLE	High school degree	,33282	1,5638	3,0696
	College degree	,24998	2,4362	3,4759
	Graduate degree	,17843	2,2224	2,9442
	Postgraduate university degree or Postgraduate specialist university degree	,16595	2,1670	2,8402
	Total	,10473	2,3994	2,8146
HARMONY	High school degree	,45325	1,6747	3,7253
	College degree	,24173	2,6261	3,6315
	Graduate degree	,20268	2,4275	3,2475
	Postgraduate university degree or Postgraduate specialist university degree	,20396	2,2963	3,1236
	Total	,11933	2,6038	3,0769
MASS_MARKET	High school degree	,36243	1,2135	2,8532
	College degree	,26510	2,3017	3,4043
	Graduate degree	,17184	2,0791	2,7743
	Postgraduate university degree or Postgraduate specialist university degree	,17240	2,0738	2,7731
	Total	,10718	2,2631	2,6880
NAME_BRAND	High school degree	,33036	1,0527	2,5473
	College degree	,25723	2,2090	3,2789
	Graduate degree	,19142	1,9753	2,7497
	Postgraduate university degree or Postgraduate specialist university degree	,19000	2,0084	2,7790
	Total	,11359	2,1733	2,6236
FEASIBILITY	High school degree	,36519	1,4572	3,1095
	College degree	,23659	2,5004	3,4844
	Graduate degree	,16360	2,3941	3,0559

Descriptives

		Minimum	Maximum
	Postgraduate university degree or Postgraduate specialist university degree	1,00	4,67
	Total	1,00	5,67
FASHIONABLE	High school degree	1,00	4,00
	College degree	1,33	5,67
	Graduate degree	1,00	5,17
	Postgraduate university degree or Postgraduate specialist university degree	1,00	4,67
	Total	1,00	5,67
HARMONY	High school degree	1,00	5,17
	College degree	1,50	5,33
	Graduate degree	1,00	5,33
	Postgraduate university degree or Postgraduate specialist university degree	1,00	5,33
	Total	1,00	5,33
MASS_MARKET	High school degree	1,00	3,83
	College degree	1,00	5,50
	Graduate degree	1,00	4,50
	Postgraduate university degree or Postgraduate specialist university degree	1,00	5,17
	Total	1,00	5,50
NAME_BRAND	High school degree	1,00	3,50
	College degree	1,00	5,00
	Graduate degree	1,00	4,67
	Postgraduate university degree or Postgraduate specialist university degree	1,00	5,33
	Total	1,00	5,33
FEASIBILITY	High school degree	1,00	4,00
	College degree	1,50	5,33
	Graduate degree	1,00	4,83

Descriptives

		N	Mean	Std. Deviation
	Postgraduate university degree or Postgraduate specialist university degree	37	2,7667	1,14058
	Total	109	2,7526	1,09694

Descriptives

		Std. Error	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
	Postgraduate university degree or Postgraduate specialist university degree	,18751	2,3864	3,1470
	Total	,10507	2,5443	2,9609

Descriptives

		Minimum	Maximum
	Postgraduate university degree or Postgraduate specialist university degree	1,00	5,50
	Total	1,00	5,50

Test of Homogeneity of Variances

		Levene Statistic	df1	df2
PARADIGM_SHIFT	Based on Mean	1,071	3	105
	Based on Median	1,231	3	105
	Based on Median and with adjusted df	1,231	3	101,126
	Based on trimmed mean	1,105	3	105
BREAKTHROUGH	Based on Mean	4,855	3	105
	Based on Median	3,965	3	105
	Based on Median and with adjusted df	3,965	3	92,561
	Based on trimmed mean	4,792	3	105
POTENTIAL	Based on Mean	,587	3	105
	Based on Median	,561	3	105
	Based on Median and with adjusted df	,561	3	103,971
	Based on trimmed mean	,586	3	105
RARE	Based on Mean	,855	3	105
	Based on Median	,966	3	105
	Based on Median and with adjusted df	,966	3	104,173
	Based on trimmed mean	,893	3	105
REPURPOSING	Based on Mean	,698	3	105
	Based on Median	,569	3	105
	Based on Median and with adjusted df	,569	3	103,953
	Based on trimmed mean	,656	3	105
SURPRISE	Based on Mean	,378	3	105
	Based on Median	,362	3	105
	Based on Median and with adjusted df	,362	3	93,434
	Based on trimmed mean	,370	3	105
ARTISTIC	Based on Mean	,021	3	105
	Based on Median	,002	3	105
	Based on Median and with adjusted df	,002	3	102,125
	Based on trimmed mean	,021	3	105
UPDATES_TRADITION	Based on Mean	,639	3	105
	Based on Median	,575	3	105
	Based on Median and with adjusted df	,575	3	102,749
	Based on trimmed mean	,580	3	105

Test of Homogeneity of Variances

		Sig.
PARADIGM_SHIFT	Based on Mean	,365
	Based on Median	,302
	Based on Median and with adjusted df	,302
	Based on trimmed mean	,350
BREAKTHROUGH	Based on Mean	,003
	Based on Median	,010
	Based on Median and with adjusted df	,010
	Based on trimmed mean	,004
POTENTIAL	Based on Mean	,625
	Based on Median	,642
	Based on Median and with adjusted df	,642
	Based on trimmed mean	,625
RARE	Based on Mean	,467
	Based on Median	,412
	Based on Median and with adjusted df	,412
	Based on trimmed mean	,448
REPURPOSING	Based on Mean	,555
	Based on Median	,636
	Based on Median and with adjusted df	,636
	Based on trimmed mean	,581
SURPRISE	Based on Mean	,769
	Based on Median	,780
	Based on Median and with adjusted df	,780
	Based on trimmed mean	,774
ARTISTIC	Based on Mean	,996
	Based on Median	1,000
	Based on Median and with adjusted df	1,000
	Based on trimmed mean	,996
UPDATES_TRADITION	Based on Mean	,591
	Based on Median	,632
	Based on Median and with adjusted df	,632
	Based on trimmed mean	,629

Test of Homogeneity of Variances

		Levene Statistic	df1	df2
COMBINATION	Based on Mean	1,305	3	105
	Based on Median	,821	3	105
	Based on Median and with adjusted df	,821	3	102,032
	Based on trimmed mean	1,232	3	105
FUNCTIONAL	Based on Mean	1,535	3	105
	Based on Median	1,301	3	105
	Based on Median and with adjusted df	1,301	3	103,664
	Based on trimmed mean	1,551	3	105
VARIETY	Based on Mean	2,205	3	105
	Based on Median	2,053	3	105
	Based on Median and with adjusted df	2,053	3	103,311
	Based on trimmed mean	2,180	3	105
EXPERIENTIAL	Based on Mean	,029	3	105
	Based on Median	,058	3	105
	Based on Median and with adjusted df	,058	3	102,424
	Based on trimmed mean	,032	3	105
HIGH_TECH	Based on Mean	,592	3	105
	Based on Median	,590	3	105
	Based on Median and with adjusted df	,590	3	103,954
	Based on trimmed mean	,546	3	105
JOY	Based on Mean	,277	3	105
	Based on Median	,096	3	105
	Based on Median and with adjusted df	,096	3	99,933
	Based on trimmed mean	,226	3	105
SOCIAL_INTERACTION	Based on Mean	,772	3	105
	Based on Median	,794	3	105
	Based on Median and with adjusted df	,794	3	100,574
	Based on trimmed mean	,786	3	105
EASE_OF_USE	Based on Mean	,439	3	105
	Based on Median	,458	3	105
	Based on Median and with adjusted df	,458	3	103,614
	Based on trimmed mean	,449	3	105

Test of Homogeneity of Variances

		Sig.
COMBINATION	Based on Mean	,277
	Based on Median	,485
	Based on Median and with adjusted df	,485
	Based on trimmed mean	,302
FUNCTIONAL	Based on Mean	,210
	Based on Median	,278
	Based on Median and with adjusted df	,278
	Based on trimmed mean	,206
VARIETY	Based on Mean	,092
	Based on Median	,111
	Based on Median and with adjusted df	,111
	Based on trimmed mean	,095
EXPERIENTIAL	Based on Mean	,993
	Based on Median	,982
	Based on Median and with adjusted df	,982
	Based on trimmed mean	,992
HIGH_TECH	Based on Mean	,622
	Based on Median	,623
	Based on Median and with adjusted df	,623
	Based on trimmed mean	,652
JOY	Based on Mean	,842
	Based on Median	,962
	Based on Median and with adjusted df	,962
	Based on trimmed mean	,878
SOCIAL_INTERACTION	Based on Mean	,512
	Based on Median	,500
	Based on Median and with adjusted df	,500
	Based on trimmed mean	,504
EASE_OF_USE	Based on Mean	,726
	Based on Median	,712
	Based on Median and with adjusted df	,712
	Based on trimmed mean	,718

Test of Homogeneity of Variances

		Levene Statistic	df1	df2
WIDE_USE	Based on Mean	,486	3	105
	Based on Median	,367	3	105
	Based on Median and with adjusted df	,367	3	104,377
	Based on trimmed mean	,483	3	105
INTUITIVE	Based on Mean	,035	3	105
	Based on Median	,036	3	105
	Based on Median and with adjusted df	,036	3	101,310
	Based on trimmed mean	,031	3	105
OBSERVABLE	Based on Mean	1,195	3	105
	Based on Median	1,083	3	105
	Based on Median and with adjusted df	1,083	3	102,885
	Based on trimmed mean	1,162	3	105
SOCIAL_APPROVAL	Based on Mean	,080	3	105
	Based on Median	,069	3	105
	Based on Median and with adjusted df	,069	3	100,178
	Based on trimmed mean	,083	3	105
CREDIBLE	Based on Mean	,378	3	105
	Based on Median	,341	3	105
	Based on Median and with adjusted df	,341	3	101,279
	Based on trimmed mean	,356	3	105
FASHIONABLE	Based on Mean	,570	3	105
	Based on Median	,467	3	105
	Based on Median and with adjusted df	,467	3	103,760
	Based on trimmed mean	,569	3	105
HARMONY	Based on Mean	,385	3	105
	Based on Median	,376	3	105
	Based on Median and with adjusted df	,376	3	103,526
	Based on trimmed mean	,354	3	105
MASS_MARKET	Based on Mean	,667	3	105
	Based on Median	,636	3	105
	Based on Median and with adjusted df	,636	3	103,603
	Based on trimmed mean	,658	3	105

Test of Homogeneity of Variances

		Sig.
WIDE_USE	Based on Mean	,693
	Based on Median	,777
	Based on Median and with adjusted df	,777
	Based on trimmed mean	,695
INTUITIVE	Based on Mean	,991
	Based on Median	,991
	Based on Median and with adjusted df	,991
	Based on trimmed mean	,993
OBSERVABLE	Based on Mean	,315
	Based on Median	,360
	Based on Median and with adjusted df	,360
	Based on trimmed mean	,328
SOCIAL_APPROVAL	Based on Mean	,971
	Based on Median	,976
	Based on Median and with adjusted df	,976
	Based on trimmed mean	,969
CREDIBLE	Based on Mean	,769
	Based on Median	,795
	Based on Median and with adjusted df	,795
	Based on trimmed mean	,785
FASHIONABLE	Based on Mean	,636
	Based on Median	,706
	Based on Median and with adjusted df	,706
	Based on trimmed mean	,637
HARMONY	Based on Mean	,764
	Based on Median	,771
	Based on Median and with adjusted df	,771
	Based on trimmed mean	,786
MASS_MARKET	Based on Mean	,574
	Based on Median	,593
	Based on Median and with adjusted df	,593
	Based on trimmed mean	,580

Test of Homogeneity of Variances

		Levene Statistic	df1	df2
NAME_BRAND	Based on Mean	,264	3	105
	Based on Median	,386	3	105
	Based on Median and with adjusted df	,386	3	97,151
	Based on trimmed mean	,294	3	105
FEASIBILITY	Based on Mean	,090	3	105
	Based on Median	,107	3	105
	Based on Median and with adjusted df	,107	3	101,005
	Based on trimmed mean	,093	3	105

Test of Homogeneity of Variances

		Sig.
NAME_BRAND	Based on Mean	,851
	Based on Median	,764
	Based on Median and with adjusted df	,764
	Based on trimmed mean	,830
FEASIBILITY	Based on Mean	,965
	Based on Median	,956
	Based on Median and with adjusted df	,956
	Based on trimmed mean	,964

ANOVA

		Sum of Squares	df	Mean Square	F
PARADIGM_SHIFT	Between Groups	,073	3	,024	,045
	Within Groups	56,068	105	,534	
	Total	56,141	108		
BREAKTHROUGH	Between Groups	2,563	3	,854	1,283
	Within Groups	69,922	105	,666	
	Total	72,485	108		
POTENTIAL	Between Groups	1,454	3	,485	,614
	Within Groups	82,945	105	,790	
	Total	84,399	108		
RARE	Between Groups	1,646	3	,549	,782
	Within Groups	73,694	105	,702	
	Total	75,340	108		
REPURPOSING	Between Groups	2,929	3	,976	1,241
	Within Groups	82,603	105	,787	
	Total	85,531	108		
SURPRISE	Between Groups	,511	3	,170	,196
	Within Groups	91,189	105	,868	
	Total	91,700	108		
ARTISTIC	Between Groups	1,246	3	,415	,388
	Within Groups	112,422	105	1,071	
	Total	113,668	108		
UPDATES_TRADITION	Between Groups	2,130	3	,710	,748
	Within Groups	99,631	105	,949	
	Total	101,761	108		
COMBINATION	Between Groups	4,250	3	1,417	1,464
	Within Groups	101,593	105	,968	
	Total	105,843	108		
FUNCTIONAL	Between Groups	3,849	3	1,283	,901
	Within Groups	149,476	105	1,424	
	Total	153,325	108		
VARIETY	Between Groups	2,673	3	,891	,844
	Within Groups	110,900	105	1,056	
	Total	113,573	108		
EXPERIENTIAL	Between Groups	1,547	3	,516	,402
	Within Groups	134,791	105	1,284	
	Total	136,338	108		

ANOVA

		Sig.
PARADIGM_SHIFT	Between Groups	,987
	Within Groups	
	Total	
BREAKTHROUGH	Between Groups	,284
	Within Groups	
	Total	
POTENTIAL	Between Groups	,608
	Within Groups	
	Total	
RARE	Between Groups	,507
	Within Groups	
	Total	
REPURPOSING	Between Groups	,299
	Within Groups	
	Total	
SURPRISE	Between Groups	,899
	Within Groups	
	Total	
ARTISTIC	Between Groups	,762
	Within Groups	
	Total	
UPDATES_TRADITION	Between Groups	,526
	Within Groups	
	Total	
COMBINATION	Between Groups	,229
	Within Groups	
	Total	
FUNCTIONAL	Between Groups	,443
	Within Groups	
	Total	
VARIETY	Between Groups	,473
	Within Groups	
	Total	
EXPERIENTIAL	Between Groups	,752
	Within Groups	
	Total	

ANOVA

		Sum of Squares	df	Mean Square	F
HICH_TECH	Between Groups	1,043	3	,348	,280
	Within Groups	130,476	105	1,243	
	Total	131,519	108		
JOY	Between Groups	3,628	3	1,209	,821
	Within Groups	154,598	105	1,472	
	Total	158,225	108		
SOCIAL_INTERACTION	Between Groups	,963	3	,321	,270
	Within Groups	124,959	105	1,190	
	Total	125,922	108		
EASE_OF_USE	Between Groups	2,500	3	,833	,681
	Within Groups	128,412	105	1,223	
	Total	130,912	108		
WIDE_USE	Between Groups	2,206	3	,735	,687
	Within Groups	112,406	105	1,071	
	Total	114,612	108		
INTUITIVE	Between Groups	3,827	3	1,276	1,078
	Within Groups	124,303	105	1,184	
	Total	128,130	108		
OBSERVABLE	Between Groups	1,460	3	,487	,476
	Within Groups	107,281	105	1,022	
	Total	108,741	108		
SOCIAL_APPROVAL	Between Groups	1,125	3	,375	,289
	Within Groups	136,128	105	1,296	
	Total	137,254	108		
CREDIBLE	Between Groups	8,654	3	2,885	2,522
	Within Groups	120,096	105	1,144	
	Total	128,750	108		
FASHIONABLE	Between Groups	3,941	3	1,314	1,102
	Within Groups	125,190	105	1,192	
	Total	129,131	108		
HARMONY	Between Groups	2,657	3	,886	,564
	Within Groups	164,981	105	1,571	
	Total	167,638	108		
MASS_MARKET	Between Groups	5,286	3	1,762	1,424
	Within Groups	129,946	105	1,238	
	Total	135,233	108		

ANOVA

		Sig.
HIGH_TECH	Between Groups	,840
	Within Groups	
	Total	
JOY	Between Groups	,485
	Within Groups	
	Total	
SOCIAL_INTERACTION	Between Groups	,847
	Within Groups	
	Total	
EASE_OF_USE	Between Groups	,565
	Within Groups	
	Total	
WIDE_USE	Between Groups	,562
	Within Groups	
	Total	
INTUITIVE	Between Groups	,362
	Within Groups	
	Total	
OBSERVABLE	Between Groups	,700
	Within Groups	
	Total	
SOCIAL_APPROVAL	Between Groups	,833
	Within Groups	
	Total	
CREDIBLE	Between Groups	,062
	Within Groups	
	Total	
FASHIONABLE	Between Groups	,352
	Within Groups	
	Total	
HARMONY	Between Groups	,640
	Within Groups	
	Total	
MASS_MARKET	Between Groups	,240
	Within Groups	
	Total	

ANOVA

		Sum of Squares	df	Mean Square	F
NAME_BRAND	Between Groups	6,260	3	2,087	1,504
	Within Groups	145,639	105	1,387	
	Total	151,899	108		
FEASIBILITY	Between Groups	3,505	3	1,168	,970
	Within Groups	126,449	105	1,204	
	Total	129,954	108		

ANOVA

		Sig.
NAME_BRAND	Between Groups	,218
	Within Groups	
	Total	
FEASIBILITY	Between Groups	,410
	Within Groups	
	Total	