

```

T-TEST GROUPS=CITIZENSHIP(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).

```

T-Test

Notes

Output Created		21-FEB-2020 16:05:27
Comments		
Input	Data	C:\Users\injad\Desktop\RIT Rima\Graduation Project\Statistical Reports\From Alice after merging\MERGED DATA 26 CUES.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	207
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=CITIZENSHIP (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	00:00:00.02
	Elapsed Time	00:00:00.01

Group Statistics

	Citizenship	N	Mean	Std. Deviation	Std. Error Mean
PARADIGM_SHIFT	Croatian	109	3.3144	.72099	.06906
	Emirati	96	4.0642	.68585	.07000
BREAKTHROUGH	Croatian	109	3.4859	.81924	.07847
	Emirati	95	4.1579	.64658	.06634
POTENTIAL	Croatian	109	3.5867	.88401	.08467
	Emirati	95	3.9649	.65994	.06771
RARE	Croatian	109	3.3043	.83522	.08000
	Emirati	97	3.8900	.78280	.07948
REPURPOSING	Croatian	109	3.4606	.88992	.08524
	Emirati	96	4.1823	.63710	.06502
SURPRISE	Croatian	109	3.2346	.92145	.08826
	Emirati	98	3.9303	.77656	.07844
ARTISTIC	Croatian	109	3.1167	1.02590	.09826
	Emirati	95	3.7614	.77401	.07941
UPDATES_TRADITION	Croatian	109	2.8853	.97069	.09297
	Emirati	95	3.8281	.80646	.08274
COMBINATION	Croatian	109	3.1407	.98996	.09482
	Emirati	96	4.0503	.77991	.07960
FUNCTIONAL	Croatian	109	3.3624	1.19150	.11413
	Emirati	94	3.8812	.79297	.08179
VARIETY	Croatian	109	3.0875	1.02548	.09822
	Emirati	94	3.8812	.75555	.07793
EXPERIENTIAL	Croatian	109	2.9639	1.12356	.10762
	Emirati	95	3.6649	.77927	.07995
HIGH_TECH	Croatian	109	2.9309	1.10353	.10570
	Emirati	97	4.1306	.75967	.07713
JOY	Croatian	109	3.0550	1.21039	.11593
	Emirati	97	3.7165	.84168	.08546
SOCIAL_INTERACTION	Croatian	109	2.9205	1.07979	.10343
	Emirati	95	3.8193	.80837	.08294
EASE_OF_USE	Croatian	109	3.4752	1.10098	.10545
	Emirati	94	3.9149	.70488	.07270
WIDE_USE	Croatian	109	3.0593	1.03016	.09867
	Emirati	95	3.7386	.80690	.08279
INTUITIVE	Croatian	109	3.2602	1.08921	.10433
	Emirati	97	3.9021	.67347	.06838
OBSERVABLE	Croatian	109	3.0839	1.00343	.09611
	Emirati	91	3.9377	.89947	.09429

Group Statistics

	Citizenship	N	Mean	Std. Deviation	Std. Error Mean
SOCIAL_APPROVAL	Croatian	109	2.9113	1.12733	.10798
	Emirati	94	3.9521	.79636	.08214
CREDIBLE	Croatian	109	2.8838	1.09185	.10458
	Emirati	98	3.8503	.77159	.07794
FASHIONABLE	Croatian	109	2.6070	1.09346	.10473
	Emirati	95	3.8316	.77242	.07925
HARMONY	Croatian	109	2.8404	1.24587	.11933
	Emirati	97	3.9966	.69430	.07050
MASS_MARKET	Croatian	109	2.4755	1.11900	.10718
	Emirati	94	3.6879	.91491	.09437
NAME_BRAND	Croatian	109	2.3985	1.18595	.11359
	Emirati	96	3.7708	1.01054	.10314
FEASIBILITY	Croatian	109	2.7526	1.09694	.10507
	Emirati	96	3.8576	.73149	.07466

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of
		F	Sig.	t
PARADIGM_SHIFT	Equal variances assumed	.761	.384	-7.602
	Equal variances not assumed			-7.626
BREAKTHROUGH	Equal variances assumed	7.560	.007	-6.436
	Equal variances not assumed			-6.540
POTENTIAL	Equal variances assumed	13.495	.000	-3.421
	Equal variances not assumed			-3.489
RARE	Equal variances assumed	1.666	.198	-5.175
	Equal variances not assumed			-5.194
REPURPOSING	Equal variances assumed	17.842	.000	-6.595
	Equal variances not assumed			-6.732

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
PARADIGM_SHIFT	Equal variances assumed	203	.000	-.74986
	Equal variances not assumed	201.781	.000	-.74986
BREAKTHROUGH	Equal variances assumed	202	.000	-.67196
	Equal variances not assumed	200.105	.000	-.67196
POTENTIAL	Equal variances assumed	202	.001	-.37822
	Equal variances not assumed	197.497	.001	-.37822
RARE	Equal variances assumed	204	.000	-.58575
	Equal variances not assumed	203.441	.000	-.58575
REPURPOSING	Equal variances assumed	203	.000	-.72174
	Equal variances not assumed	195.143	.000	-.72174

Independent Samples Test

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence ... Lower
PARADIGM_SHIFT	Equal variances assumed	.09864	-.94436
	Equal variances not assumed	.09833	-.94375
BREAKTHROUGH	Equal variances assumed	.10441	-.87784
	Equal variances not assumed	.10275	-.87458
POTENTIAL	Equal variances assumed	.11056	-.59622
	Equal variances not assumed	.10842	-.59201
RARE	Equal variances assumed	.11320	-.80894
	Equal variances not assumed	.11277	-.80810
REPURPOSING	Equal variances assumed	.10943	-.93751
	Equal variances not assumed	.10721	-.93318

Independent Samples Test

t-test for Equality
of Means

95% Confidence
Interval of the ...

		Upper
PARADIGM_SHIFT	Equal variances assumed	-.55536
	Equal variances not assumed	-.55598
BREAKTHROUGH	Equal variances assumed	-.46608
	Equal variances not assumed	-.46935
POTENTIAL	Equal variances assumed	-.16021
	Equal variances not assumed	-.16442
RARE	Equal variances assumed	-.36256
	Equal variances not assumed	-.36340
REPURPOSING	Equal variances assumed	-.50597
	Equal variances not assumed	-.51030

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of .
		F	Sig.	t
SURPRISE	Equal variances assumed	5.311	.022	-5.839
	Equal variances not assumed			-5.892
ARTISTIC	Equal variances assumed	11.934	.001	-5.007
	Equal variances not assumed			-5.103
UPDATES_TRADITION	Equal variances assumed	7.434	.007	-7.480
	Equal variances not assumed			-7.575
COMBINATION	Equal variances assumed	12.133	.001	-7.239
	Equal variances not assumed			-7.348
FUNCTIONAL	Equal variances assumed	18.442	.000	-3.591
	Equal variances not assumed			-3.695
VARIETY	Equal variances assumed	13.518	.000	-6.193
	Equal variances not assumed			-6.331
EXPERIENTIAL	Equal variances assumed	17.471	.000	-5.104
	Equal variances not assumed			-5.229
HICH_TECH	Equal variances assumed	20.225	.000	-8.979
	Equal variances not assumed			-9.169
JOY	Equal variances assumed	14.255	.000	-4.500
	Equal variances not assumed			-4.592
SOCIAL_INTERACTION	Equal variances assumed	13.701	.000	-6.649
	Equal variances not assumed			-6.780

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
SURPRISE	Equal variances assumed	205	.000	-.69572
	Equal variances not assumed	204.170	.000	-.69572
ARTISTIC	Equal variances assumed	202	.000	-.64474
	Equal variances not assumed	198.069	.000	-.64474
UPDATES_TRADITION	Equal variances assumed	202	.000	-.94275
	Equal variances not assumed	201.557	.000	-.94275
COMBINATION	Equal variances assumed	203	.000	-.90967
	Equal variances not assumed	200.599	.000	-.90967
FUNCTIONAL	Equal variances assumed	201	.000	-.51882
	Equal variances not assumed	189.406	.000	-.51882
VARIETY	Equal variances assumed	201	.000	-.79374
	Equal variances not assumed	196.391	.000	-.79374
EXPERIENTIAL	Equal variances assumed	202	.000	-.70100
	Equal variances not assumed	192.680	.000	-.70100
HICH_TECH	Equal variances assumed	204	.000	-1.19970
	Equal variances not assumed	192.302	.000	-1.19970
JOY	Equal variances assumed	204	.000	-.66145
	Equal variances not assumed	193.112	.000	-.66145
SOCIAL_INTERACTION	Equal variances assumed	202	.000	-.89881
	Equal variances not assumed	197.653	.000	-.89881

Independent Samples Test

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence ... Lower
SURPRISE	Equal variances assumed	.11915	-.93064
	Equal variances not assumed	.11808	-.92853
ARTISTIC	Equal variances assumed	.12876	-.89861
	Equal variances not assumed	.12634	-.89388
UPDATES_TRADITION	Equal variances assumed	.12604	-1.19128
	Equal variances not assumed	.12446	-1.18816
COMBINATION	Equal variances assumed	.12566	-1.15745
	Equal variances not assumed	.12380	-1.15380
FUNCTIONAL	Equal variances assumed	.14449	-.80373
	Equal variances not assumed	.14041	-.79578
VARIETY	Equal variances assumed	.12817	-1.04648
	Equal variances not assumed	.12538	-1.04101
EXPERIENTIAL	Equal variances assumed	.13735	-.97181
	Equal variances not assumed	.13407	-.96542
HICH_TECH	Equal variances assumed	.13361	-1.46314
	Equal variances not assumed	.13085	-1.45778
JOY	Equal variances assumed	.14699	-.95127
	Equal variances not assumed	.14403	-.94552
SOCIAL_INTERACTION	Equal variances assumed	.13517	-1.16534
	Equal variances not assumed	.13257	-1.16025

Independent Samples Test

		t-test for Equality of Means
		95% Confidence Interval of the ...
		Upper
SURPRISE	Equal variances assumed	-.46079
	Equal variances not assumed	-.46290
ARTISTIC	Equal variances assumed	-.39086
	Equal variances not assumed	-.39559
UPDATES_TRADITION	Equal variances assumed	-.69422
	Equal variances not assumed	-.69734
COMBINATION	Equal variances assumed	-.66190
	Equal variances not assumed	-.66555
FUNCTIONAL	Equal variances assumed	-.23391
	Equal variances not assumed	-.24186
VARIETY	Equal variances assumed	-.54101
	Equal variances not assumed	-.54648
EXPERIENTIAL	Equal variances assumed	-.43018
	Equal variances not assumed	-.43657
HICH_TECH	Equal variances assumed	-.93626
	Equal variances not assumed	-.94161
JOY	Equal variances assumed	-.37163
	Equal variances not assumed	-.37738
SOCIAL_INTERACTION	Equal variances assumed	-.63228
	Equal variances not assumed	-.63737

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of .
		F	Sig.	t
EASE_OF_USE	Equal variances assumed	19.313	.000	-3.327
	Equal variances not assumed			-3.433
WIDE_USE	Equal variances assumed	7.641	.006	-5.187
	Equal variances not assumed			-5.274
INTUITIVE	Equal variances assumed	21.696	.000	-5.012
	Equal variances not assumed			-5.145
OBSERVABLE	Equal variances assumed	3.440	.065	-6.279
	Equal variances not assumed			-6.341
SOCIAL_APPROVAL	Equal variances assumed	13.101	.000	-7.484
	Equal variances not assumed			-7.672
CREDIBLE	Equal variances assumed	20.191	.000	-7.280
	Equal variances not assumed			-7.410
FASHIONABLE	Equal variances assumed	16.836	.000	-9.111
	Equal variances not assumed			-9.324
HARMONY	Equal variances assumed	46.700	.000	-8.089
	Equal variances not assumed			-8.342
MASS_MARKET	Equal variances assumed	9.315	.003	-8.366
	Equal variances not assumed			-8.490
NAME_BRAND	Equal variances assumed	8.943	.003	-8.855
	Equal variances not assumed			-8.945

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
EASE_OF_USE	Equal variances assumed	201	.001	-.43966
	Equal variances not assumed	186.212	.001	-.43966
WIDE_USE	Equal variances assumed	202	.000	-.67927
	Equal variances not assumed	199.810	.000	-.67927
INTUITIVE	Equal variances assumed	204	.000	-.64182
	Equal variances not assumed	182.776	.000	-.64182
OBSERVABLE	Equal variances assumed	198	.000	-.85378
	Equal variances not assumed	196.977	.000	-.85378
SOCIAL_APPROVAL	Equal variances assumed	201	.000	-1.04081
	Equal variances not assumed	193.795	.000	-1.04081
CREDIBLE	Equal variances assumed	205	.000	-.96655
	Equal variances not assumed	194.489	.000	-.96655
FASHIONABLE	Equal variances assumed	202	.000	-1.22455
	Equal variances not assumed	194.004	.000	-1.22455
HARMONY	Equal variances assumed	204	.000	-1.15620
	Equal variances not assumed	172.850	.000	-1.15620
MASS_MARKET	Equal variances assumed	201	.000	-1.21241
	Equal variances not assumed	200.454	.000	-1.21241
NAME_BRAND	Equal variances assumed	203	.000	-1.37236
	Equal variances not assumed	202.789	.000	-1.37236

Independent Samples Test

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence ... Lower
EASE_OF_USE	Equal variances assumed	.13213	-.70021
	Equal variances not assumed	.12809	-.69235
WIDE_USE	Equal variances assumed	.13095	-.93747
	Equal variances not assumed	.12880	-.93325
INTUITIVE	Equal variances assumed	.12805	-.89428
	Equal variances not assumed	.12474	-.88793
OBSERVABLE	Equal variances assumed	.13597	-1.12192
	Equal variances not assumed	.13464	-1.11930
SOCIAL_APPROVAL	Equal variances assumed	.13908	-1.31505
	Equal variances not assumed	.13567	-1.30839
CREDIBLE	Equal variances assumed	.13278	-1.22833
	Equal variances not assumed	.13043	-1.22379
FASHIONABLE	Equal variances assumed	.13440	-1.48955
	Equal variances not assumed	.13134	-1.48358
HARMONY	Equal variances assumed	.14294	-1.43802
	Equal variances not assumed	.13860	-1.42976
MASS_MARKET	Equal variances assumed	.14492	-1.49818
	Equal variances not assumed	.14280	-1.49400
NAME_BRAND	Equal variances assumed	.15499	-1.67796
	Equal variances not assumed	.15343	-1.67489

Independent Samples Test

		t-test for Equality of Means
		95% Confidence Interval of the ...
		Upper
EASE_OF_USE	Equal variances assumed	-.17912
	Equal variances not assumed	-.18698
WIDE_USE	Equal variances assumed	-.42107
	Equal variances not assumed	-.42529
INTUITIVE	Equal variances assumed	-.38935
	Equal variances not assumed	-.39570
OBSERVABLE	Equal variances assumed	-.58564
	Equal variances not assumed	-.58826
SOCIAL_APPROVAL	Equal variances assumed	-.76657
	Equal variances not assumed	-.77324
CREDIBLE	Equal variances assumed	-.70477
	Equal variances not assumed	-.70931
FASHIONABLE	Equal variances assumed	-.95954
	Equal variances not assumed	-.96551
HARMONY	Equal variances assumed	-.87438
	Equal variances not assumed	-.88263
MASS_MARKET	Equal variances assumed	-.92664
	Equal variances not assumed	-.93082
NAME_BRAND	Equal variances assumed	-1.06677
	Equal variances not assumed	-1.06984

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of .
		F	Sig.	t
FEASIBILITY	Equal variances assumed	22.766	.000	-8.366
	Equal variances not assumed			-8.573

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
FEASIBILITY	Equal variances assumed	203	.000	-1.10504
	Equal variances not assumed	189.633	.000	-1.10504

Independent Samples Test

		t-test for Equality of Means	
		Std. Error Difference	95% Confidence ... Lower
FEASIBILITY	Equal variances assumed	.13209	-1.36548
	Equal variances not assumed	.12889	-1.35928

Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the ...	
		Upper	
FEASIBILITY	Equal variances assumed	-.84460	
	Equal variances not assumed	-.85079	