Appendix 2 SPSS TABLES

Table 1. Nonparametric Correlations

Correlations

			shopping frequency	whether to know brand before buying
Spearman's rho	shopping frequency	Correlation Coefficient	1,000	,440**
		Sig. (2-tailed)	.	,000
		N	100	100
	whether to know brand before buying	Correlation Coefficient	,440**	1,000
		Sig. (2-tailed)	,000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 2. Crosstabulation between Prior Purchase Brand Decision and Shopping Frequency

whether to know brand before buying * shopping frequency Crosstabulation

			shopping frequency				
			seldom	sometimes	often	always	Total
whether to know brand before buying	no	Count	6	4	0	0	10
		% within whether to know brand before buying	60,0%	40,0%	,0%	,0%	100,0%
	not sure	Count	15	14	0	1	30
		% within whether to know brand before buying	50,0%	46,7%	,0%	3,3%	100,0%
	yes	Count	10	32	14	4	60
		% within whether to know brand before buying	16,7%	53,3%	23,3%	6,7%	100,0%
Total		Count	31	50	14	5	100
		% within whether to know brand before buying	31,0%	50,0%	14,0%	5,0%	100,0%

Table 3. Chi-Square Tests for Question one and Question two

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	20,916[a]	6	,002	,002[b]	,001	,004			
Likelihood Ratio	26,061	6	,000	,000[b]	,000	,001			

Fisher's Exact Test	20,405			,000[b]	,000	,001			
Linear-by-Linear Association	15,764[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	100								

a. 6 cells (50,0%) have expected count less than 5. The minimum expected count is ,50.

b. Based on 10000 sampled tables with starting seed 2000000.

c. The standardized statistic is 3,970.

Table 4. Contingency Test for Question one and Question two

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,416	,002	,003[a]	,001	,004
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 299883525.

Table 5. Nonparametric Correlations between Question two and Question three

Correlations

			whether to know brand before buying	importance of alternatives
Spearman's rho	whether to know brand before buying	Correlation Coefficient	1,000	,140
		Sig. (2-tailed)	.	,163
		N	100	100
	importance of alternatives	Correlation Coefficient	,140	1,000
		Sig. (2-tailed)	,163	.
		N	100	100

Table 6. Crosstabulation between prior purchase brand decision and importance of alternatives

whether to know brand before buying * importance of alternatives Crosstabulation

			importance of alternatives				
			unimportant	neither important nor unimportant	important	very important	Total
whether to know brand before buying	no	Count	2	0	3	5	10
		% within whether to know brand before buying	20,0%	,0%	30,0%	50,0%	100,0%
	not sure	Count	0	3	20	7	30

		% within whether to know brand before buying	,0%	10,0%	66,7%	23,3%	100,0%
	yes	Count	0	3	31	26	60
		% within whether to know brand before buying	,0%	5,0%	51,7%	43,3%	100,0%
Total		Count	2	6	54	38	100
		% within whether to know brand before buying	2,0%	6,0%	54,0%	38,0%	100,0%

Table 7. Chi-Square Tests for Question two and Question three

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	24,045[a]	6	,001	,003[b]	,001	,004			
Likelihood Ratio	16,091	6	,013	,012[b]	,009	,015			
Fisher's Exact Test	13,729			,016[b]	,013	,019			
Linear-by-Linear Association	3,188[c]	1	,074	,096[b]	,088	,104	,049[b]	,043	,054
N of Valid Cases	100								

a. 7 cells (58,3%) have expected count less than 5. The minimum expected count is ,20.

b. Based on 10000 sampled tables with starting seed 926214481.

c. The standardized statistic is 1,786.

Table 8. Contingency Test for Question two and Question three

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,440	,001	,003[a]	,001	,004
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 926214481.

Table 9. Descriptives Statistics of Choice Criteria for Consumer Electronics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
style	100	1	5	2,68	1,569

easytouse	100	1	5	3,17	1,045
valueformoney	100	1	5	3,30	1,259
aftersaleservice	100	1	5	2,55	1,282
availability	100	1	5	3,30	1,673
Valid N (listwise)	100				

Table 10. Crosstabulation between Question six and Question seven

whether price can be a dimension tool * extent of price as a quality dimension Crosstabulation

		extent of price as a quality dimension					
		very small	small	medium	large	very large	Total
whether price can be a dimension tool	yes Count	1	2	32	37	18	90
	% within whether price can be a dimension tool	1,1%	2,2%	35,6%	41,1%	20,0%	100,0%
Total	Count	1	2	32	37	18	90
	% within whether price can be a dimension tool	1,1%	2,2%	35,6%	41,1%	20,0%	100,0%

Table 11. Descriptives of product quality dimensions on different price levels

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
performance	100	1	7	5,86	1,652
feature	100	1	7	3,56	1,766
reliability	100	1	7	4,66	1,485
durability	100	1	7	4,78	1,593
seaviceability	100	1	7	3,08	1,555
conformance	100	1	7	3,69	1,739
styledesign	100	1	7	2,37	1,968
Valid N (listwise)	100				

Table 12. Ranking of quality dimension at low priced level (n＝35)

rating of quality dimension at low priced level (total count : 35)									
rating score	**7**	**6**	**5**	**4**	**3**	**2**	**1**	everage score	rank
product performance	24	4	2	1	0	3	1	6.09	1
features	0	6	5	1	6	11	6	3.17	6
reliability	1	8	13	7	4	1	1	4.66	3
durability	4	4	10	12	4	1	0	4.69	2
serviceability	1	0	4	6	17	4	3	3.23	5
conformance	2	11	1	8	4	5	4	4.09	4
style and design	3	2	0	0	0	10	20	2.09	7

Table 13. Ranking of quality dimension at middle priced level (n＝55)

rating of quality dimension at middle priced level (total count : 55)									
rating score	**7**	**6**	**5**	**4**	**3**	**2**	**1**	everage score	rank
product performance	26	11	4	8	4	2	0	5.74	1
features	2	8	7	5	14	16	3	3.53	4
reliability	8	12	12	12	7	3	1	4.80	3
durability	13	12	12	8	4	4	2	5.04	2
serviceability	0	3	11	10	9	8	14	3.09	6
conformance	1	8	7	9	11	13	6	3.47	5
style and design	5	1	2	3	6	9	29	2.33	7

Table 14. Ranking of quality dimension at high priced level (n＝10)

rating of quality dimension at high priced level (total count : 10)									
rating score	**7**	**6**	**5**	**4**	**3**	**2**	**1**	everage score	rank
product performance	6	1	0	2	0	0	1	5.7	1
features	1	4	3	0	1	1	0	5.1	2
reliability	2	0	1	1	4	2	0	3.9	3
durability	0	3	0	1	3	3	0	3.7	4
serviceability	0	1	2	0	1	0	6	2.5	7
conformance	0	1	1	4	0	4	0	3.5	6
style and design	1	0	3	2	1	0	3	3.6	5

Table 15. Nonparametric Correlations between Question eight and Question nine

Correlations									
Spearman's rho		preferred brand level by price	performance	feature	reliability	durability	seaviceability	conformance	styledesign
preferred brand level by price	Correlation Coefficient	1	-0,135	,254*	-0,069	-0,011	-0,107	-0,147	0,177
	Sig. (2-tailed)	.	0,179	0,011	0,493	0,91	0,291	0,143	0,078
	N	100	100	100	100	100	100	100	100

Table 16. Chi-Square Tests for preferred brand level by price and performance

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	16,523[a]	12	,168	,154[b]	,145	,163			
Likelihood Ratio	19,201	12	,084	,114[b]	,105	,122			
Fisher's Exact Test	14,593			,161[b]	,151	,170			
Linear-by-Linear Association	,854[c]	1	,355	,373[b]	,360	,385	,182[b]	,172	,192
N of Valid Cases	100								

a. 15 cells (71,4%) have expected count less than 5. The minimum expected count is ,20.

b. Based on 10000 sampled tables with starting seed 2000000.

c. The standardized statistic is -,924.

Table 17. Contingency Test for preferred brand level by price and performance

Symmetric Measures

			Monte Carlo Sig.		
				99% Confidence Interval	
	Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal Contingency Coefficient	,377	,168	,154[a]	,145	,163
N of Valid Cases	100				

a. Based on 10000 sampled tables with starting seed 2000000.

Table 18. Chi-Square Tests for preferred brand level by price and feature

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	16,497[a]	12	,170	,165[b]	,155	,174			
Likelihood Ratio	17,513	12	,131	,198[b]	,187	,208			
Fisher's Exact Test	14,125			,215[b]	,205	,226			

Linear-by-Linear Association	6,962[c]	1	,008	,008[b]	,006	,011	,004[b]	,003	,006
N of Valid Cases	100								

a. 13 cells (61,9%) have expected count less than 5. The minimum expected count is ,30.

b. Based on 10000 sampled tables with starting seed 2000000.

c. The standardized statistic is 2,638.

Table 19. Contingency Test for preferred brand level by price and feature

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,376	,170	,165[a]	,155	,174
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 2000000.

Table 20. Chi-Square Tests for preferred brand level by price and reliability

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	18,187[a]	12	,110	,102[b]	,094	,110			
Likelihood Ratio	18,900	12	,091	,131[b]	,123	,140			
Fisher's Exact Test	16,920			,090[b]	,082	,097			
Linear-by-Linear Association	,658[c]	1	,417	,441[b]	,429	,454	,216[b]	,206	,227
N of Valid Cases	100								

a. 12 cells (57,1%) have expected count less than 5. The minimum expected count is ,20.

b. Based on 10000 sampled tables with starting seed 2000000.

c. The standardized statistic is -,811.

Table 21. Contingency Tests for preferred brand level by price and reliability

Symmetric Measures

			Monte Carlo Sig.	
				99% Confidence Interval
	Value	Approx. Sig.	Sig.	

					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,392	,110	,102[a]	,094	,110
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 2000000.

Table 22. Chi-Square Tests for preferred brand level by price and durability

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	26,046[a]	12	,011	,012[b]	,009	,015			
Likelihood Ratio	27,334	12	,007	,010[b]	,007	,012			
Fisher's Exact Test	22,403			,011[b]	,008	,014			
Linear-by-Linear Association	,572[c]	1	,449	,483[b]	,470	,496	,243[b]	,232	,254
N of Valid Cases	100								

a. 12 cells (57,1%) have expected count less than 5. The minimum expected count is ,20.

b. Based on 10000 sampled tables with starting seed 2000000.

c. The standardized statistic is -,756.

Table 23. Contingency Test for preferred brand level by price and durability

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,455	,011	,012[a]	,009	,015
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 2000000.

Table 24. Chi-Square Tests for preferred brand level by price and seaviceability

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound

Pearson Chi-Square	27,401[a]	12	,007	,006[b]	,004	,008			
Likelihood Ratio	30,301	12	,003	,002[b]	,001	,003			
Fisher's Exact Test	25,372			,003[b]	,002	,004			
Linear-by-Linear Association	1,292[c]	1	,256	,281[b]	,269	,292	,138[b]	,129	,147
N of Valid Cases	100								

a. 12 cells (57,1%) have expected count less than 5. The minimum expected count is ,10.

b. Based on 10000 sampled tables with starting seed 2000000.

c. The standardized statistic is -1,136.

Table 25. Contingency Test for preferred brand level by price and seaviceability

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,464	,007	,006[a]	,004	,008
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 2000000.

Table 26. Chi-Square Tests for preferred brand level by price and conformance

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	16,004[a]	12	,191	,188[b]	,177	,198			
Likelihood Ratio	18,422	12	,103	,157[b]	,147	,166			
Fisher's Exact Test	14,486			,198[b]	,188	,208			
Linear-by-Linear Association	2,117[c]	1	,146	,154[b]	,144	,163	,083[b]	,076	,091
N of Valid Cases	100								

a. 12 cells (57,1%) have expected count less than 5. The minimum expected count is ,30.

b. Based on 10000 sampled tables with starting seed 2000000.

c. The standardized statistic is -1,455.

Table 27. Contingency Test for preferred brand level by price and conformance

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
					99% Confidence Interval	
				Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,371	,191	,188[a]	,177	,198
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 2000000.

Table 28. Chi-Square Tests for preferred brand level by price and styledesign

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	30,844[a]	12	,002	,003[b]	,002	,005			
Likelihood Ratio	29,924	12	,003	,003[b]	,002	,004			
Fisher's Exact Test	23,923			,005[b]	,003	,007			
Linear-by-Linear Association	3,300[c]	1	,069	,074[b]	,067	,081	,041[b]	,036	,047
N of Valid Cases	100								

a. 16 cells (76,2%) have expected count less than 5. The minimum expected count is ,30.

b. Based on 10000 sampled tables with starting seed 2000000.

c. The standardized statistic is 1,817.

Table 29. Contingency Test for preferred brand level by price and styledesign

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
					99% Confidence Interval	
				Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,486	,002	,003[a]	,002	,005
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 2000000.

Table 30. Crosstabulation between preferred brand level by price and price bands knowledge level

preferred brand level by price * price brands knowledge level Crosstabulation

			price brands knowledge level				
			unclearly	neither unclearly nor clearly	clearly	very clearly	Total
preferred brand level by price	low priced brand	Count	16	12	6	1	35
		% within preferred brand level by price	45,7%	34,3%	17,1%	2,9%	100,0%
	middle priced brand	Count	18	19	16	2	55
		% within preferred brand level by price	32,7%	34,5%	29,1%	3,6%	100,0%
	high price brand	Count	2	4	4	0	10
		% within preferred brand level by price	20,0%	40,0%	40,0%	,0%	100,0%
Total		Count	36	35	26	3	100
		% within preferred brand level by price	36,0%	35,0%	26,0%	3,0%	100,0%

Table 31. Nonparametric Correlations for Question eight and Question ten

Correlations

			preferred brand level by price	price brands knowledge level
Spearman's rho	preferred brand level by price	Correlation Coefficient	1,000	,180
		Sig. (2-tailed)	.	,073
		N	100	100
	price brands knowledge level	Correlation Coefficient	,180	1,000
		Sig. (2-tailed)	,073	.
		N	100	100

Table 32. Chi-Square Tests for Question eight and Question ten

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	4,261[a]	6	,641	,652[b]	,640	,664			
Likelihood Ratio	4,653	6	,589	,646[b]	,634	,659			
Fisher's Exact Test	4,343			,626[b]	,613	,638			
Linear-by-Linear Association	2,803[c]	1	,094	,105[b]	,097	,112	,054[b]	,048	,060

N of Valid Cases	100								

a. 6 cells (50,0%) have expected count less than 5. The minimum expected count is ,30.

b. Based on 10000 sampled tables with starting seed 1660843777.

c. The standardized statistic is 1,674.

Table33. Contingency test for Question eight and Question ten

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,202	,641	,652[a]	,640	,664
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 1660843777.

Table 34. Descriptives of value proposition

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
functional	100	1,00	3,00	2,5900	,65281
emotional	100	1,00	3,00	2,0500	,62563
selfexpressive	100	1,00	3,00	1,3600	,65935
Valid N (listwise)	100				

Table 35. Ranking of value proposition at low price level(n=35)

rating of price related benefits at low price level (total count : 35)					
	3	**2**	**1**	average score	rank
Functional benefits	28	5	2	2.74	1
Emotional benefits	3	28	4	1.97	2
Self-expressive benefits	4	2	29	1.29	3

Table 36. Ranking of value proposition at middle price level(n=55)

rating of price related benefits at middle price level (total count : 55)					
	3	**2**	**1**	average score	rank
Functional benefits	35	15	5	2.55	1
Emotional benefits	15	28	12	2.05	2
Self-expressive benefits	5	12	38	1.40	3

Table 37. Ranking of value proposition at high price level(n=10)

rating of price related benefits at high price level (total count : 10)					
	3	**2**	**1**	average score	rank
Functional benefits	5	3	2	2.3	1
Emotional benefits	4	5	1	2.3	1
Self-expressive benefits	1	2	7	1.4	2

Table 38. Nonparametric Correlations for Question eight and Question 11

Correlations

			preferred brand level by price	functional	emotional	selfexpressive
Spearman's rho	preferred brand level by price	Correlation Coefficient	1,000	-,208*	,135	,116
		Sig. (2-tailed)	.	,037	,182	,252
		N	100	100	100	100
	functional	Correlation Coefficient	-,208*	1,000	-,527**	-,406**
		Sig. (2-tailed)	,037	.	,000	,000
		N	100	100	100	100
	emotional	Correlation Coefficient	,135	-,527**	1,000	-,505**
		Sig. (2-tailed)	,182	,000	.	,000
		N	100	100	100	100
	selfexpressive	Correlation Coefficient	,116	-,406**	-,505**	1,000
		Sig. (2-tailed)	,252	,000	,000	.
		N	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 39. Chi-Square Tests for preferred brand level by price and functional benefits

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	4,942[a]	4	,293	,293[b]	,281	,305			
Likelihood Ratio	4,805	4	,308	,361[b]	,348	,373			
Fisher's Exact Test	5,199			,246[b]	,235	,257			

Linear-by-Linear Association	4,122[c]	1	,042	,048[b]	,043	,054	,028[b]	,024	,033
N of Valid Cases	100								

a. 4 cells (44,4%) have expected count less than 5. The minimum expected count is ,90.

b. Based on 10000 sampled tables with starting seed 677935123.

c. The standardized statistic is -2,030.

Table 40. Contingency test for preferred brand level by price and functional benefits

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,217	,293	,293[a]	,281	,305
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 677935123.

Table 41. Chi-Square Tests for preferred brand level by price and emotional benefits

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	9,903[a]	4	,042	,041[b]	,035	,046			
Likelihood Ratio	10,393	4	,034	,046[b]	,041	,051			
Fisher's Exact Test	9,804			,030[b]	,026	,034			
Linear-by-Linear Association	1,817[c]	1	,178	,205[b]	,194	,215	,115[b]	,106	,123
N of Valid Cases	100								

a. 2 cells (22,2%) have expected count less than 5. The minimum expected count is 1,70.

b. Based on 10000 sampled tables with starting seed 677935123.

c. The standardized statistic is 1,348.

Table 42. Contingency test for preferred brand level by price and emotional benefits

Symmetric Measures

			Monte Carlo Sig.		
				99% Confidence Interval	
	Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound

Nominal by Nominal	Contingency Coefficient	,300	,042	,041[a]	,035	,046
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 677935123.

Table 43. Chi-Square Tests for preferred brand level by price and selfexpressive benefits

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	4,267[a]	4	,371	,368[b]	,356	,381			
Likelihood Ratio	4,895	4	,298	,368[b]	,356	,381			
Fisher's Exact Test	4,824			,279[b]	,267	,291			
Linear-by-Linear Association	,534[c]	1	,465	,538[b]	,526	,551	,272[b]	,261	,284
N of Valid Cases	100								

a. 3 cells (33,3%) have expected count less than 5. The minimum expected count is 1,00.

b. Based on 10000 sampled tables with starting seed 677935123.

c. The standardized statistic is ,731.

Table 44. Contingency test for preferred brand level by price and selfexpressive benefits

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,202	,371	,368[a]	,356	,381
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed b.

Table 45. Crosstabulation between preferred brand level by price and attitude toward price premium

preferred brand level by price * attitude toward price premium Crosstabulation

			attitude toward price premium			
			no	not sure	yes	Total
preferred brand level	low priced brand	Count	15	16	4	35

by price		% within preferred brand level by price	42,9%	45,7%	11,4%	100,0%
	middle priced brand	Count	7	23	25	55
		% within preferred brand level by price	12,7%	41,8%	45,5%	100,0%
	high price brand	Count	0	2	8	10
		% within preferred brand level by price	,0%	20,0%	80,0%	100,0%
Total		Count	22	41	37	100
		% within preferred brand level by price	22,0%	41,0%	37,0%	100,0%

Table 46. Nonparametric Correlations for Question eight and Question 12

Correlations

			preferred brand level by price	attitude toward price premium
Spearman's rho	preferred brand level by price	Correlation Coefficient	1,000	,489**
		Sig. (2-tailed)	.	,000
		N	100	100
	attitude toward price premium	Correlation Coefficient	,489**	1,000
		Sig. (2-tailed)	,000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 47. Chi-Square Tests for Question eight and Question 12

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	24,790[a]	4	,000	,000[b]	,000	,000			
Likelihood Ratio	27,092	4	,000	,000[b]	,000	,000			
Fisher's Exact Test	23,964			,000[b]	,000	,000			
Linear-by-Linear Association	23,300[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	100								

a. 3 cells (33,3%) have expected count less than 5. The minimum expected count is 2,20.

b. Based on 10000 sampled tables with starting seed 1333095690.

c. The standardized statistic is 4,827.

Table 48. Contingency Test for Question eight and Question 12

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,446	,000	,000[a]	,000	,000
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 1333095690.

Table 49. Crosstabs between attitude toward price premium and comparison between price and quality

attitude toward price premium * comparison between price and quality Crosstabulation

			comparison between price and quality				Total
			quality > price	quality =price	quality <price	something else	
attitude toward price premium	no	Count	4	16	1	1	22
		% within attitude toward price premium	18,2%	72,7%	4,5%	4,5%	100,0%
	not sure	Count	6	32	3	0	41
		% within attitude toward price premium	14,6%	78,0%	7,3%	,0%	100,0%
	yes	Count	17	20	0	0	37
		% within attitude toward price premium	45,9%	54,1%	,0%	,0%	100,0%
Total		Count	27	68	4	1	100
		% within attitude toward price premium	27,0%	68,0%	4,0%	1,0%	100,0%

Table 50. Chi-Square Tests for Question 12 and Question 13

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	15,784[a]	6	,015	,008[b]	,005	,010			
Likelihood Ratio	16,260	6	,012	,008[b]	,006	,011			
Fisher's Exact Test	14,242			,008[b]	,006	,010			

Linear-by-Linear Association	9,417[c]	1	,002	,002[b]	,001	,004	,001[b]	,000	,002
N of Valid Cases	100								

a. 6 cells (50,0%) have expected count less than 5. The minimum expected count is ,22.

b. Based on 10000 sampled tables with starting seed 79654295.

c. The standardized statistic is -3,069.

Table 51. Contingency Test for Question 12 and Question 13

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,369	,015	,008[a]	,005	,010
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 79654295.

Table 52. Nonparametric Correlations for Question 12 and Question 13

Correlations

			attitude toward price premium	comparison between price and quality
Spearman's rho	attitude toward price premium	Correlation Coefficient	1,000	-,309**
		Sig. (2-tailed)	.	,002
		N	100	100
	comparison between price and quality	Correlation Coefficient	-,309**	1,000
		Sig. (2-tailed)	,002	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 53. Statistics of personal income

income per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1000	9	9,0	9,0	9,0
	1000-1999	42	42,0	42,0	51,0
	2000-3999	35	35,0	35,0	86,0
	4000-5999	8	8,0	8,0	94,0
	6000-7999	3	3,0	3,0	97,0
	>8000	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

Table 54. Crosstabulation between income per month and whether to know brand before buying

income per month * whether to know brand before buying Crosstabulation

			whether to know brand before buying			
			no	not sure	yes	Total
income per month	<1000	Count	3	4	2	9
		% within income per month	33,3%	44,4%	22,2%	100,0%
	1000-1999	Count	6	18	18	42
		% within income per month	14,3%	42,9%	42,9%	100,0%
	2000-3999	Count	1	5	29	35
		% within income per month	2,9%	14,3%	82,9%	100,0%
	4000-5999	Count	0	2	6	8
		% within income per month	,0%	25,0%	75,0%	100,0%
	6000-7999	Count	0	0	3	3
		% within income per month	,0%	,0%	100,0%	100,0%
	>8000	Count	0	1	2	3
		% within income per month	,0%	33,3%	66,7%	100,0%
Total		Count	10	30	60	100
		% within income per month	10,0%	30,0%	60,0%	100,0%

Table 55. Chi-Square Tests for personal income level and prior purchase brand decision

Chi-Square Tests

		Monte Carlo Sig. (2-sided)		Monte Carlo Sig. (1-sided)	
			99% Confidence Interval		99% Confidence Interval

	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	24,024[a]	10	,008	,011[b]	,008	,014			
Likelihood Ratio	25,844	10	,004	,005[b]	,003	,007			
Fisher's Exact Test	21,956			,004[b]	,002	,006			
Linear-by-Linear Association	13,880[c]	1	,000	,000[b]	,000	,001	,000[b]	,000	,000
N of Valid Cases	100								

a. 13 cells (72,2%) have expected count less than 5. The minimum expected count is ,30.

b. Based on 10000 sampled tables with starting seed 826030962.

c. The standardized statistic is 3,726.

Table 56. Contingency test for personal income level and prior purchase brand decision

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,440	,008	,011[a]	,008	,014
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 826030962.

Table 57. Nonparametric Correlations for personal income level and Question two

Correlations

			income per month	whether to know brand before buying
Spearman's rho	income per month	Correlation Coefficient	1,000	,440**
		Sig. (2-tailed)	.	,000
		N	100	100
	whether to know brand before buying	Correlation Coefficient	,440**	1,000
		Sig. (2-tailed)	,000	.

	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 58. Nonparametric Correlations for personal income level and Choice criteria for consumer electronics

Correlations

			income per month	style	easytouse	valueformoney	aftersaleservice	availability
Spearman's rho	income per month	Correlation Coefficient	1,000	,327**	,099	-,450**	-,266**	,143
		Sig. (2-tailed)	.	,001	,325	,000	,008	,157
		N	100	100	100	100	100	100
	style	Correlation Coefficient	,327**	1,000	-,020	-,516**	-,281**	-,336**
		Sig. (2-tailed)	,001	.	,847	,000	,005	,001
		N	100	100	100	100	100	100
	easytouse	Correlation Coefficient	,099	-,020	1,000	-,183	-,360**	-,146
		Sig. (2-tailed)	,325	,847	.	,069	,000	,148
		N	100	100	100	100	100	100
	valueformoney	Correlation Coefficient	-,450**	-,516**	-,183	1,000	,308**	-,338**
		Sig. (2-tailed)	,000	,000	,069	.	,002	,001
		N	100	100	100	100	100	100
	aftersaleservice	Correlation Coefficient	-,266**	-,281**	-,360**	,308**	1,000	-,476**
		Sig. (2-tailed)	,008	,005	,000	,002	.	,000
		N	100	100	100	100	100	100
	availability	Correlation Coefficient	,143	-,336**	-,146	-,338**	-,476**	1,000
		Sig. (2-tailed)	,157	,001	,148	,001	,000	.
		N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 59. Chi-Square Tests for income per month and style

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	58,909[a]	20	,000	,000[b]	,000	,000			
Likelihood Ratio	50,691	20	,000	,000[b]	,000	,001			

Fisher's Exact Test	42,462			,000[b]	,000	,001			
Linear-by-Linear Association	11,102[c]	1	,001	,001[b]	,000	,001	,000[b]	,000	,001
N of Valid Cases	100								

a. 22 cells (73,3%) have expected count less than 5. The minimum expected count is ,33.

b. Based on 10000 sampled tables with starting seed 957521522.

c. The standardized statistic is 3,332.

Table 60. Contingency test for income per month and style

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,609	,000	,000[a]	,000	,000
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 957521522.

Table 61. Chi-Square Tests for income per month and easy to use

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	17,963[a]	20	,590	,597[b]	,585	,610			
Likelihood Ratio	21,881	20	,347	,465[b]	,453	,478			
Fisher's Exact Test	15,491			,704[b]	,692	,716			
Linear-by-Linear Association	1,680[c]	1	,195	,202[b]	,192	,213	,102[b]	,094	,110
N of Valid Cases	100								

a. 24 cells (80,0%) have expected count less than 5. The minimum expected count is ,18.

b. Based on 10000 sampled tables with starting seed 957521522.

c. The standardized statistic is 1,296.

Table 62. Contingency test for income per month and easy to use

Symmetric Measures

			Monte Carlo Sig.	
				99% Confidence Interval
	Value	Approx. Sig.	Sig.	

					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,390	,590	,597[a]	,585	,610
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 957521522.

Table 63. Chi-Square Tests for income per month and value for money

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	45,358[a]	20	,001	,001[b]	,000	,002			
Likelihood Ratio	46,742	20	,001	,000[b]	,000	,001			
Fisher's Exact Test	38,088			,000[b]	,000	,000			
Linear-by-Linear Association	21,010[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	100								

a. 22 cells (73,3%) have expected count less than 5. The minimum expected count is ,33.

b. Based on 10000 sampled tables with starting seed 957521522.

c. The standardized statistic is -4,584.

Table 64. Contingency test for income per month and value for money

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,559	,001	,001[a]	,000	,002
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 957521522.

Table 65. Chi-Square Tests for income per month and aftersale service

Chi-Square Tests

		Monte Carlo Sig. (2-sided)		Monte Carlo Sig. (1-sided)	
			99% Confidence Interval		99% Confidence Interval

	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	25,813[a]	20	,172	,168[b]	,158	,178			
Likelihood Ratio	31,934	20	,044	,062[b]	,056	,068			
Fisher's Exact Test	23,331			,114[b]	,105	,122			
Linear-by-Linear Association	6,945[c]	1	,008	,008[b]	,006	,011	,003[b]	,002	,005
N of Valid Cases	100								

a. 23 cells (76,7%) have expected count less than 5. The minimum expected count is ,30.

b. Based on 10000 sampled tables with starting seed 957521522.

c. The standardized statistic is -2,635.

Table 66. Contingency test for income per month and aftersale service

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval Lower Bound	99% Confidence Interval Upper Bound
Nominal by Nominal	Contingency Coefficient	,453	,172	,168[a]	,158	,178
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 957521522.

Table 67. Chi-Square tests for income per month and availability

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	23,238[a]	20	,277	,273[b]	,262	,285			
Likelihood Ratio	25,948	20	,168	,239[b]	,228	,249			
Fisher's Exact Test	20,398			,254[b]	,242	,265			
Linear-by-Linear Association	2,358[c]	1	,125	,130[b]	,122	,139	,067[b]	,060	,073
N of Valid Cases	100								

a. 24 cells (80,0%) have expected count less than 5. The minimum expected count is ,30.

b. Based on 10000 sampled tables with starting seed 957521522.

c. The standardized statistic is 1,536.

Table 68. Contingency test for income per month and availability

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,434	,277	,273[a]	,262	,285
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 957521522.

Table 69. Crosstabulation between income per month and importance of price

income per month * importance of price Crosstabulation

			importance of price				
			unimportant	neither important nor unimportant	important	very important	Total
income per month	<1000	Count	1	0	7	1	9
		% within income per month	11,1%	,0%	77,8%	11,1%	100,0%
	1000-1999	Count	1	6	28	7	42
		% within income per month	2,4%	14,3%	66,7%	16,7%	100,0%
	2000-3999	Count	2	10	18	5	35
		% within income per month	5,7%	28,6%	51,4%	14,3%	100,0%
	4000-5999	Count	0	1	6	1	8
		% within income per month	,0%	12,5%	75,0%	12,5%	100,0%
	6000-7999	Count	0	2	0	1	3
		% within income per month	,0%	66,7%	,0%	33,3%	100,0%
	>8000	Count	2	0	0	1	3
		% within income per month	66,7%	,0%	,0%	33,3%	100,0%
Total		Count	6	19	59	16	100
		% within income per month	6,0%	19,0%	59,0%	16,0%	100,0%

Table 70. Chi-Square Tests for personal income and importance of price

Chi-Square Tests

		Monte Carlo Sig. (2-sided)		Monte Carlo Sig. (1-sided)	
			99% Confidence Interval		99% Confidence Interval

	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	35,182[a]	15	,002	,006[b]	,004	,008			
Likelihood Ratio	27,537	15	,025	,025[b]	,021	,029			
Fisher's Exact Test	23,482			,021[b]	,017	,024			
Linear-by-Linear Association	2,877[c]	1	,090	,094[b]	,086	,102	,054[b]	,048	,060
N of Valid Cases	100								

a. 17 cells (70,8%) have expected count less than 5. The minimum expected count is ,18.

b. Based on 10000 sampled tables with starting seed 1810951851.

c. The standardized statistic is -1,696.

Table 71. Contingenct test for personal income and importance of price

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,510	,002	,006[a]	,004	,008
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 1810951851.

Table 72. Nonparametric test for personal income and importance of price

Correlations

			income per month	importance of price
Spearman's rho	income per month	Correlation Coefficient	1,000	-,139
		Sig. (2-tailed)	.	,168
		N	100	100
	importance of price	Correlation Coefficient	-,139	1,000
		Sig. (2-tailed)	,168	.
		N	100	100

Table 73. Nonparametric test for personal income and price's role as quality indicator

Correlations

			income per month	extent of price as a quality dimension
Spearman's rho	income per month	Correlation Coefficient	1,000	,288**
		Sig. (2-tailed)	.	,006

		N	100	90
	extent of price as a quality dimension	Correlation Coefficient	,288**	1,000
		Sig. (2-tailed)	,006	.
		N	90	90

**. Correlation is significant at the 0.01 level (2-tailed).

Table 74. Crosstabulation between income per month and Question seven

income per month * extent of price as a quality dimension Crosstabulation

			extent of price as a quality dimension					
			very small	small	medium	large	very large	Total
income per month	<1000	Count	1	0	2	4	2	9
		% within income per month	11,1%	,0%	22,2%	44,4%	22,2%	100,0%
	1000-1999	Count	0	0	22	16	2	40
		% within income per month	,0%	,0%	55,0%	40,0%	5,0%	100,0%
	2000-3999	Count	0	1	5	14	7	27
		% within income per month	,0%	3,7%	18,5%	51,9%	25,9%	100,0%
	4000-5999	Count	0	1	2	2	3	8
		% within income per month	,0%	12,5%	25,0%	25,0%	37,5%	100,0%
	6000-7999	Count	0	0	1	1	1	3
		% within income per month	,0%	,0%	33,3%	33,3%	33,3%	100,0%
	>8000	Count	0	0	0	0	3	3
		% within income per month	,0%	,0%	,0%	,0%	100,0%	100,0%
Total		Count	1	2	32	37	18	90
		% within income per month	1,1%	2,2%	35,6%	41,1%	20,0%	100,0%

Table 75. Chi-Square Tests for income per month and Question seven

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	41,185[a]	20	,004	,049[b]	,044	,055			
Likelihood Ratio	35,131	20	,019	,004[b]	,003	,006			
Fisher's Exact Test	38,965			,001[b]	,000	,001			

Linear-by-Linear Association	8,744[c]	1	,003	,004[b]	,002	,005	,002[b]	,001	,002
N of Valid Cases	90								

a. 24 cells (80,0%) have expected count less than 5. The minimum expected count is ,03.

b. Based on 10000 sampled tables with starting seed 1110856691.

c. The standardized statistic is 2,957.

Table 76. Contingency test income per month and Question seven

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,560	,004	,049[a]	,044	,055
N of Valid Cases		90				

a. Based on 10000 sampled tables with starting seed 1110856691.

Table 77. Nonparametric test for personal income and preferred brand's price level

Correlations

			income per month	preferred brand level by price
Spearman's rho	income per month	Correlation Coefficient	1,000	,358**
		Sig. (2-tailed)	.	,000
		N	100	100
	preferred brand level by price	Correlation Coefficient	,358**	1,000
		Sig. (2-tailed)	,000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 78. Crosstabulation between income per month and preferred brand level by price

income per month * preferred brand level by price Crosstabulation

			preferred brand level by price			Total
			low priced brand	middle priced brand	high price brand	
income per month	<1000	Count	2	6	1	9
		% within income per month	22,2%	66,7%	11,1%	100,0%
	1000-1999	Count	24	18	0	42
		% within income per month	57,1%	42,9%	,0%	100,0%
	2000-3999	Count	8	22	5	35

		% within income per month	22,9%	62,9%	14,3%	100,0%
	4000-5999	Count	1	7	0	8
		% within income per month	12,5%	87,5%	,0%	100,0%
	6000-7999	Count	0	1	2	3
		% within income per month	,0%	33,3%	66,7%	100,0%
	>8000	Count	0	1	2	3
		% within income per month	,0%	33,3%	66,7%	100,0%
Total		Count	35	55	10	100
		% within income per month	35,0%	55,0%	10,0%	100,0%

Table 79. Chi-Square Tests for income per month and preferred brand level by price

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	39,746[a]	10	,000	,000[b]	,000	,000			
Likelihood Ratio	35,491	10	,000	,000[b]	,000	,000			
Fisher's Exact Test	30,050			,000[b]	,000	,000			
Linear-by-Linear Association	15,219[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	100								

a. 14 cells (77,8%) have expected count less than 5. The minimum expected count is ,30.

b. Based on 10000 sampled tables with starting seed 139908985.

c. The standardized statistic is 3,901.

Table 80. Contingency test for income per month and preferred brand level by price

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,533	,000	,000[a]	,000	,000
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 139908985.

Table 81. Nonparametric test for personal income and price bands knowledge level

Correlations

			income per month	price brands knowledge level
Spearman's rho	income per month	Correlation Coefficient	1,000	,416**
		Sig. (2-tailed)	.	,000
		N	100	100
	price brands knowledge level	Correlation Coefficient	,416**	1,000
		Sig. (2-tailed)	,000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 82. Crosstabulation income per month and price brands knowledge level

income per month * price brands knowledge level Crosstabulation

			price brands knowledge level				
			unclearly	neither unclearly nor clearly	clearly	very clearly	Total
income per month	<1000	Count	8	0	1	0	9
		% within income per month	88,9%	,0%	11,1%	,0%	100,0%
	1000-1999	Count	17	18	7	0	42
		% within income per month	40,5%	42,9%	16,7%	,0%	100,0%
	2000-3999	Count	11	10	13	1	35
		% within income per month	31,4%	28,6%	37,1%	2,9%	100,0%
	4000-5999	Count	0	4	3	1	8
		% within income per month	,0%	50,0%	37,5%	12,5%	100,0%
	6000-7999	Count	0	2	0	1	3
		% within income per month	,0%	66,7%	,0%	33,3%	100,0%
	>8000	Count	0	1	2	0	3
		% within income per month	,0%	33,3%	66,7%	,0%	100,0%
Total		Count	36	35	26	3	100
		% within income per month	36,0%	35,0%	26,0%	3,0%	100,0%

Table 83. Chi-Square Tests for personal income and price bands knowledge level

Chi-Square Tests

		Monte Carlo Sig. (2-sided)		Monte Carlo Sig. (1-sided)	
			99% Confidence Interval		99% Confidence Interval

	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	38,322[a]	15	,001	,005[b]	,003	,007			
Likelihood Ratio	38,908	15	,001	,000[b]	,000	,000			
Fisher's Exact Test	32,527			,000[b]	,000	,001			
Linear-by-Linear Association	16,956[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	100								

a. 18 cells (75,0%) have expected count less than 5. The minimum expected count is ,09.

b. Based on 10000 sampled tables with starting seed 520973818.

c. The standardized statistic is 4,118.

Table 84. Contingency test for personal income and price bands knowledge level

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,526	,001	,005[a]	,003	,007
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 520973818.

Table 85. Crosstabs between income per month and attitude toward price premium

income per month * attitude toward price premium Crosstabulation

			attitude toward price premium			Total
			no	not sure	yes	
income per month	<1000	Count	0	4	5	9
		% within income per month	,0%	44,4%	55,6%	100,0%
	1000-1999	Count	17	15	10	42
		% within income per month	40,5%	35,7%	23,8%	100,0%
	2000-3999	Count	2	17	16	35
		% within income per month	5,7%	48,6%	45,7%	100,0%
	4000-5999	Count	2	4	2	8

		% within income per month	25,0%	50,0%	25,0%	100,0%
	6000-7999	Count	0	1	2	3
		% within income per month	,0%	33,3%	66,7%	100,0%
	>8000	Count	1	0	2	3
		% within income per month	33,3%	,0%	66,7%	100,0%
Total		Count	22	41	37	100
		% within income per month	22,0%	41,0%	37,0%	100,0%

Table 86. Chi-Square Tests for income per month and attitude toward price premium

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	21,087[a]	10	,020	,014[b]	,011	,017			
Likelihood Ratio	25,277	10	,005	,007[b]	,005	,010			
Fisher's Exact Test	20,898			,006[b]	,004	,008			
Linear-by-Linear Association	1,429[c]	1	,232	,239[b]	,228	,250	,134[b]	,125	,142
N of Valid Cases	100								

a. 12 cells (66,7%) have expected count less than 5. The minimum expected count is ,66.

b. Based on 10000 sampled tables with starting seed 1535910591.

c. The standardized statistic is 1,196.

Table 87. Contingency test for income per month and attitude toward price premium

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,417	,020	,014[a]	,011	,017
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 1535910591.

Table 88. Nonparametric test for income per month and attitude toward price premium

Correlations

			income per month	attitude toward price premium
Spearman's rho	income per month	Correlation Coefficient	1,000	,148
		Sig. (2-tailed)	.	,141
		N	100	100
	attitude toward price premium	Correlation Coefficient	,148	1,000
		Sig. (2-tailed)	,141	.
		N	100	100

Table 89. Nonparametric test for income per month and Question 13

Correlations

			income per month	comparison between price and quality
Spearman's rho	income per month	Correlation Coefficient	1,000	-,448**
		Sig. (2-tailed)	.	,000
		N	100	100
	comparison between price and quality	Correlation Coefficient	-,448**	1,000
		Sig. (2-tailed)	,000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 90. Crosstabulation between income per month and Question 13

income per month * comparison between price and quality Crosstabulation

			comparison between price and quality				
			quality > price	quality =price	quality <price	something else	Total
income per month	<1000	Count	0	8	1	0	9
		% within income per month	,0%	88,9%	11,1%	,0%	100,0%
	1000-1999	Count	5	35	1	1	42
		% within income per month	11,9%	83,3%	2,4%	2,4%	100,0%
	2000-3999	Count	12	21	2	0	35
		% within income per month	34,3%	60,0%	5,7%	,0%	100,0%
	4000-5999	Count	4	4	0	0	8
		% within income per month	50,0%	50,0%	,0%	,0%	100,0%
	6000-7999	Count	3	0	0	0	3
		% within income per month	100,0%	,0%	,0%	,0%	100,0%
	>8000	Count	3	0	0	0	3
		% within income per month	100,0%	,0%	,0%	,0%	100,0%

Total	Count	27	68	4	1	100
	% within income per month	27,0%	68,0%	4,0%	1,0%	100,0%

Table 91. Chi-Square Tests for income per month and Question 13

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	30,504[a]	15	,010	,073[b]	,066	,080			
Likelihood Ratio	33,157	15	,004	,000[b]	,000	,001			
Fisher's Exact Test	33,897			,001[b]	,000	,001			
Linear-by-Linear Association	20,836[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	100								

a. 18 cells (75,0%) have expected count less than 5. The minimum expected count is ,03.

b. Based on 10000 sampled tables with starting seed 1437578359.

c. The standardized statistic is -4,565.

Table 92. Contingency test for income per month and Question 13

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,483	,010	,073[a]	,066	,080
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 1437578359.

Table 93. Chi-Square Tests for importance of price and style

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound

Pearson Chi-Square	33,615[a]	12	,001	,001[b]	,000	,001			
Likelihood Ratio	36,536	12	,000	,000[b]	,000	,001			
Fisher's Exact Test	31,960			,000[b]	,000	,000			
Linear-by-Linear Association	9,172[c]	1	,002	,002[b]	,001	,003	,001[b]	,000	,002
N of Valid Cases	100								

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,66.

b. Based on 10000 sampled tables with starting seed 91445366.

c. The standardized statistic is -3,029.

Table 94. Contingency test for importance of price and style

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,502	,001	,001[a]	,000	,001
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 91445366.

Table 95. Chi-Square Tests for importance of price and easy to use

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	13,224[a]	12	,353	,354[b]	,341	,366			
Likelihood Ratio	13,620	12	,326	,452[b]	,439	,465			
Fisher's Exact Test	12,261			,341[b]	,329	,354			
Linear-by-Linear Association	,203[c]	1	,652	,653[b]	,641	,665	,345[b]	,333	,358
N of Valid Cases	100								

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,36.

b. Based on 10000 sampled tables with starting seed 91445366.

c. The standardized statistic is ,451.

Table 96. Contingency test for importance of price and easy to use

Symmetric Measures

	Value	Approx. Sig.	Monte Carlo Sig.

					99% Confidence Interval	
				Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,342	,353	,354[a]	,341	,366
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 91445366.

Table 97. Chi-Square Tests for importance of price and value for money

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	23,206[a]	12	,026	,021[b]	,017	,024			
Likelihood Ratio	22,805	12	,029	,052[b]	,046	,058			
Fisher's Exact Test	19,345			,036[b]	,031	,041			
Linear-by-Linear Association	14,003[c]	1	,000	,000[b]	,000	,000	,000[b]	,000	,000
N of Valid Cases	100								

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,66.

b. Based on 10000 sampled tables with starting seed 91445366.

c. The standardized statistic is 3,742.

Table 98. Contingency test for importance of price and value for money

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,434	,026	,021[a]	,017	,024
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 91445366.

Table 99. Chi-Square Tests for importance of price and aftersaleservice

Chi-Square Tests

		Monte Carlo Sig. (2-sided)	Monte Carlo Sig. (1-sided)

					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	11,215[a]	12	,511	,521[b]	,508	,533			
Likelihood Ratio	11,373	12	,497	,643[b]	,631	,655			
Fisher's Exact Test	9,270			,656[b]	,643	,668			
Linear-by-Linear Association	1,126[c]	1	,289	,305[b]	,293	,316	,157[b]	,148	,166
N of Valid Cases	100								

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,60.

b. Based on 10000 sampled tables with starting seed 91445366.

c. The standardized statistic is 1,061.

Table 100. Contingency test for importance of price and aftersaleservice

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,318	,511	,521[a]	,508	,533
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 91445366.

Table 101. Chi-Square Tests for importance of price and availability

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	25,886[a]	12	,011	,010[b]	,008	,013			
Likelihood Ratio	25,137	12	,014	,025[b]	,021	,029			
Fisher's Exact Test	20,727			,019[b]	,015	,022			
Linear-by-Linear Association	1,148[c]	1	,284	,302[b]	,290	,314	,152[b]	,142	,161
N of Valid Cases	100								

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,60.

b. Based on 10000 sampled tables with starting seed 91445366.

c. The standardized statistic is -1,071.

Table 102. Contingency test for importance of price and availability

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,453	,011	,010[a]	,008	,013
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 91445366.

Table103. Nonparametric Correlation between question five and question four

Correlations

			importance of price	style	easytouse	valueformoney	aftersaleservice	availability
Spearman's rho	importance of price	Correlation Coefficient	1,000	-,323**	,049	,333**	,089	-,085
		Sig. (2-tailed)	.	,001	,631	,001	,377	,399
		N	100	100	100	100	100	100
	style	Correlation Coefficient	-,323**	1,000	-,020	-,516**	-,281**	-,336**
		Sig. (2-tailed)	,001	.	,847	,000	,005	,001
		N	100	100	100	100	100	100
	easytouse	Correlation Coefficient	,049	-,020	1,000	-,183	-,360**	-,146
		Sig. (2-tailed)	,631	,847	.	,069	,000	,148
		N	100	100	100	100	100	100
	valueformoney	Correlation Coefficient	,333**	-,516**	-,183	1,000	,308**	-,338**
		Sig. (2-tailed)	,001	,000	,069	.	,002	,001
		N	100	100	100	100	100	100
	aftersaleservice	Correlation Coefficient	,089	-,281**	-,360**	,308**	1,000	-,476**
		Sig. (2-tailed)	,377	,005	,000	,002	.	,000
		N	100	100	100	100	100	100
	availability	Correlation Coefficient	-,085	-,336**	-,146	-,338**	-,476**	1,000
		Sig. (2-tailed)	,399	,001	,148	,001	,000	.
		N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 104. Crosstabulation between importance of price and Question seven

importance of price * extent of price as a quality dimension Crosstabulation

			extent of price as a quality dimension					
			very small	small	mediu m	large	very large	Total
importance of price	unimportant	Count	0	0	1	1	4	6
		% within importance of price	,0%	,0%	16,7%	16,7%	66,7%	100,0 %
	neither important nor unimportant	Count	0	0	5	6	6	17
		% within importance of price	,0%	,0%	29,4%	35,3%	35,3%	100,0 %
	important	Count	1	2	25	23	3	54
		% within importance of price	1,9%	3,7%	46,3%	42,6%	5,6%	100,0 %
	very important	Count	0	0	1	7	5	13
		% within importance of price	,0%	,0%	7,7%	53,8%	38,5%	100,0 %
Total		Count	1	2	32	37	18	90
		% within importance of price	1,1%	2,2%	35,6%	41,1%	20,0%	100,0 %

Table 105. Chi-Square Tests for importance of price and Question seven

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	25,297[a]	12	,013	,026[b]	,022	,030			
Likelihood Ratio	26,860	12	,008	,003[b]	,002	,005			
Fisher's Exact Test	26,247			,002[b]	,001	,003			
Linear-by-Linear Association	1,270[c]	1	,260	,276[b]	,264	,287	,150[b]	,141	,160
N of Valid Cases	90								

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,07.

b. Based on 10000 sampled tables with starting seed 440131537.

c. The standardized statistic is -1,127.

Table 106. Contingency test for importance of price and Question seven

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,468	,013	,026[a]	,022	,030
N of Valid Cases		90				

a. Based on 10000 sampled tables with starting seed 440131537.

Table 107. Nonparametric Correlation between importance of price and Question seven

Correlations

			importance of price	extent of price as a quality dimension
Spearman's rho	importance of price	Correlation Coefficient	1,000	-,073
		Sig. (2-tailed)	.	,494
		N	100	90
	extent of price as a quality dimension	Correlation Coefficient	-,073	1,000
		Sig. (2-tailed)	,494	.
		N	90	90

Table 108. Crosstabulation between importance of price and preferred brand level by price

importance of price * preferred brand level by price Crosstabulation

			preferred brand level by price			
			low priced brand	middle priced brand	high price brand	Total
importance of price	unimportant	Count	0	3	3	6
		% within importance of price	,0%	50,0%	50,0%	100,0%
	neither important nor unimportant	Count	2	13	4	19
		% within importance of price	10,5%	68,4%	21,1%	100,0%
	important	Count	26	31	2	59
		% within importance of price	44,1%	52,5%	3,4%	100,0%
	very important	Count	7	8	1	16
		% within importance of price	43,8%	50,0%	6,3%	100,0%

Total	Count	35	55	10	100
	% within importance of price	35,0%	55,0%	10,0%	100,0%

Table 109. Chi-Square Tests for importance of price and preferred brand level by price

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	22,599[a]	6	,001	,001[b]	,000	,002			
Likelihood Ratio	21,389	6	,002	,002[b]	,001	,003			
Fisher's Exact Test	19,322			,001[b]	,000	,002			
Linear-by-Linear Association	14,184[c]	1	,000	,000[b]	,000	,001	,000[b]	,000	,001
N of Valid Cases	100								

a. 5 cells (41,7%) have expected count less than 5. The minimum expected count is ,60.

b. Based on 10000 sampled tables with starting seed 1451419960.

c. The standardized statistic is -3,766.

Table 110. Contingency test for importance of price and preferred brand level by price

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,429	,001	,001[a]	,000	,002
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 1451419960.

Table 111. Nonparametric Correlation between importance of price and Question eight

Correlations

			importance of price	preferred brand level by price
Spearman's rho	importance of price	Correlation Coefficient	1,000	-,348**
		Sig. (2-tailed)	.	,000
		N	100	100

	preferred brand level by price	Correlation Coefficient	-,348**	1,000
		Sig. (2-tailed)	,000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 112. Nonparametric Correlation between importance of price and Question nine

Correlations

			importance of price	performance	feature	reliability	durability	seaviceability	conformance	styledesign
Spearman's rho	importance of price	Correlation Coefficient	1,000	-,132	-,187	,235*	,249*	,339**	,034	-,394**
		Sig. (2-tailed)	.	,191	,062	,018	,012	,001	,739	,000
		N	100	100	100	100	100	100	100	100
	performance	Correlation Coefficient	-,132	1,000	,091	-,182	-,384**	-,238*	-,083	-,145
		Sig. (2-tailed)	,191	.	,370	,070	,000	,017	,411	,150
		N	100	100	100	100	100	100	100	100
	feature	Correlation Coefficient	-,187	,091	1,000	-,265**	-,446**	-,400**	-,364**	,240*
		Sig. (2-tailed)	,062	,370	.	,008	,000	,000	,000	,016
		N	100	100	100	100	100	100	100	100
	reliability	Correlation Coefficient	,235*	-,182	-,265**	1,000	,420**	,062	-,337**	-,459**
		Sig. (2-tailed)	,018	,070	,008	.	,000	,539	,001	,000
		N	100	100	100	100	100	100	100	100
	durability	Correlation Coefficient	,249*	-,384**	-,446**	,420**	1,000	,370**	-,106	-,489**
		Sig. (2-tailed)	,012	,000	,000	,000	.	,000	,295	,000
		N	100	100	100	100	100	100	100	100
	seaviceability	Correlation Coefficient	,339**	-,238*	-,400**	,062	,370**	1,000	-,206*	-,381**
		Sig. (2-tailed)	,001	,017	,000	,539	,000	.	,040	,000
		N	100	100	100	100	100	100	100	100
	conformance	Correlation Coefficient	,034	-,083	-,364**	-,337**	-,106	-,206*	1,000	,049
		Sig. (2-tailed)	,739	,411	,000	,001	,295	,040	.	,631
		N	100	100	100	100	100	100	100	100
	styledesign	Correlation Coefficient	-,394**	-,145	,240*	-,459**	-,489**	-,381**	,049	1,000
		Sig. (2-tailed)	,000	,150	,016	,000	,000	,000	,631	.
		N	100	100	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 113. Chi-Square Tests for importance of price and performance

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	31,111[a]	18	,028	,033[b]	,028	,037			
Likelihood Ratio	30,068	18	,037	,035[b]	,031	,040			
Fisher's Exact Test	24,583			,038[b]	,033	,043			
Linear-by-Linear Association	2,610[c]	1	,106	,108[b]	,100	,116	,052[b]	,046	,058
N of Valid Cases	100								

a. 23 cells (82,1%) have expected count less than 5. The minimum expected count is ,12.

b. Based on 10000 sampled tables with starting seed 440131537.

c. The standardized statistic is -1,616.

Table 114. Contingency test for importance of price and performance

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,487	,028	,033[a]	,028	,037
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 440131537.

Table 115. Chi-Square Tests for importance of price and feature

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	40,262[a]	18	,002	,003[b]	,001	,004			
Likelihood Ratio	43,335	18	,001	,001[b]	,000	,001			
Fisher's Exact Test	33,050			,002[b]	,001	,003			
Linear-by-Linear Association	3,704[c]	1	,054	,055[b]	,049	,061	,029[b]	,024	,033

N of Valid Cases	100								

a. 22 cells (78,6%) have expected count less than 5. The minimum expected count is ,18.

b. Based on 10000 sampled tables with starting seed 440131537.

c. The standardized statistic is -1,925.

Table 116. Contingency test for importance of price and feature

Symmetric Measures

		Value	Approx. Sig.	Monte Carlo Sig.		
				Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,536	,002	,003[a]	,001	,004
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 440131537.

Table 117. Chi-Square Tests for importance of price and reliability

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	26,369[a]	18	,092	,084[b]	,077	,091			
Likelihood Ratio	32,026	18	,022	,028[b]	,024	,033			
Fisher's Exact Test	26,224			,028[b]	,024	,032			
Linear-by-Linear Association	4,951[c]	1	,026	,028[b]	,024	,032	,014[b]	,011	,017
N of Valid Cases	100								

a. 23 cells (82,1%) have expected count less than 5. The minimum expected count is ,12.

b. Based on 10000 sampled tables with starting seed 440131537.

c. The standardized statistic is 2,225.

Table 118. Contingency test for importance of price and reliability

Symmetric Measures

	Value	Approx. Sig.	Monte Carlo Sig.		
			Sig.	99% Confidence Interval	
				Lower Bound	Upper Bound

Nominal by Nominal	Contingency Coefficient	,457	,092	,084[a]	,077	,091
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 440131537.

Table119. Chi-Square Tests for importance of price and durability

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	21,475[a]	18	,256	,252[b]	,240	,263			
Likelihood Ratio	23,487	18	,173	,251[b]	,239	,262			
Fisher's Exact Test	20,702			,173[b]	,163	,183			
Linear-by-Linear Association	6,546[c]	1	,011	,011[b]	,008	,014	,006[b]	,004	,008
N of Valid Cases	100								

a. 23 cells (82,1%) have expected count less than 5. The minimum expected count is ,12.

b. Based on 10000 sampled tables with starting seed 440131537.

c. The standardized statistic is 2,559.

Table 120. Contingency test for importance of price and durability

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,420	,256	,252[a]	,240	,263
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 440131537.

Table 121. Chi-Square Tests for importance of price and seaviceability

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound

Pearson Chi-Square	26,491[a]	18	,089	,106[b]	,098	,114			
Likelihood Ratio	27,768	18	,066	,074[b]	,067	,080			
Fisher's Exact Test	25,882			,039[b]	,034	,044			
Linear-by-Linear Association	10,635[c]	1	,001	,001[b]	,000	,001	,000[b]	,000	,001
N of Valid Cases	100								

a. 22 cells (78,6%) have expected count less than 5. The minimum expected count is ,06.

b. Based on 10000 sampled tables with starting seed 440131537.

c. The standardized statistic is 3,261.

Table 122. Contingency test for importance of price and seaviceability

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,458	,089	,106[a]	,098	,114
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 440131537.

Table 123. Chi-Square Tests for importance of price and conformance

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	13,991[a]	18	,730	,750[b]	,738	,761			
Likelihood Ratio	16,451	18	,561	,720[b]	,709	,732			
Fisher's Exact Test	14,315			,661[b]	,649	,673			
Linear-by-Linear Association	,065[c]	1	,798	,821[b]	,811	,831	,411[b]	,399	,424
N of Valid Cases	100								

a. 22 cells (78,6%) have expected count less than 5. The minimum expected count is ,18.

b. Based on 10000 sampled tables with starting seed 440131537.

c. The standardized statistic is ,256.

Table 124. Contingency test for importance of price and conformance

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,350	,730	,750[a]	,738	,761
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 440131537.

Table 125. Chi-Square Tests for importance of price and styledesign

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	35,932[a]	18	,007	,010[b]	,008	,013			
Likelihood Ratio	35,924	18	,007	,006[b]	,004	,007			
Fisher's Exact Test	32,320			,001[b]	,000	,002			
Linear-by-Linear Association	12,047[c]	1	,001	,000[b]	,000	,001	,000[b]	,000	,001
N of Valid Cases	100								

a. 23 cells (82,1%) have expected count less than 5. The minimum expected count is ,18.

b. Based on 10000 sampled tables with starting seed 440131537.

c. The standardized statistic is -3,471.

Table 126. Contingency test for importance of price and styledesign

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,514	,007	,010[a]	,008	,013
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 440131537.

Table 127. Crosstabulation between importance of price and price bands knowledge level

importance of price * price brands knowledge level Crosstabulation

			price bands knowledge level				
			unclearly	neither unclearly nor clearly	clearly	very clearly	Total
importance of price	unimportant	Count	2	1	3	0	6
		% within importance of price	33,3%	16,7%	50,0%	,0%	100,0%
	neither important nor unimportant	Count	1	10	8	0	19
		% within importance of price	5,3%	52,6%	42,1%	,0%	100,0%
	important	Count	29	19	10	1	59
		% within importance of price	49,2%	32,2%	16,9%	1,7%	100,0%
	very important	Count	4	5	5	2	16
		% within importance of price	25,0%	31,3%	31,3%	12,5%	100,0%
Total		Count	36	35	26	3	100
		% within importance of price	36,0%	35,0%	26,0%	3,0%	100,0%

Table 128. Chi-Square Tests for importance of price and price bands knowledge level

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	21,982[a]	9	,009	,016[b]	,012	,019			
Likelihood Ratio	22,854	9	,007	,008[b]	,006	,010			
Fisher's Exact Test	21,384			,004[b]	,002	,005			
Linear-by-Linear Association	,500[c]	1	,480	,491[b]	,478	,504	,258[b]	,247	,269
N of Valid Cases	100								

a. 9 cells (56,3%) have expected count less than 5. The minimum expected count is ,18.

b. Based on 10000 sampled tables with starting seed 213175432.

c. The standardized statistic is -,707.

Table 129. Contingency test for importance of price and price bands knowledge level

Symmetric Measures

			Monte Carlo Sig.	
	Value	Approx. Sig.	Sig.	99% Confidence Interval

					Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,425	,009	,016[a]	,012	,019
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 213175432.

Table 130. Nonparametric Correlations importance of price and price bands knowledge level

Correlations

			importance of price	price bands knowledge level
Spearman's rho	importance of price	Correlation Coefficient	1,000	-,100
		Sig. (2-tailed)	.	,321
		N	100	100
	price brands knowledge level	Correlation Coefficient	-,100	1,000
		Sig. (2-tailed)	,321	.
		N	100	100

Table 131. Crosstabulation between importance of price and attitude toward price premium

importance of price * attitude toward price premium Crosstabulation

			attitude toward price premium			
			no	not sure	yes	Total
importance of price	unimportant	Count	0	2	4	6
		% within importance of price	,0%	33,3%	66,7%	100,0%
	neither important nor unimportant	Count	1	10	8	19
		% within importance of price	5,3%	52,6%	42,1%	100,0%
	important	Count	13	26	20	59
		% within importance of price	22,0%	44,1%	33,9%	100,0%
	very important	Count	8	3	5	16
		% within importance of price	50,0%	18,8%	31,3%	100,0%
Total		Count	22	41	37	100
		% within importance of price	22,0%	41,0%	37,0%	100,0%

Table 132. Chi-Square Tests for Importance of Price and Attitude toward Price Premium

Chi-Square Tests

				Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
	Value	df	Asymp. Sig. (2-sided)	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound
Pearson Chi-Square	14,079[a]	6	,029	,022[b]	,018	,026			
Likelihood Ratio	15,127	6	,019	,028[b]	,024	,032			
Fisher's Exact Test	12,595			,033[b]	,028	,038			
Linear-by-Linear Association	7,625[c]	1	,006	,005[b]	,003	,007	,003[b]	,002	,005
N of Valid Cases	100								

a. 5 cells (41,7%) have expected count less than 5. The minimum expected count is 1,32.

b. Based on 10000 sampled tables with starting seed 846668601.

c. The standardized statistic is -2,761.

Table 133. Contingency Test for Importance of Price and Attitude toward Price Premium

Symmetric Measures

				Monte Carlo Sig.		
					99% Confidence Interval	
		Value	Approx. Sig.	Sig.	Lower Bound	Upper Bound
Nominal by Nominal	Contingency Coefficient	,351	,029	,022[a]	,018	,026
N of Valid Cases		100				

a. Based on 10000 sampled tables with starting seed 846668601.

Table 134. Nonparametric Correlations between importance of price and Question 12

Correlations

			importance of price	attitude toward price premium
Spearman's rho	importance of price	Correlation Coefficient	1,000	-,258**
		Sig. (2-tailed)	.	,010
		N	100	100
	attitude toward price premium	Correlation Coefficient	-,258**	1,000
		Sig. (2-tailed)	,010	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).