

## **BASIC DESCRIPTIVE STATISTICS AND GRAPHICS -- X6**

### **Explore**

#### **Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
X6 - Product Quality	100	100.0%	0	.0%	100	100.0%

#### **Descriptives**

			Statistic	Std. Error
X6 - Product Quality	Mean		7.810	.1396
	95% Confidence Interval for Mean	Lower Bound	7.533	
		Upper Bound	8.087	
	5% Trimmed Mean		7.833	
	Median		8.000	
	Variance		1.950	
	Std. Deviation		1.3963	
	Minimum		5.0	
	Maximum		10.0	
	Range		5.0	
	Interquartile Range		2.6	
	Skewness		-.245	.241
	Kurtosis		-1.132	.478

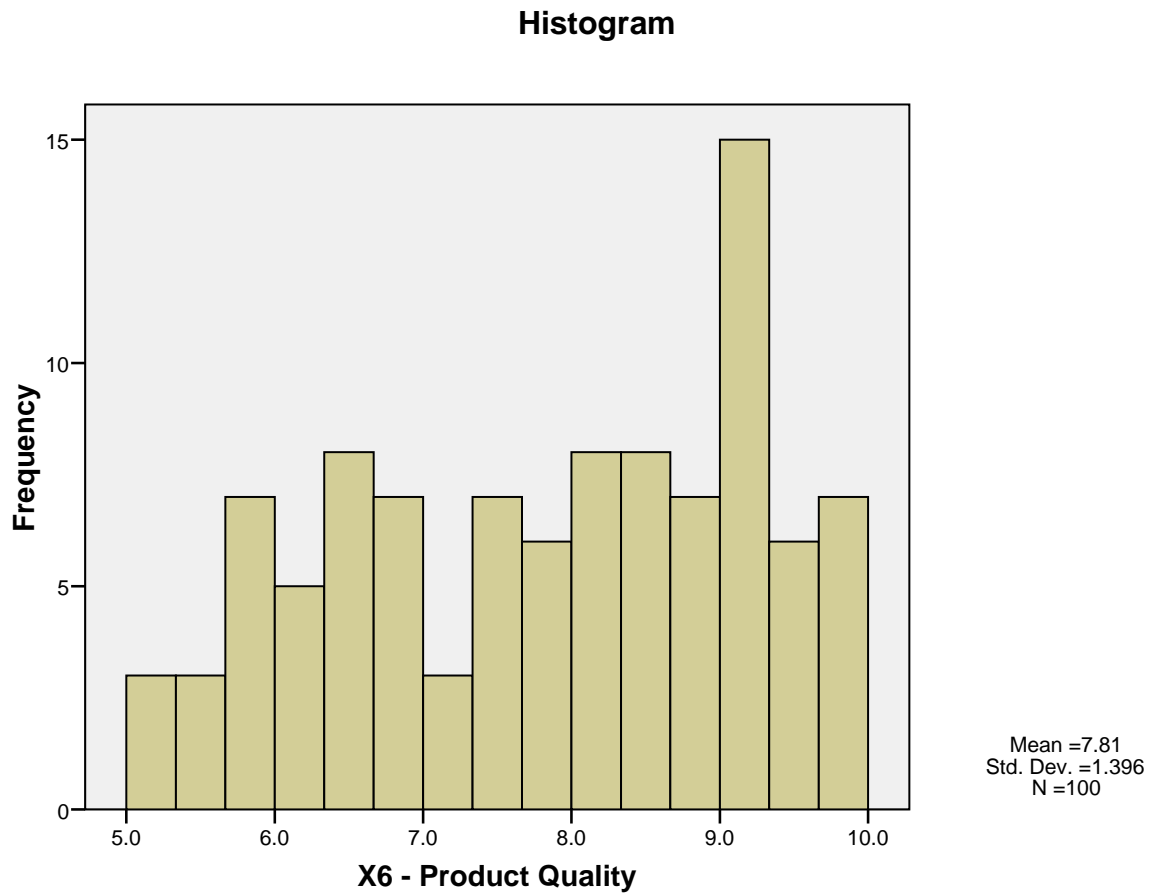
#### **Tests of Normality**

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
X6 - Product Quality	.109	100	.005	.950	100	.001

a. Lilliefors Significance Correction

### **X6 - Product Quality**

## BASIC DESCRIPTIVE STATISTICS AND GRAPHICS -- X6



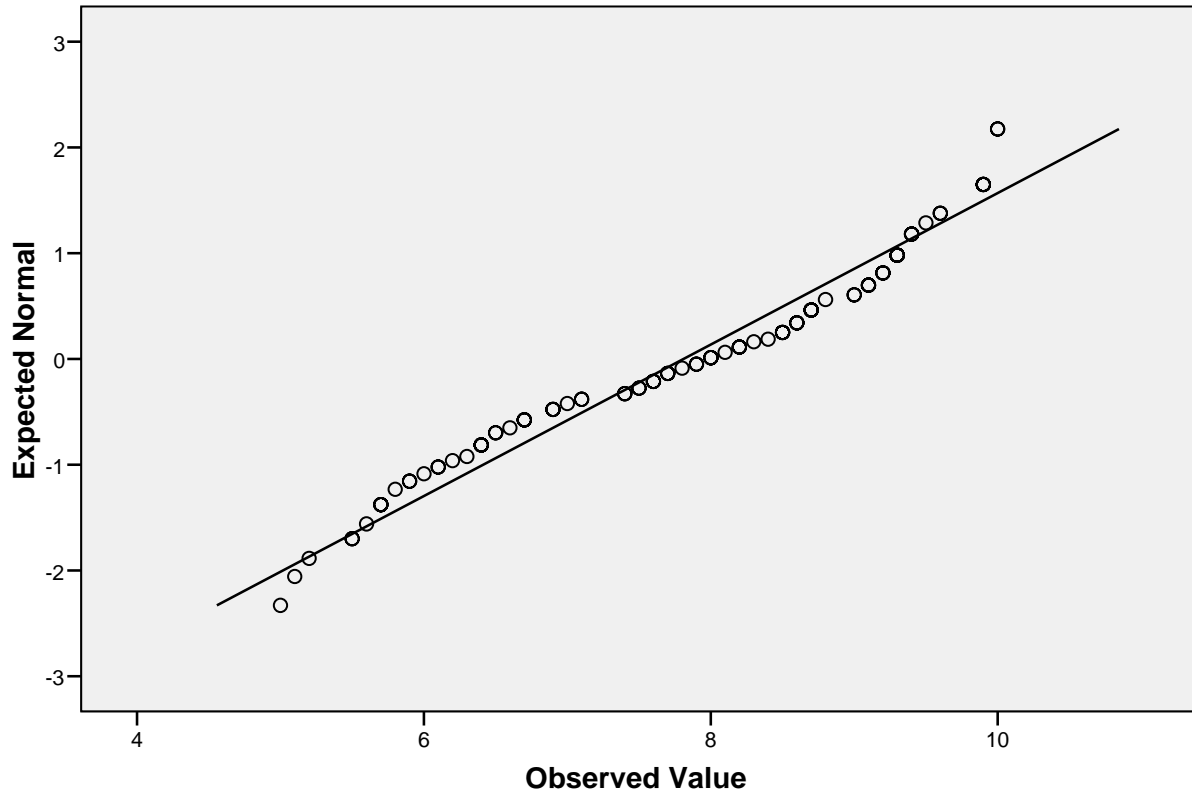
### X6 - Product Quality Stem-and-Leaf Plot

Frequency	Stem &	Leaf
3.00	5 .	012
10.00	5 .	5567777899
10.00	6 .	0112344444
10.00	6 .	5567777999
5.00	7 .	01144
11.00	7 .	55666777899
9.00	8 .	000122234
14.00	8 .	55556667777778
18.00	9 .	00111122233333444
8.00	9 .	56699999
2.00	10 .	00

Stem width: 1.0  
Each leaf: 1 case(s)

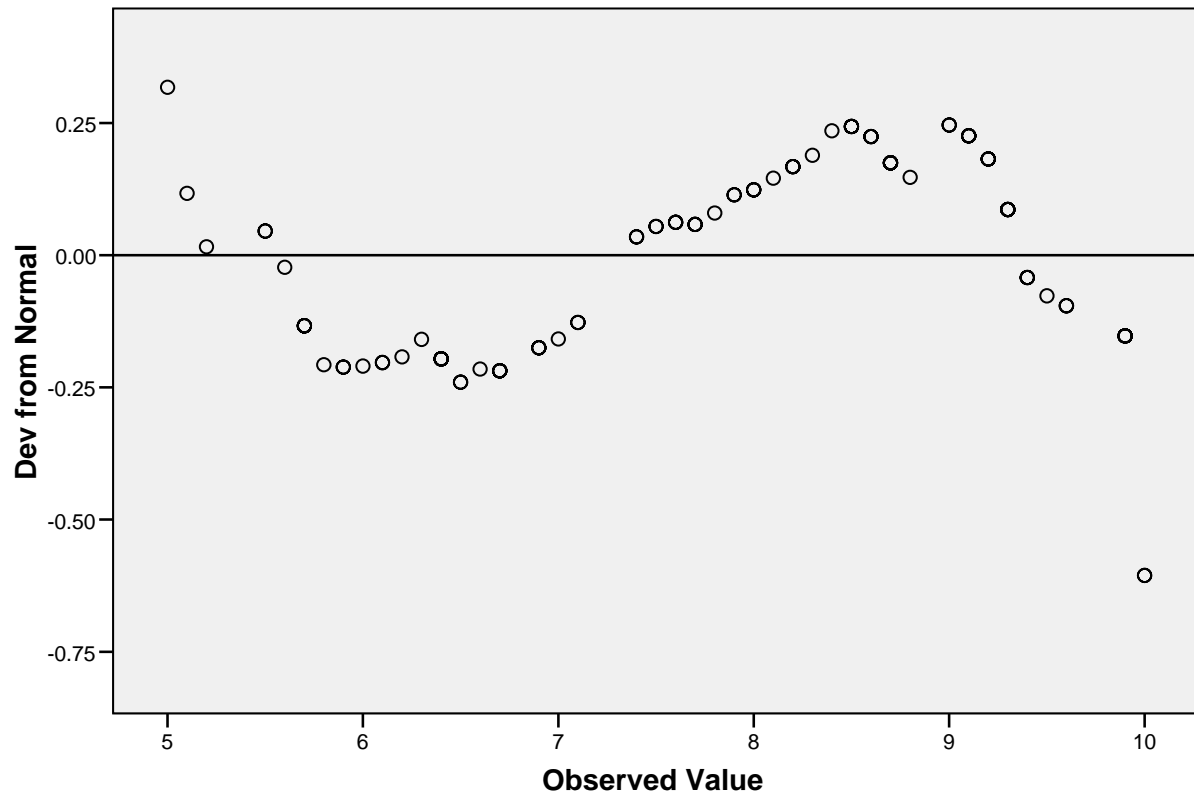
## **BASIC DESCRIPTIVE STATISTICS AND GRAPHICS -- X6**

**Normal Q-Q Plot of X6 - Product Quality**



## **BASIC DESCRIPTIVE STATISTICS AND GRAPHICS -- X6**

**Detrended Normal Q-Q Plot of X6 - Product Quality**



## **BASIC DESCRIPTIVE STATISTICS AND GRAPHICS -- X6 BY X1**

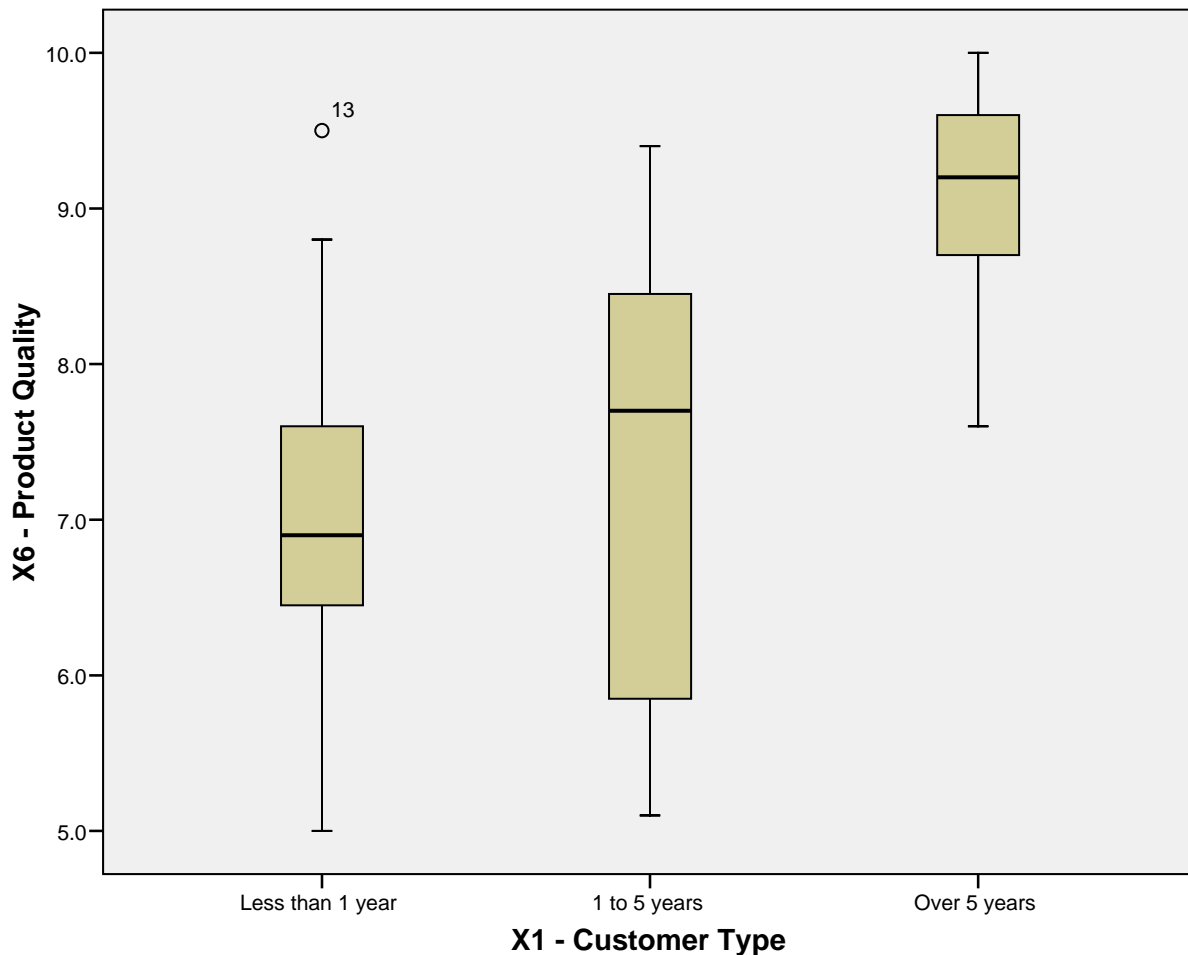
### **Explore**

#### **X1 - Customer Type**

**Case Processing Summary**

		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
X6 - Product Quality	X1 - Customer Type Less than 1 year	32	100.0%	0	.0%	32	100.0%
	1 to 5 years	35	100.0%	0	.0%	35	100.0%
	Over 5 years	33	100.0%	0	.0%	33	100.0%

#### **X6 - Product Quality**



### **Explore**

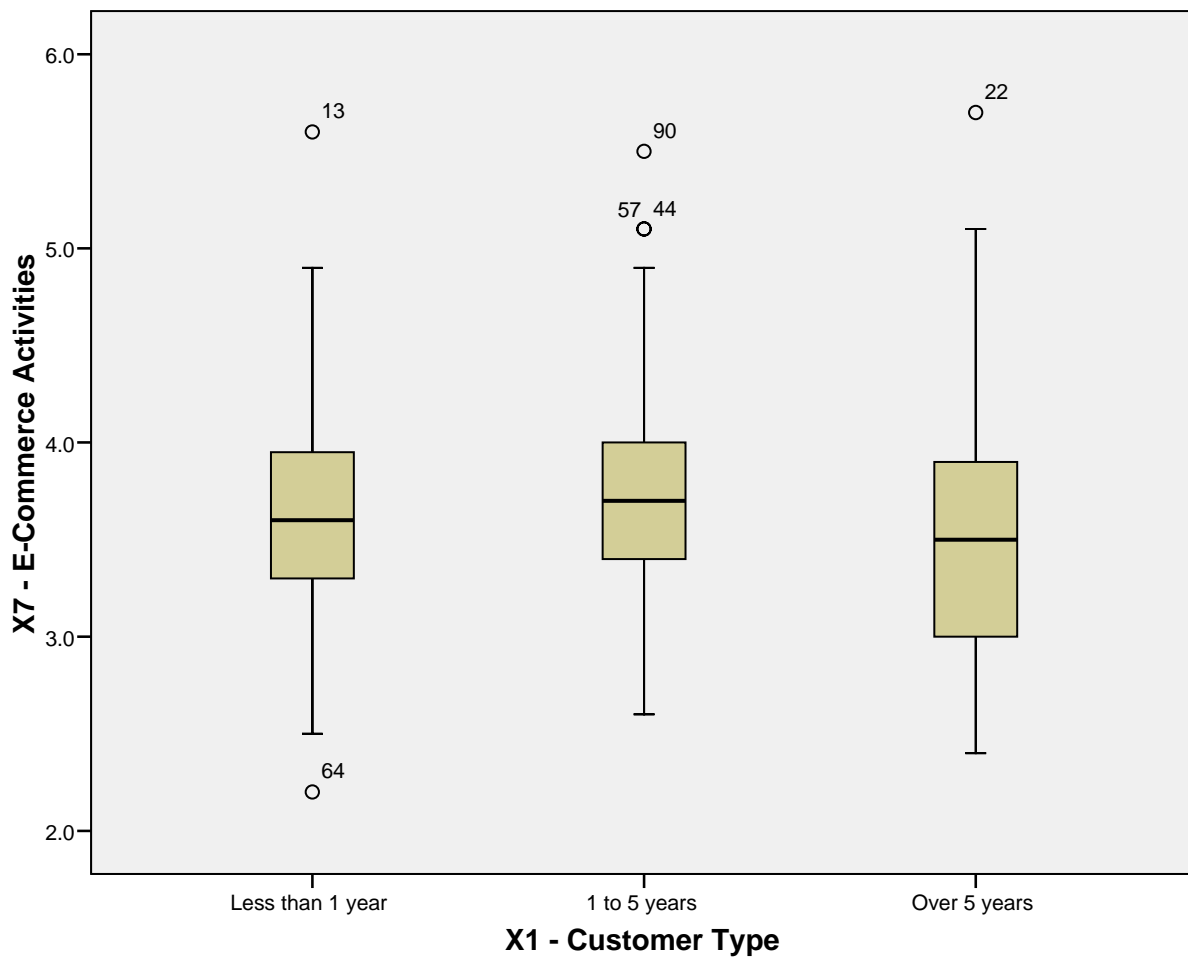
#### **X1 - Customer Type**

## **BASIC DESCRIPTIVE STATISTICS AND GRAPHICS -- X6 BY X1**

**Case Processing Summary**

		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
X7 - E-Commerce Activities	X1 - Customer Type Less than 1 year	32	100.0%	0	.0%	32	100.0%
	1 to 5 years	35	100.0%	0	.0%	35	100.0%
	Over 5 years	33	100.0%	0	.0%	33	100.0%

### **X7 - E-Commerce Activities**



### **Oneway**

## BASIC DESCRIPTIVE STATISTICS AND GRAPHICS -- X6 BY X1

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
X6 - Product Quality	Between Groups	83.078	2	41.539	36.652	.000
	Within Groups	109.932	97	1.133		
	Total	193.010	99			
X7 - E-Commerce Activities	Between Groups	.864	2	.432	.878	.419
	Within Groups	47.718	97	.492		
	Total	48.582	99			

## Post Hoc Tests

### Multiple Comparisons

Scheffe

Dependent Variable	(I) X1 - Customer Type	(J) X1 - Customer Type	Mean Difference (I-J)	Std. Error	Sig.
X6 - Product Quality	Less than 1 year	1 to 5 years	-.1431	.2604	.860
		Over 5 years	-2.0092*	.2641	.000
	1 to 5 years	Less than 1 year	.1431	.2604	.860
		Over 5 years	-1.8661*	.2583	.000
	Over 5 years	Less than 1 year	2.0092*	.2641	.000
		1 to 5 years	1.8661*	.2583	.000
X7 - E-Commerce Activities	Less than 1 year	1 to 5 years	-.1050	.1715	.829
		Over 5 years	.1205	.1740	.787
	1 to 5 years	Less than 1 year	.1050	.1715	.829
		Over 5 years	.2255	.1702	.419
	Over 5 years	Less than 1 year	-.1205	.1740	.787
		1 to 5 years	-.2255	.1702	.419

## BASIC DESCRIPTIVE STATISTICS AND GRAPHICS -- X6 BY X1

### Multiple Comparisons

Scheffe

Dependent Variable	(I) X1 - Customer Type	(J) X1 - Customer Type	95% Confidence Interval	
			Lower Bound	Upper Bound
X6 - Product Quality	Less than 1 year	1 to 5 years	-.790	.504
		Over 5 years	-2.666	-1.353
	1 to 5 years	Less than 1 year	-.504	.790
		Over 5 years	-2.508	-1.224
	Over 5 years	Less than 1 year	1.353	2.666
		1 to 5 years	1.224	2.508
X7 - E-Commerce Activities	Less than 1 year	1 to 5 years	-.531	.321
		Over 5 years	-.312	.553
	1 to 5 years	Less than 1 year	-.321	.531
		Over 5 years	-.198	.649
	Over 5 years	Less than 1 year	-.553	.312
		1 to 5 years	-.649	.198

\*. The mean difference is significant at the .05 level.

## Homogeneous Subsets

### X6 - Product Quality

Scheffe<sup>a,b</sup>

X1 - Customer Type	N	Subset for alpha = .05	
		1	2
Less than 1 year	32	7.097	
1 to 5 years	35	7.240	
Over 5 years	33		9.106
Sig.		.861	1.000

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 33.287.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



## **BASIC DESCRIPTIVE STATISTICS AND GRAPHICS -- X6 BY X1**

### **X7 - E-Commerce Activities**

Scheffe<sup>a,b</sup>

X1 - Customer Type	N	Subset for alpha = .05
		1
Over 5 years	33	3.555
Less than 1 year	32	3.675
1 to 5 years	35	3.780
Sig.		.426

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 33.287.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.