

Appendix 1 The listing of loyalty Program of Malaysia fashion retailers.

Retailers / Brand	Loyalty Programme	Benefits
Padini, Padini Authentics, PDI, P&Co, Seed, Miki, Vincci, Vincci+ and Vincci Accessories	Padini Card (PMC)	<ul style="list-style-type: none"> ▪ Redemption of voucher bas on points accumulated. ▪ Exclusive invitation to members' event. ▪ Members' Birthday treats
Voir, Voir Shoez, Soda, Soda Kids, SCS, Diadora, Noir, G&H	Voir Privilege Card (VPC)	<ul style="list-style-type: none"> ▪ 10% - 20% discount on normal priced items. ▪ Redemption of voucher bas on points accumulated. ▪ Exclusive invitation to members' event. ▪ Members' Birthday treats
Bonia, Sembonia and Carlo Rino	Exclusively Bonia	<ul style="list-style-type: none"> ▪ 20% direct discount on normal priced items.
Somerset Bay, Reject Shop, East India Company, BB Max, Laura Ashley, Metrojaya.	MJ Card	<ul style="list-style-type: none"> ▪ Exclusive invitation to sales previews. ▪ Redemption of rebate vouchers based on points accumulated
Eclipse	Eclipse Club Card	<ul style="list-style-type: none"> ▪ 15% for normal priced items. ▪ Exclusive invitations to Pre-Sales ▪ Exclusive invitations to events such as fashion shows, launches of new product lines ect. ▪ Members' Birthday treats
G2000	G2000 premium Card	<ul style="list-style-type: none"> ▪ Discount up to 30% for regular items (based on points accumulated, the higher the points accumulated, the higher the discount) ▪ 5% discount for promotional items.
Antioni, Diesel, B.U.M equipment, Union Bay, Botton	Star Card	<ul style="list-style-type: none"> ▪ 10% discount on all regular-priced items ▪ Members' Birthday treats

Retailers / Brand	Loyalty Program	Benefits
Esprit, EDC	Esprit Club	<ul style="list-style-type: none"> ▪ 10% discount. ▪ Members' Birthday treats
TopShop, Top Man, Ms Selfridges, Dorothy Perkins	Fast Forward Card (F3 card)	<ul style="list-style-type: none"> ▪ 10% discount on all nett priced items. ▪ Redemption of voucher base on points accumulated. ▪ Members' Birthday treats
Ms Read	Ms. Read Card	<ul style="list-style-type: none"> ▪ 10% discount on all regular-priced items ▪ Birthday treats ▪ Members news and update mailers
Gap, Gap Kids and Baby Gap	Gap membership	<ul style="list-style-type: none"> ▪ 10% discount. ▪ Exclusive members-only promotions/ events / mailers ▪ Members' Birthday treats – RM50 e-voucher
Guess, Guess Accessory, Guess Footwear. Guess by Marciano, Guess Kids	Guess VIP member	<ul style="list-style-type: none"> ▪ 10% discount on all regular-priced items ▪ Invitation to exclusive sale previews / special VIP events ▪ Birthday and festive special promotions ▪ Members' news and update mailers
A/X Armani Exchange, CK Calvin Klein, CK Calvin Klein Accessories, DKNY, DKNY Jeans, DKNY Kids, Emporio Armani, Giorgio Armani, Mulberry, Paul Smith, Marc Jacobs	Club21 Card	<ul style="list-style-type: none"> ▪ Accumulated points can used to redeem Club 21 reward certificates or other rewards such as travel, dining, beauty or donation to selected charity organizations. ▪ Invitation to exclusive sale previews / special events
Aigner, Alain Figaret, Aseana, Aseana Accessories, Cole Haan, Emilio Pucci, Ermenegildo Zegna, Farah Khan, Ferre Milano, Hit Gallery, Hugo Boss, Furla, M Men, M Women, Stuart Weitzman, Tod's, Yves Saint Laurent	The Melium Platinum Card / Gold Card	<ul style="list-style-type: none"> ▪ Reward of voucher (5% - 10% of the net total purchase value) ▪ Complimentary personal shopper services upon request ▪ Exclusive invitations to premieres and special events

**Appendix 2: Existing Stock of Residential, Purpose Built Office, Shopping Complex, Shop,
Hotel and Industry in Malaysia as at Q4 2006**

State	Residential	Purpose Built Office	Shopping Complex	Shop	Hotel		Industry
	Unit	Space (s.m)	Space (s.m)	Unit	Hotel	Room	Unit
Kuala Lumpur	358,115	5,928,254	1,908,117	20,163	232	29,973	5,115
Putrajaya	3,857	1,309,032	65,270	60	1	118	0
Selangor	1,053,734	1,829,946	1,872,937	56,568	92	12,357	32,068
Johor	607497	867490	957348	61480	271	12565	13184
Pulau Pinang	300,832	1,007,052	1,024,734	25,647	101	11,927	7,486
Negeri Sembilan	220,836	252,379	273,461	17,468	73	3,672	4,478
Perak	349,102	588,048	414,059	36,009	159	7,272	6,699
Melaka	138,594	258,582	212,879	14,054	85	6,652	3,541
Kedah	228,871	244,403	308,186	22,443	121	9,397	2,929
Pahang	188,275	261,496	175,969	14,664	264	20,535	3,112
Terengganu	44001	273321	26167	3798	158	6379	598
Kelantan	50362	323308	151334	6829	74	3090	436
Perlis	17626	76552	50364	2893	11	544	113
Sabah	110,694	622,357	263,189	12,411	200	10,170	3,891
Labuan	10,497	83,336	26,063	775	20	934	536
Sarawak	167675	546972	237224	19573	293	12467	3646
Malaysia	3,850,568	14,472,528	7,967,301	314,835	2,155	148,052	87,832

Source : Valuation and Property Services Department, Ministry of Finance Malaysia, 2006

Appendix 3 : Malaysia Population Profile by State - 2000

	State	Population	
		Number	Percentage
	Perlis	204,450	0.88%
	Kelantan	1,313,014	5.64%
	Kedah	1,649,756	7.09%
	Terengganu	898,825	3.86%
	Penang	1,313,449	5.64%
	Pahang	1,288,376	5.54%
	Perak	2,051,236	8.81%
Klang Valley	Federal Territory	1,379,310	5.93%
	Selangor	4,188,876	18.00%
	Negeri Sembilan	859,924	3.69%
	Malacca	635,791	2.73%
	Johor	2,740,625	11.78%
	Labuan	76,067	0.33%
	Sabah	2,603,485	11.19%
	Sarawak	2,071,506	8.90%
Total		23,274,690	

Source : Bernama website, 2009

Appendix 4: Questionnaire



**UNIVERSITI MALAYA
FACULTY OF BUSINESS & ACCOUNTANCY
MASTER OF BUSINESS ADMINISTRATION**

Research Title:

Consumer perceptions toward fashion retailer loyalty programs and their impact on consumer loyalty.

Dear Sir/Madam,

I am conducting a study on loyalty programs and their impacts on consumer behavior – a study of the Malaysia Fashion Industry. I would appreciate if you could spend some time to complete the questionnaire attached. Please rest assured that all information obtained will be used for academic purposes only and will be kept strictly private and confidential.

This research is conducted under the supervision of Dr. Brian Imrie. Should you have any enquiries, please do not hesitate to contact me at 016-3113236 or email me at teeyeehsia@yahoo.com.

Your assistance and participation in this questionnaire is highly appreciated.

Yours Sincerely,

Tee Yee Hsia
Master of Business Administration
(MBA) Universiti Malaya
City Campus Complex
Jalan Tun Ismail
50480 Kuala Lumpur

Dr. Brian Imrie
Senior Lecturer
Tel : 03-7967 3963
Email : brian.imrie@um.edu.my

Section 1: Loyalty Program

Please mark (X) for appropriate answers in the column/space provided

1. How many fashion brands' loyalty card(s) (member cards) do you own?

 1 – 2 cards 3 – 4 cards 5 – 6 cards 7 cards & above– 8 cards

2. Which are the following fashion brand's loyalty card(s) do you own?

Loyalty Card	Fashion Retailers
Voir Privilege Card (VPC)	<i>Voir, Voir Shoez, Soda, Soda Kids, SCS, Diadora, Noir, G&H</i>
Padini Card (PMC)	<i>Padini, Padini Authentics, PDI, P&Co, Seed, Miki, Vincci, Vincci+ and Vincci Accessories</i>
Exclusively Bonia	<i>Bonia, Sembonia and Carlo Rino</i>
MJ Card	<i>Somerset Bay, Reject Shop, East India Company, BB Max, Laura Ashley, Metrojaya.</i>
Eclipse Club Card	<i>Eclipse</i>
G2000 premium Card	<i>G2000</i>
Star Card	<i>Antioni, Diesel, B.U.M equipment, Union Bay, Botton</i>
Esprit Club	<i>Esprit, EDC</i>
Fast Forward Card (F3 card)	<i>TopShop, Top Man, Ms Selfridge, Dorothy Perkins</i>
Ms. Read Card	<i>Ms Read</i>
Gap membership	<i>Gap, Gap Kids and Baby Gap</i>
Guess VIP member	<i>Guess, Guess Accessory, Guess Footwear. Guess by Marciano, Guess Kids</i>
Club21 Card	<i>A/X Armani Exchange, CK Calvin Klein, CK Calvin Klein Accessories, DKNY, DKNY Jeans, DKNY Kids, Emporio Armani, Giorgio Armani, Mulberry, Paul Smith, Marc Jacobs</i>
The Melium Platinum Card / Gold Card	<i>Aigner, Alain Figaret, Aseana, Aseana Accessories, Cole Haan, Emilio Pucci, Ermenegildo Zegna, Farah Khan, Ferre Milano, Hit Gallery, Hugo Boss, Furla, M Men, M Women, Stuart Weitzman, Tod's, Yves Saint Laurent</i>
Others (please state) :	

Section 2 : Customer perceptions towards Loyalty Programs

3. Please mark (x) at the appropriate column which best describe your perception of the fashion brand's loyalty program.

	Very Strongly disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Very strongly agree
	1	2	3	4	5	6	7
I receive member discount							
I save money							
I spend less							
I discover new products							
I discover products I wouldn't have discovered otherwise							
I try new products							
Collecting points is entertaining							
Redeeming points is enjoyable							
I feel glad when I redeem my points							
The fashion shop take better care of me							
I'm treated better than other customers							
I'm treated with more respect							
I feel I am more distinguished than other customers							
I belong to a community of people who share the same values							
I feel close to the brand							
I feel I share the same image as the brand							

4. Please choose 3 most important benefits of the loyalty program according to your preference

	Discounts / monetary savings
	Collecting redemption points
	Redemption/rebate vouchers
	Free gifts
	Birthday treats
	The priority or exclusivity of attending sales preview
	The priority or exclusivity of attending corporate events
	News updates
	The priority or exclusive service

Section 3: Brand Loyalty

5. Please mark (x) at the appropriate column which most matches your feelings toward the fashion brand the loyalty card(s) that you possess.

	Very Strongly disagree	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Very strongly agree
	1	2	3	4	5	6	7
<i>I trust this fashion brand</i>							
<i>I rely on this fashion brand</i>							
<i>This fashion brand is safe</i>							
<i>I feel good when I use this fashion brand</i>							
<i>This fashion brand makes me happy</i>							
<i>I am committed to this fashion brand</i>							
<i>I would be willing to pay a higher price for this fashion brand over other competitor's brands</i>							
<i>This brand is my first choice when I want to buy fashion product</i>							
<i>I will buy this brand the next time I buy fashion product</i>							
<i>I intend to keep purchasing this fashion brand</i>							

Section 4: Demographic

Please mark (X) for appropriate answers in the column/space provided

1. Gender Male Female 2. Marital Status Single Married
2. Age (years-old)
 < 20 20 – 25 26 – 30 31-35
 36 – 40 41 - 45 46 – 50 >50
3. Ethnic group Malay Chinese Indian Others
4. Highest level of education
 Secondary School Diploma Bachelor Degree
 Post Graduate Others : _____
5. Occupation
 Professional/ Manager Executive/Officer Clerical staff
 not working/ Retiree Full time student Others :
6. Estimated household income (RM)
 <2,000 2,000 - 4,000 4,000 - 6,000
 6,000 - 8,000 8,000 - 10,000 >10,000
7. Household size
 1-2 3-4 5-6 7 & above

-----Thank you very much-----

Appendix 5 : Focus Group - Research protocol

Research title :

Consumer perceptions towards fashion retailers loyalty programs and their impacts on consumer loyalty

Welcome

Thank you and welcome for joining this focus group. The focus group will last for 30 minutes.

What is this study about?

I am conducting a study on the consumers' behavior towards fashion retailer's loyalty program.

The objective of this focus group is to study the perceptions of consumers towards loyalty program and the behavior developed from the loyalty program.

In this focus group, six (6) questions will be asked. All responses will be recorded and will be used at the later stage in developing the qualitative questionnaire.

Recording

All discussions will be recorded in recorder and print for post-analysis. All recorded information is confidential and anonymous, and will be used only for the purpose of this research project.

Participants' rights

The participants have the right to withdraw from the session at any time. Kindly sign and return the consent form presented to you.

Introduction:

I am Tee Yee Hsia and will be the facilitator for this focus group

Participants to introduce themselves

Discussion

Scenario :

- 1. Have you ever gone shopping? Purchase things from retailers such as Jusco, Tesco. What about purchase cloths from fashion retailers?*
- 2. Ever come across fashion retailers' member card or loyalty program such as Padini Card, Voir Card or Esprit Card?*

Question :

1. What do you think and what is your first impression towards member card (loyalty program)?
2. In your opinion, what are the objectives / purposes of a fashion retailer offering a member card (loyalty program)?
3. Why do you want to become a member?
4. List down three (3) "MUST HAVE" benefits for a member card (loyalty program)?
5. Why these 3 benefits is the MUST HAVE benefits?
6. Assume you are a member of a fashion brand, how will this affect your:
 - a. shopping (purchase) behavior
 - b. Purchase amount/ quantity
 - c. Repeat purchase / frequency?
 - d. Feelings towards the fashion brand
 - e. Reaction towards other competitors advertisement and promotions activities
 - f. Your reaction to fashion brand's advertisement and promotions activities

Closing the session

Ask the participants if they have anything to add.

Thank the participants for their time, and adjourn the meeting.

Appendix 6 : SPSS Output

Frequencies

Frequency Table

How many fashion brands' loyalty card(s) (member cards) do you own?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 to 2 cards	190	67.1	67.1	67.1
3 to 4 cards	76	26.9	26.9	94.0
5 to 6 cards	9	3.2	3.2	97.2
7 cards and above	8	2.8	2.8	100.0
Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - VPC

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	103	36.4	36.4	36.4
No	180	63.6	63.6	100.0
Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - PMC

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	165	58.3	58.3	58.3
No	118	41.7	41.7	100.0
Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - Bonia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	23	8.1	8.1	8.1
No	260	91.9	91.9	100.0
Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - MJ Card

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	65	23.0	23.0	23.0
No	218	77.0	77.0	100.0
Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - Eclipse

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	9.9	9.9	9.9
	No	255	90.1	90.1	100.0
	Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - G2000

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	13.1	13.1	13.1
	No	246	86.9	86.9	100.0
	Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - Star Card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	3.2	3.2	3.2
	No	274	96.8	96.8	100.0
	Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - Esprit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	48	17.0	17.0	17.0
	No	235	83.0	83.0	100.0
	Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - F3 card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	66	23.3	23.3	23.3
	No	217	76.7	76.7	100.0
	Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - Ms. Read

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	2.5	2.5	2.5
	No	276	97.5	97.5	100.0
	Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - Gap

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	2.5	2.5	2.5
	No	276	97.5	97.5	100.0
	Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - Guess

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	5.7	5.7	5.7
	No	267	94.3	94.3	100.0
	Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - Club 21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	4.9	4.9	4.9
	No	269	95.1	95.1	100.0
	Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - Melium Card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	1.1	1.1	1.1
	No	280	98.9	98.9	100.0
	Total	283	100.0	100.0	

Which are the following fashion brand's loyalty card(s) do you own - Others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	.4	.4	.4
	No	282	99.6	99.6	100.0
	Total	283	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	76	26.9	26.9	26.9
	Female	207	73.1	73.1	100.0
	Total	283	100.0	100.0	

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	178	62.9	62.9	62.9
	Married	105	37.1	37.1	100.0
	Total	283	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20 years old	9	3.2	3.2	3.2
	20 to 25 years old	89	31.4	31.4	34.6
	26 to 30 years old	100	35.3	35.3	70.0
	31 to 35 years old	61	21.6	21.6	91.5
	36 to 40 years old	15	5.3	5.3	96.8
	41 to 45 years old	8	2.8	2.8	99.6
	46 to 50 years old	1	.4	.4	100.0
	Total	283	100.0	100.0	

Ethnic group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	103	36.4	36.4	36.4
	Chinese	149	52.7	52.7	89.0
	Indian	31	11.0	11.0	100.0
	Total	283	100.0	100.0	

Highest level of education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary school	77	27.2	27.2	27.2
	Diploma	88	31.1	31.1	58.3
	Bachelor Degree	94	33.2	33.2	91.5
	Post Graduate	24	8.5	8.5	100.0
	Total	283	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Professional/Manager	54	19.1	19.1	19.1
	Executive/Officer	114	40.3	40.3	59.4
	Clerical staff	72	25.4	25.4	84.8
	Not working/Retiree	20	7.1	7.1	91.9
	Full time student	23	8.1	8.1	100.0
	Total	283	100.0	100.0	

Estimated household income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM2000	40	14.1	14.1	14.1
	RM2000 to RM4000	81	28.6	28.6	42.8
	RM4001 to RM6000	47	16.6	16.6	59.4
	RM6001 to RM8000	48	17.0	17.0	76.3
	RM8001 to RM10000	36	12.7	12.7	89.0
	More than RM10000	31	11.0	11.0	100.0

Total	283	100.0	100.0
-------	-----	-------	-------

Household size

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 to 2 persons	71	25.1	25.1	25.1
3 to 4 persons	105	37.1	37.1	62.2
5 to 6 persons	79	27.9	27.9	90.1
7 persons and above	28	9.9	9.9	100.0
Total	283	100.0	100.0	

Please choose 3 most important benefits of the loyalty program according to your preference - Discounts/monetary savings

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	262	92.6	92.6	92.6
No	21	7.4	7.4	100.0
Total	283	100.0	100.0	

Please choose 3 most important benefits of the loyalty program according to your preference - Collecting redemption points

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	82	29.0	29.0	29.0
No	201	71.0	71.0	100.0
Total	283	100.0	100.0	

Please choose 3 most important benefits of the loyalty program according to your preference - Redemption/rebate vouchers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	173	61.1	61.1	61.1
No	110	38.9	38.9	100.0
Total	283	100.0	100.0	

Please choose 3 most important benefits of the loyalty program according to your preference - Free gifts

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	98	34.6	34.6	34.6
No	185	65.4	65.4	100.0
Total	283	100.0	100.0	

Please choose 3 most important benefits of the loyalty program according to your preference - Birthday treats

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	133	47.0	47.0	47.0
No	150	53.0	53.0	100.0
Total	283	100.0	100.0	

**Please choose 3 most important benefits of the loyalty program according to your preference -
The priority/exclusivity of attending sales preview**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	53	18.7	18.7	18.7
No	230	81.3	81.3	100.0
Total	283	100.0	100.0	

**Please choose 3 most important benefits of the loyalty program according to your preference -
The priority/exclusivity of attending corporate events**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	16	5.7	5.7	5.7
No	267	94.3	94.3	100.0
Total	283	100.0	100.0	

**Please choose 3 most important benefits of the loyalty program according to your preference -
News updates**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	38	13.4	13.4	13.4
No	245	86.6	86.6	100.0
Total	283	100.0	100.0	

**Please choose 3 most important benefits of the loyalty program according to your preference -
The priority /exclusive service**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	17	6.0	6.0	6.0
No	266	94.0	94.0	100.0
Total	283	100.0	100.0	

Reliability

Scale: Utilitarian Benefits

Case Processing Summary

		N	%
Cases	Valid	283	100.0
	Excluded(a)	0	.0
	Total	283	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.969	3

Item Statistics

	Mean	Std. Deviation	N
I receive member discount	5.18	1.241	283
I save money	4.95	1.275	283
I spend less	4.97	1.281	283

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I receive member discount	9.92	6.475	.882	.991
I save money	10.15	5.973	.961	.935
I spend less	10.13	5.944	.961	.935

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.10	13.586	3.686	3

Scale: Hedonic Benefits

Case Processing Summary

		N	%
Cases	Valid	283	100.0
	Excluded(a)	0	.0
	Total	283	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.949	6

Item Statistics

	Mean	Std. Deviation	N
I discover new products	4.92	1.147	283
I discover products I wouldn't have discovered otherwise	4.80	1.116	283
I try new products	4.73	1.055	283
Collecting points is entertaining	5.15	1.197	283
Redeeming points is enjoyable	5.29	1.176	283

I feel glad when I redeem my points	5.22	1.195	283
-------------------------------------	------	-------	-----

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I discover new products	25.18	26.760	.827	.942
I discover products I wouldn't have discovered otherwise	25.30	27.078	.823	.942
I try new products	25.37	27.653	.822	.942
Collecting points is entertaining	24.95	25.852	.871	.936
Redeeming points is enjoyable	24.82	25.987	.877	.936
I feel glad when I redeem my points	24.88	26.132	.846	.940

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.10	37.887	6.155	6

Scale: Symbolic benefits

Case Processing Summary

		N	%
Cases	Valid	283	100.0
	Excluded(a)	0	.0
	Total	283	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.958	7

Item Statistics

	Mean	Std. Deviation	N
The fashion shop take better care of me	3.83	1.236	283
I'm treated better than other customers	3.71	1.264	283
I'm treated with more respect	3.67	1.283	283

I feel I am more distinguished than other customers	3.76	1.256	283
I belong to a community of people who share the same values	4.21	1.128	283
I feel close to the brand	4.36	1.183	283
I feel I share the same image as the brand	4.26	1.239	283

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The fashion shop take better care of me	23.97	43.460	.867	.951
I'm treated better than other customers	24.09	42.715	.895	.948
I'm treated with more respect	24.12	42.286	.909	.947
I feel I am more distinguished than other customers	24.04	42.758	.899	.948
I belong to a community of people who share the same values	23.59	45.753	.792	.957
I feel close to the brand	23.44	44.808	.814	.955
I feel I share the same image as the brand	23.54	44.299	.805	.956

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
27.80	59.105	7.688	7

Scale: Attitudinal loyalty

Case Processing Summary

		N	%
Cases	Valid	283	100.0
	Excluded(a)	0	.0
	Total	283	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items

.941	7
------	---

Item Statistics

	Mean	Std. Deviation	N
I trust this fashion brand	4.87	1.036	283
I rely on this fashion brand	4.45	1.142	283
This fashion brand is safe	4.50	.943	283
I feel good when I use this fashion brand	4.79	1.008	283
This fashion brand makes me happy	4.77	1.049	283
I am committed to this fashion brand	4.64	1.090	283
I would be willing to pay a higher price for this fashion brand over other competitor's brands	4.23	1.120	283

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I trust this fashion brand	27.37	30.122	.809	.931
I rely on this fashion brand	27.80	28.873	.832	.929
This fashion brand is safe	27.74	31.412	.766	.935
I feel good when I use this fashion brand	27.45	30.071	.842	.928
This fashion brand makes me happy	27.47	29.605	.849	.927
I am committed to this fashion brand	27.60	29.759	.795	.932
I would be willing to pay a higher price for this fashion brand over other competitor's brands	28.01	29.964	.749	.937

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
32.24	40.396	6.356	7

Scale: Behavioral Loyalty

Case Processing Summary

		N	%
Cases	Valid	283	100.0
	Excluded(a)	0	.0
	Total	283	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.951	3

Item Statistics

	Mean	Std. Deviation	N
This brand is my first choice when I want to buy fashion product	4.65	1.019	283
I will buy this brand the next time I buy fashion product	4.65	1.019	283
I intent to keep purchasing this fashion brand	4.68	1.113	283

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
This brand is my first choice when I want to buy fashion product	9.33	4.108	.946	.892
I will buy this brand the next time I buy fashion product	9.33	4.108	.946	.892
I intent to keep purchasing this fashion brand	9.29	4.151	.807	1.000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.98	9.053	3.009	3

Factor Analysis

Loyalty program benefits

Correlation Matrix

	I receive member discount	I save money	I spend less	I discover new products I discover products I wouldn't have discovered otherwise	I try new products	Collecting points is entertaining	Redeeming points is enjoyable	I feel glad when I redeem my points	The fashion shop take better care of me	I'm treated better than other customers	I'm treated with more respect	I feel I am more distinguished than other customers	I belong to a community of people who share the same values	I feel close to the brand	I feel I share the same image as the brand	
Correlation I receive member discount	1.000	.878	.878	.469	.469	.401	.464	.467	.451	.421	.416	.434	.430	.469	.428	.391
I save money	.878	1.000	.983	.492	.496	.440	.479	.476	.455	.480	.499	.508	.521	.481	.471	.440
I spend less	.878	.983	1.000	.493	.491	.443	.482	.484	.461	.465	.483	.499	.515	.481	.471	.443
I discover new products	.469	.492	.493	1.000	.870	.747	.730	.701	.686	.408	.397	.380	.417	.452	.468	.447
I discover products I wouldn't have discovered otherwise	.469	.496	.491	.870	1.000	.794	.697	.676	.685	.471	.483	.464	.466	.439	.487	.446
I try new products	.401	.440	.443	.747	.794	1.000	.740	.723	.708	.462	.457	.462	.452	.438	.483	.453
Collecting points is entertaining	.464	.479	.482	.730	.697	.740	1.000	.905	.813	.380	.397	.397	.422	.487	.473	.459
Redeeming points is enjoyable	.467	.476	.484	.701	.676	.723	.905	1.000	.894	.388	.403	.408	.430	.460	.462	.426
I feel glad when I redeem my points	.451	.455	.461	.686	.685	.708	.813	.894	1.000	.413	.411	.435	.474	.403	.439	.397
The fashion shop take better care of me	.421	.480	.465	.408	.471	.462	.380	.388	.413	1.000	.898	.886	.844	.662	.661	.688
I'm treated better than other customers	.416	.499	.483	.397	.483	.457	.397	.403	.411	.898	1.000	.947	.874	.675	.694	.683
I'm treated with more respect	.434	.508	.499	.380	.464	.462	.397	.408	.435	.886	.947	1.000	.892	.692	.712	.710
I feel I am more distinguished than other customers	.430	.521	.515	.417	.466	.452	.422	.430	.474	.844	.874	.892	1.000	.726	.737	.724
I belong to a community of people who share the same values	.469	.481	.481	.452	.439	.438	.487	.460	.403	.662	.675	.692	.726	1.000	.800	.758
I feel close to the brand	.428	.471	.471	.468	.487	.483	.473	.462	.439	.661	.694	.712	.737	.800	1.000	.819

I feel I share the same image as the brand	.391	.440	.443	.447	.446	.453	.459	.426	.397	.688	.683	.710	.724	.758	.819	1.000
--------------------------------------------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	-------

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.912
Bartlett's Test of Sphericity	Approx. Chi-Square	6046.606
	Df	120
	Sig.	.000

Communalities

	Initial	Extraction
I receive member discount	1.000	.897
I save money	1.000	.966
I spend less	1.000	.965
I discover new products	1.000	.775
I discover products I wouldn't have discovered otherwise	1.000	.765
I try new products	1.000	.772
Collecting points is entertaining	1.000	.842
Redeeming points is enjoyable	1.000	.847
I feel glad when I redeem my points	1.000	.800
The fashion shop take better care of me	1.000	.828
I'm treated better than other customers	1.000	.869
I'm treated with more respect	1.000	.888
I feel I am more distinguished than other customers	1.000	.866
I belong to a community of people who share the same values	1.000	.704
I feel close to the brand	1.000	.740
I feel I share the same image as the brand	1.000	.728

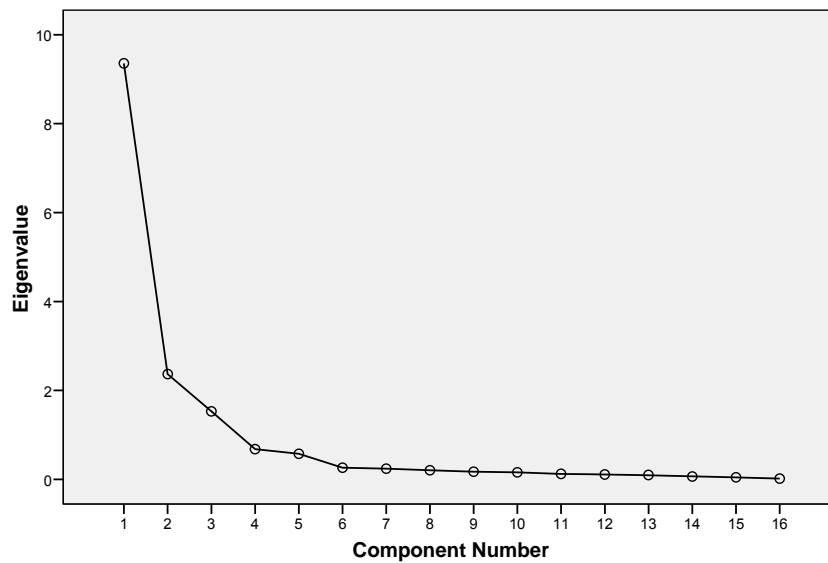
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.357	58.482	58.482	9.357	58.482	58.482
2	2.366	14.790	73.273	2.366	14.790	73.273
3	1.529	9.559	82.832	1.529	9.559	82.832
4	.679	4.241	87.073			
5	.575	3.593	90.666			
6	.261	1.634	92.300			
7	.240	1.502	93.802			
8	.205	1.279	95.081			
9	.171	1.070	96.151			
10	.158	.986	97.136			
11	.123	.768	97.904			
12	.109	.683	98.588			
13	.097	.609	99.197			
14	.065	.407	99.604			
15	.047	.293	99.897			
16	.016	.103	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix(a)

	Component		
	1	2	3
I receive member discount	.684		.644
I save money	.737		.646
I spend less	.734		.647
I discover new products	.744	.452	

I discover products I wouldn't have discovered otherwise	.768	.389
I try new products	.750	.391
Collecting points is entertaining	.758	.486
Redeeming points is enjoyable	.756	.495
I feel glad when i redeem my points	.742	.463
The fashion shop take better care of me	.787	-.445
I'm treated better than other customers	.803	-.462
I'm treated with more respect	.812	-.470
I feel I am more distinguished than other customers	.820	-.432
I belong to a community of people who share the same values	.775	-.314
I feel close to the brand	.791	-.312
I feel I share the same image as the brand	.765	-.347

Extraction Method: Principal Component Analysis.
a. 3 components extracted.

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.912
Bartlett's Test of Sphericity	Approx. Chi-Square	6046.606
	Df	120
	Sig.	.000

Component Matrix(a)

a. 3 components extracted.

Rotated Component Matrix(a)

	Component		
	1	2	3
I receive member discount			.878
I save money	.300		.896
I spend less			.897
I discover new products		.821	
I discover products I wouldn't have discovered otherwise		.798	
I try new products		.818	
Collecting points is entertaining		.869	
Redeeming points is enjoyable		.873	
I feel glad when i redeem my points		.846	
The fashion shop take better care of me	.869		
I'm treated better than other customers	.891		
I'm treated with more respect	.900		
I feel I am more distinguished than other customers	.878		
I belong to a community of people who share the same values	.761		

I feel close to the brand	.784	.306	
I feel I share the same image as the brand	.796		

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	5.539	34.621	34.621
2	4.844	30.276	64.897
3	2.870	17.935	82.832

Extraction Method: Principal Component Analysis.

Component Transformation Matrix

Component	1	2	3
1	.678	.608	.412
2	-.697	.710	.100
3	-.232	-.355	.906

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

**Loyalty
Correlation Matrix(a)**

	I trust this fashion brand	I rely on this fashion brand	This fashion brand is safe	I feel good when I use this fashion brand	This fashion brand makes me happy	I am committed to this fashion brand	higher price for this fashion brand over other competitor's brands	This brand is my first choice when I want to buy fashion product	I will buy this brand the next time i buy fashion product	I intent to keep purchasing this fashion brand
Correlation I trust this fashion brand	1.000	.779	.667	.740	.706	.670	.628	.543	.543	.618
I rely on this fashion brand	.779	1.000	.705	.724	.722	.684	.686	.538	.538	.564
This fashion brand is safe	.667	.705	1.000	.721	.668	.639	.598	.490	.490	.527
I feel good when I use this fashion brand	.740	.724	.721	1.000	.837	.697	.629	.581	.581	.626
This fashion brand makes me happy	.706	.722	.668	.837	1.000	.753	.688	.598	.598	.606
I am committed to this fashion brand	.670	.684	.639	.697	.753	1.000	.682	.560	.560	.584
I would be willing to pay a higher price for this fashion brand over other competitor's brands	.628	.686	.598	.629	.688	.682	1.000	.589	.589	.547
This brand is my first choice when I want to buy fashion product	.543	.538	.490	.581	.598	.560	.589	1.000	1.000	.807
I will buy this brand the next time i buy fashion product	.543	.538	.490	.581	.598	.560	.589	1.000	1.000	.807
I intent to keep purchasing this fashion brand	.618	.564	.527	.626	.606	.584	.547	.807	.807	1.000

a This matrix is not positive definite.

Communalities

	Initial	Extraction
I trust this fashion brand	1.000	.750
I rely on this fashion brand	1.000	.785
This fashion brand is safe	1.000	.707
I feel good when I use this fashion brand	1.000	.795
This fashion brand makes me happy	1.000	.796
I am committed to this fashion brand	1.000	.718
I would be willing to pay a higher price for this fashion brand over other competitor's brands	1.000	.655
This brand is my first choice when I want to buy fashion product	1.000	.971
I will buy this brand the next time i buy fashion product	1.000	.971
I intent to keep purchasing this fashion brand	1.000	.810

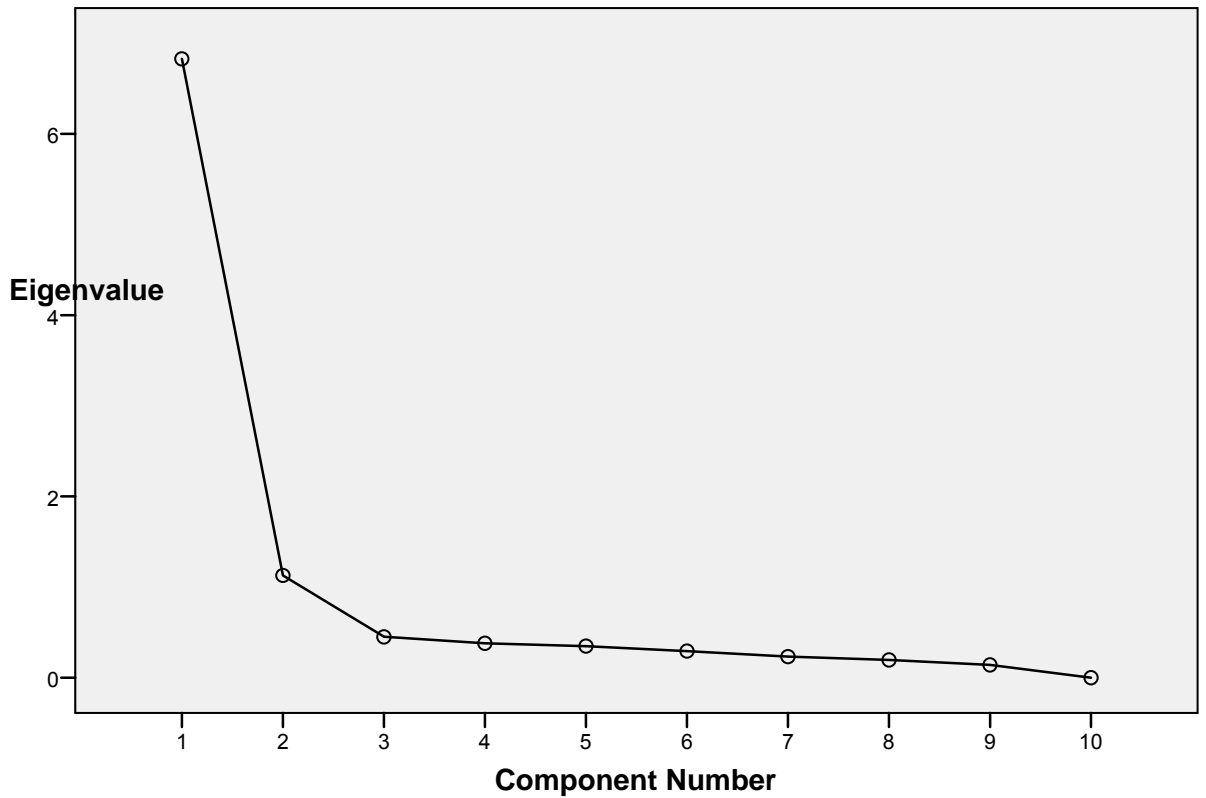
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.828	68.284	68.284	6.828	68.284	68.284
2	1.129	11.285	79.569	1.129	11.285	79.569
3	.451	4.508	84.077			
4	.380	3.800	87.877			
5	.349	3.487	91.364			
6	.293	2.934	94.298			
7	.233	2.332	96.631			
8	.195	1.954	98.585			
9	.142	1.415	100.000			
10	1.78E-016	1.78E-015	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix(a)

	Component	
	1	2
This fashion brand makes me happy	.872	
I feel good when I use this fashion brand	.867	
I rely on this fashion brand	.842	
I trust this fashion brand	.836	
I am committed to this fashion brand	.828	
This brand is my first choice when I want to buy fashion product	.809	.563
I will buy this brand the next time i buy fashion product	.809	.563
I intent to keep purchasing this fashion brand	.807	.398
I would be willing to pay a higher price for this fashion brand over other competitor's brands	.803	
This fashion brand is safe	.787	

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

Component Matrix(a)

a 2 components extracted.

Rotated Component Matrix(a)

	Component	
	1	2
I rely on this fashion brand	.842	
I feel good when I use this fashion brand	.822	.346
This fashion brand makes me happy	.814	.365
This fashion brand is safe	.809	
I trust this fashion brand	.807	.314
I am committed to this fashion brand	.775	.344
I would be willing to pay a higher price for this fashion brand over other competitor's brands	.706	.395
This brand is my first choice when I want to buy fashion product	.318	.933
I will buy this brand the next time i buy fashion product	.318	.933
I intent to keep purchasing this fashion brand	.414	.799

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 3 iterations.

Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	4.825	48.248	48.248
2	3.132	31.321	79.569

Extraction Method: Principal Component Analysis.

Component Transformation Matrix

Component	1	2
1	.805	.593
2	-.593	.805

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Descriptive Statistics

	Mean	Std. Deviation	N
UtilitarianB	15.0989	3.68591	283
HedonicB	30.1025	6.15521	283
SymbolicB	27.7986	7.68796	283
AttitudinalL	32.2403	6.35578	283
BehavioralL	13.9753	3.00875	283

Correlations

		UtilitarianB	HedonicB	SymbolicB	AttitudinalL	BehavioralL
UtilitarianB	Pearson Correlation	1	.539(**)	.535(**)	.391(**)	.345(**)
	Sig. (2-tailed)		.000	.000	.000	.000
	N	283	283	283	283	283
HedonicB	Pearson Correlation	.539(**)	1	.546(**)	.449(**)	.280(**)
	Sig. (2-tailed)	.000		.000	.000	.000
	N	283	283	283	283	283
SymbolicB	Pearson Correlation	.535(**)	.546(**)	1	.578(**)	.423(**)
	Sig. (2-tailed)	.000	.000		.000	.000
	N	283	283	283	283	283
AttitudinalL	Pearson Correlation	.391(**)	.449(**)	.578(**)	1	.689(**)
	Sig. (2-tailed)	.000	.000	.000		.000
	N	283	283	283	283	283
BehavioralL	Pearson Correlation	.345(**)	.280(**)	.423(**)	.689(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	283	283	283	283	283

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

Multiple Regressions

Descriptive Statistics

	Mean	Std. Deviation	N
BehavioralL	13.9753	3.00875	283
UtilitarianB	15.0989	3.68591	283
HedonicB	30.1025	6.15521	283
SymbolicB	27.7986	7.68796	283

Correlations

		BehavioralL	UtilitarianB	HedonicB	SymbolicB
Pearson Correlation	BehavioralL	1.000	.345	.280	.423
	UtilitarianB	.345	1.000	.539	.535
	HedonicB	.280	.539	1.000	.546
	SymbolicB	.423	.535	.546	1.000
Sig. (1-tailed)	BehavioralL	.	.000	.000	.000
	UtilitarianB	.000	.	.000	.000
	HedonicB	.000	.000	.	.000
	SymbolicB	.000	.000	.000	.
N	BehavioralL	283	283	283	283
	UtilitarianB	283	283	283	283
	HedonicB	283	283	283	283
	SymbolicB	283	283	283	283

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SymbolicB, UtilitarianB, HedonicB(a)		Enter

a All requested variables entered.

b Dependent Variable: BehavioralL

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.446(a)	.199	.190	2.70751

a Predictors: (Constant), SymbolicB, UtilitarianB, HedonicB

b Dependent Variable: BehavioralL

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	507.586	3	169.195	23.081	.000(a)
	Residual	2045.241	279	7.331		
	Total	2552.827	282			

a Predictors: (Constant), SymbolicB, UtilitarianB, HedonicB

b Dependent Variable: BehavioralL

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.206	.857		9.576	.000		
	UtilitarianB	.132	.055	.161	2.381	.018	.627	1.595
	HedonicB	.006	.033	.013	.194	.846	.616	1.623
	SymbolicB	.129	.027	.330	4.849	.000	.621	1.611

a Dependent Variable: BehavioralL

Collinearity Diagnostics(a)

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	UtilitarianB	HedonicB	SymbolicB	(Constant)
1	1	3.918	1.000	.00	.00	.00	.00	.00
	2	.037	10.319	.36	.00	.02	.71	
	3	.027	12.064	.19	.94	.01	.19	
	4	.018	14.754	.44	.06	.97	.09	

a Dependent Variable: BehavioralL

Casewise Diagnostics(a)

Case Number	Std. Residual	BehavioralL	Predicted Value	Residual
67	-3.577	6.00	15.6844	-9.68436

a Dependent Variable: BehavioralL

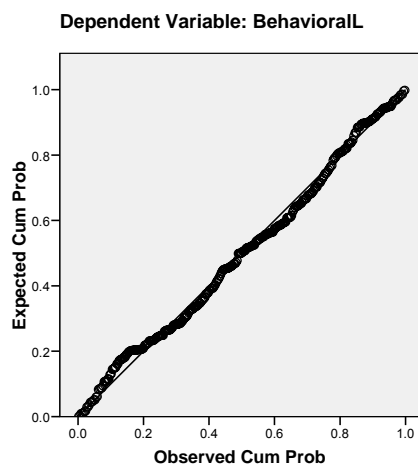
Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.8471	17.5653	13.9753	1.34162	283
Std. Predicted Value	-3.077	2.676	.000	1.000	283
Standard Error of Predicted Value	.161	.776	.305	.102	283
Adjusted Predicted Value	9.8334	17.4539	13.9733	1.33918	283
Residual	-9.68436	7.79009	.00000	2.69307	283
Std. Residual	-3.577	2.877	.000	.995	283
Stud. Residual	-3.601	2.913	.000	1.004	283
Deleted Residual	-9.81441	7.98717	.00199	2.74134	283
Stud. Deleted Residual	-3.681	2.953	.000	1.008	283
Mahal. Distance	.003	22.164	2.989	2.864	283
Cook's Distance	.000	.084	.005	.011	283
Centered Leverage Value	.000	.079	.011	.010	283

a Dependent Variable: BehavioralL

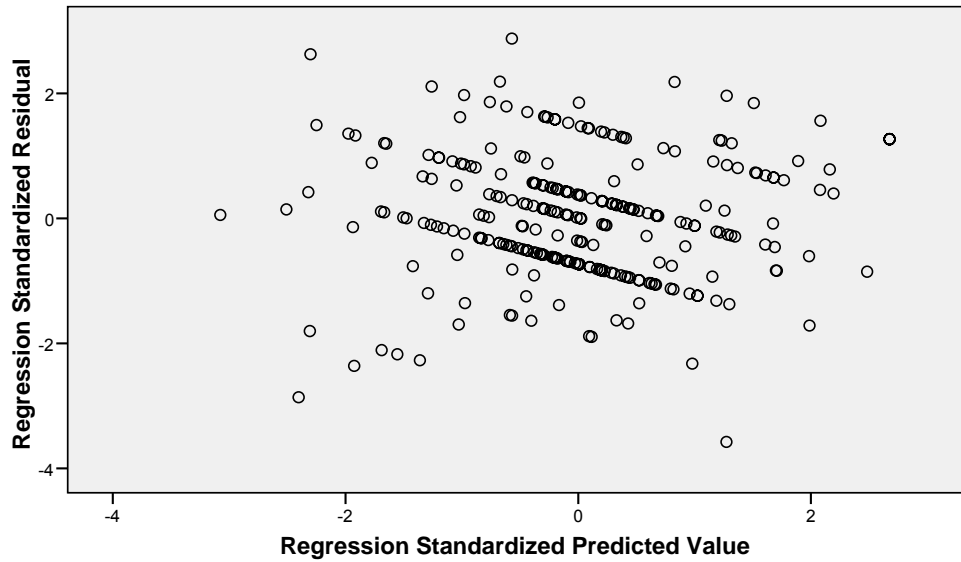
Charts

Normal P-P Plot of Regression Standardized Residual



Scatterplot

Dependent Variable: Behaviorall



Descriptive Statistics

	Mean	Std. Deviation	N
AttitudinalL	32.2403	6.35578	283
UtilitarianB	15.0989	3.68591	283
HedonicB	30.1025	6.15521	283
SymbolicB	27.7986	7.68796	283

Correlations

		AttitudinalL	UtilitarianB	HedonicB	SymbolicB
Pearson Correlation	AttitudinalL	1.000	.391	.449	.578
	UtilitarianB	.391	1.000	.539	.535
	HedonicB	.449	.539	1.000	.546
	SymbolicB	.578	.535	.546	1.000
Sig. (1-tailed)	AttitudinalL	.	.000	.000	.000
	UtilitarianB	.000	.	.000	.000
	HedonicB	.000	.000	.	.000
	SymbolicB	.000	.000	.000	.
N	AttitudinalL	283	283	283	283
	UtilitarianB	283	283	283	283
	HedonicB	283	283	283	283
	SymbolicB	283	283	283	283

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	SymbolicB, UtilitarianB, HedonicB(a)	.	Enter

a All requested variables entered.
 b Dependent Variable: AttitudinalL

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601(a)	.361	.354	5.10680

a Predictors: (Constant), SymbolicB, UtilitarianB, HedonicB
 b Dependent Variable: AttitudinalL

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4115.502	3	1371.834	52.602	.000(a)
	Residual	7276.158	279	26.079		
	Total	11391.661	282			

a Predictors: (Constant), SymbolicB, UtilitarianB, HedonicB
 b Dependent Variable: AttitudinalL

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF	B	Std. Error
1	(Constant)	15.022	1.616		9.295	.000		
	UtilitarianB	.098	.104	.057	.937	.349	.627	1.595
	HedonicB	.176	.063	.171	2.799	.005	.616	1.623
	SymbolicB	.376	.050	.454	7.479	.000	.621	1.611

a Dependent Variable: AttitudinalL

Collinearity Diagnostics(a)

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
		(Constant)	UtilitarianB	HedonicB	SymbolicB	(Constant)	UtilitarianB
1	1	3.918	1.000	.00	.00	.00	.00
	2	.037	10.319	.36	.00	.02	.71
	3	.027	12.064	.19	.94	.01	.19
	4	.018	14.754	.44	.06	.97	.09

a Dependent Variable: AttitudinalL

Casewise Diagnostics(a)

Case Number	Std. Residual	AttitudinalL	Predicted Value	Residual
67	-4.300	14.00	35.9571	-21.95713
165	3.430	48.00	30.4830	17.51704

a Dependent Variable: AttitudinalL

Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	20.8666	42.8752	32.2403	3.82021	283
Std. Predicted Value	-2.977	2.784	.000	1.000	283
Standard Error of Predicted Value	.304	1.464	.576	.192	283
Adjusted Predicted Value	20.5591	42.6765	32.2328	3.82238	283
Residual	-21.95713	17.51704	.00000	5.07956	283
Std. Residual	-4.300	3.430	.000	.995	283
Stud. Residual	-4.328	3.502	.001	1.003	283
Deleted Residual	-22.25198	18.25596	.00751	5.17037	283
Stud. Deleted Residual	-4.473	3.575	.001	1.009	283
Mahal. Distance	.003	22.164	2.989	2.864	283
Cook's Distance	.000	.129	.005	.011	283
Centered Leverage Value	.000	.079	.011	.010	283

a Dependent Variable: AttitudinalL

Charts

Normal P-P Plot of Regression Standardized Residual

