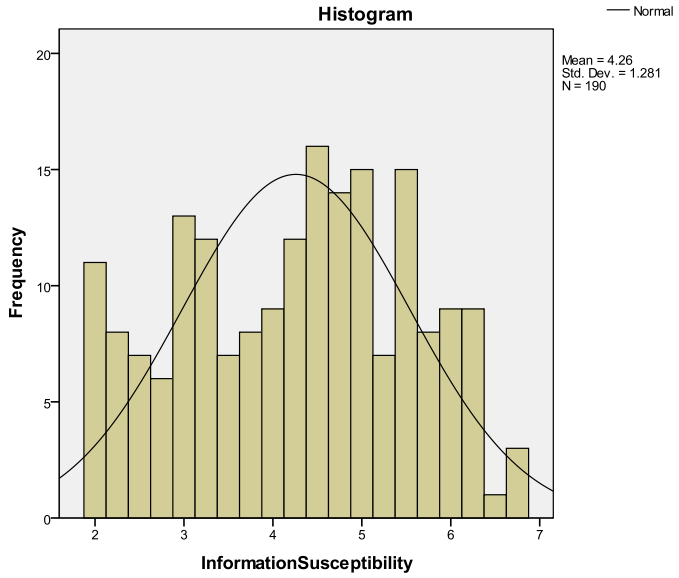
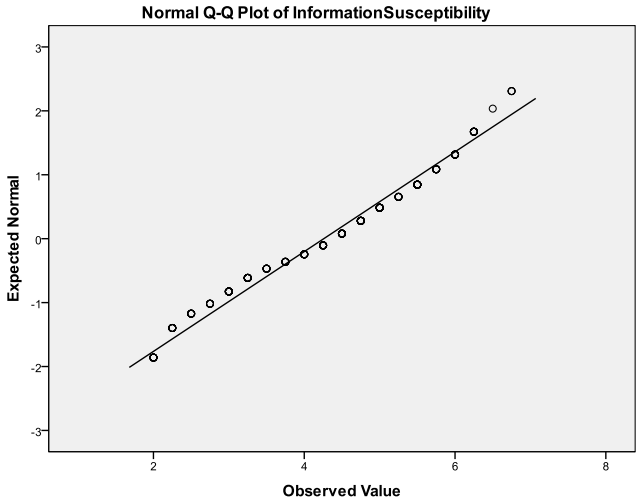
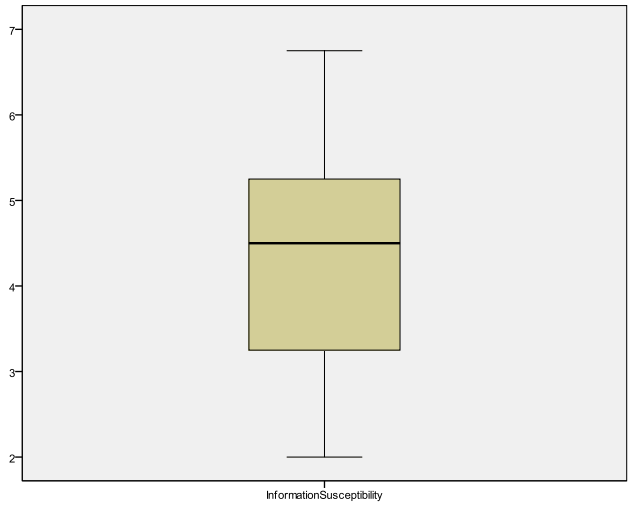
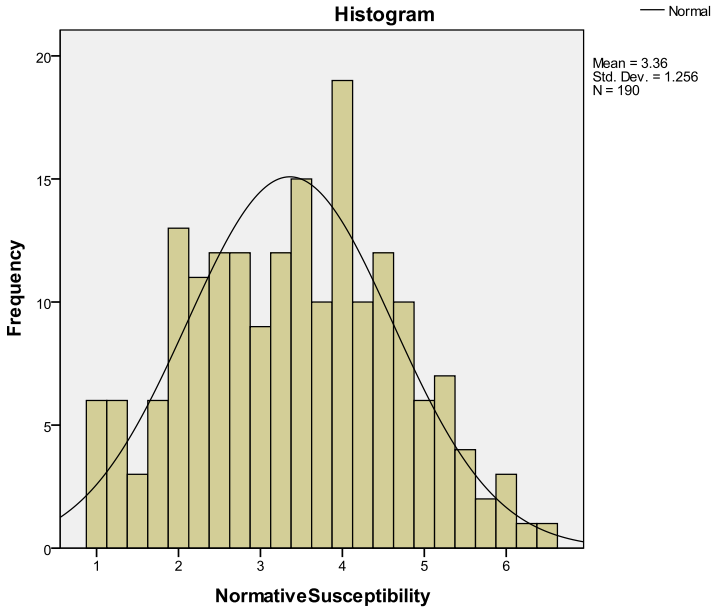
Appendix

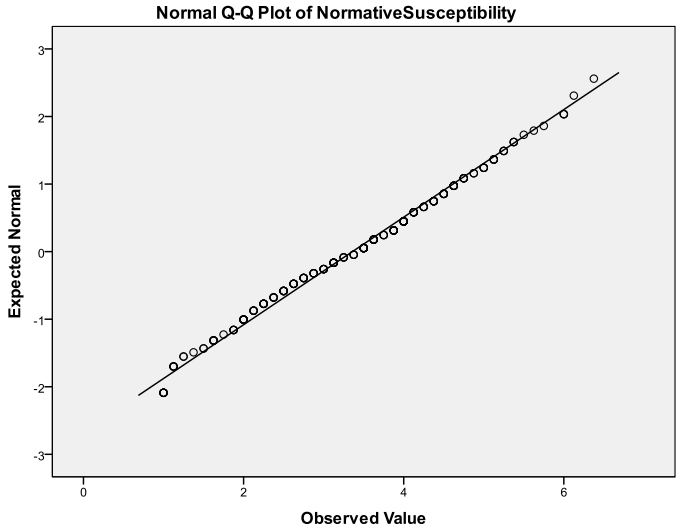
Normality TESTS

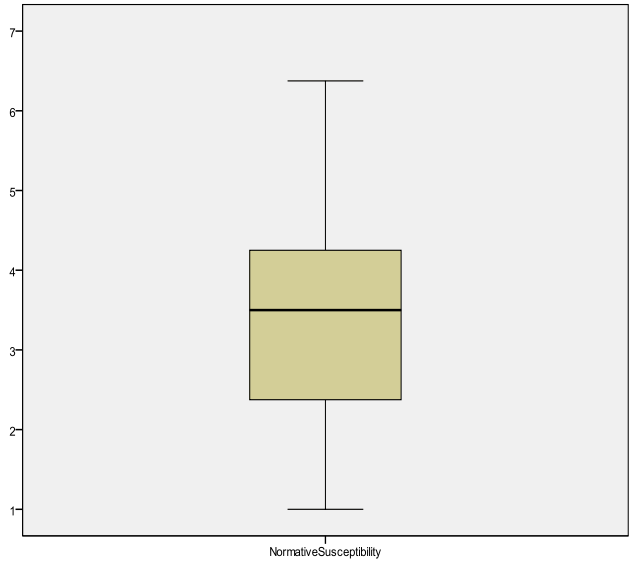


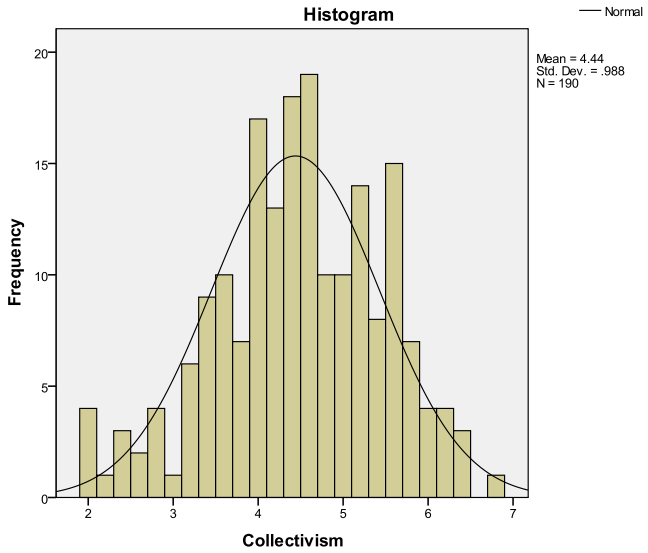


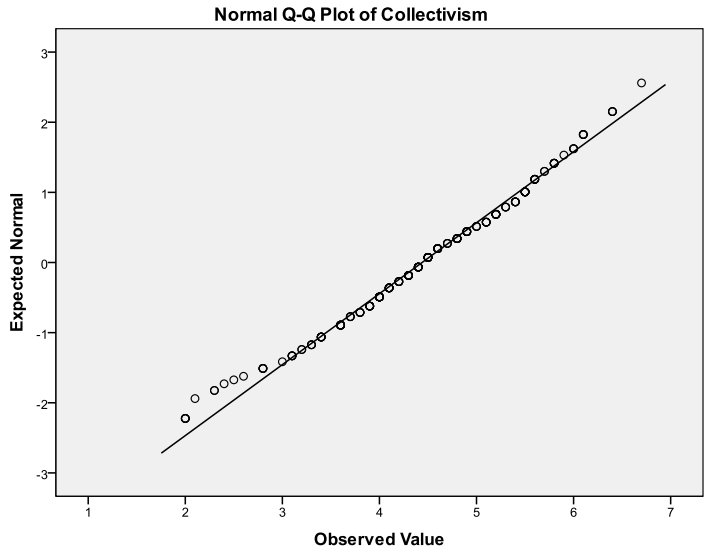


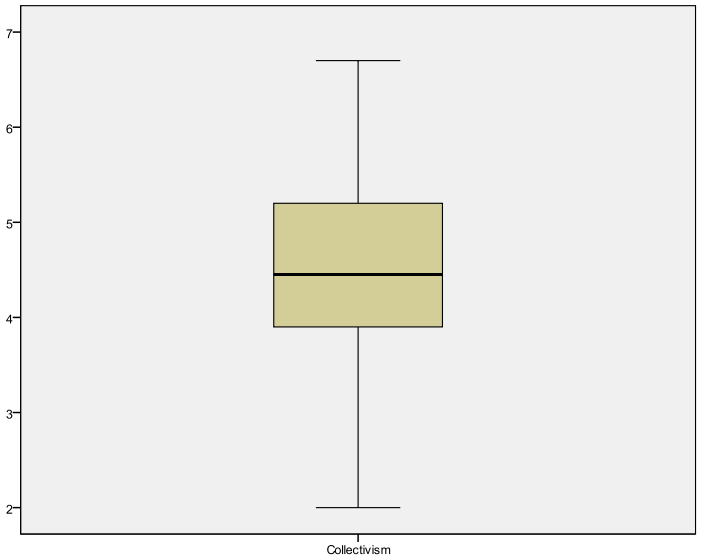

Histogram
Normal
Mean = 3.36
Std. Dev. = 1.256
N = 190
Frequency
NormativeSusceptibility

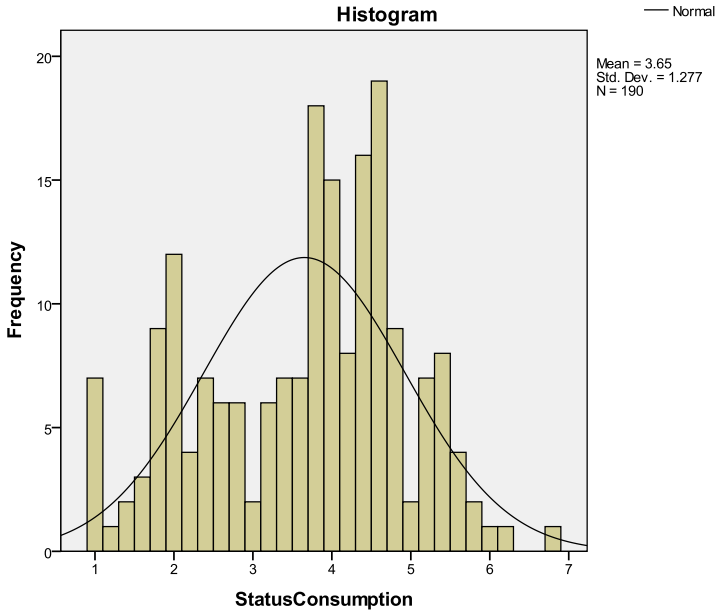

Normal Q-Q Plot of NormativeSusceptibility
Expected Normal
Observed Value

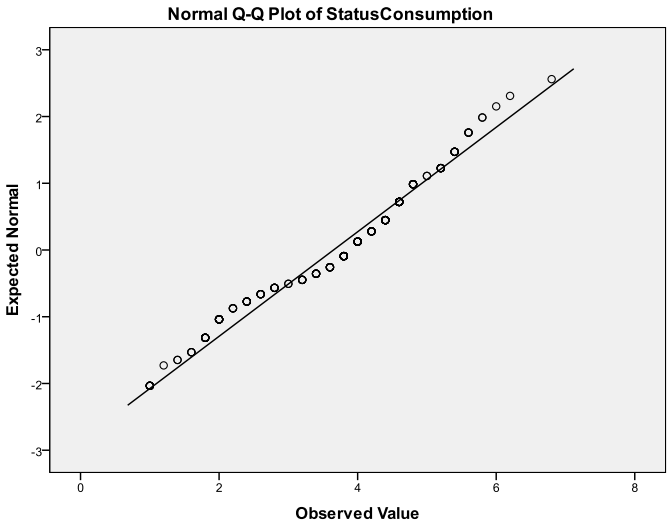

NormativeSusceptibility

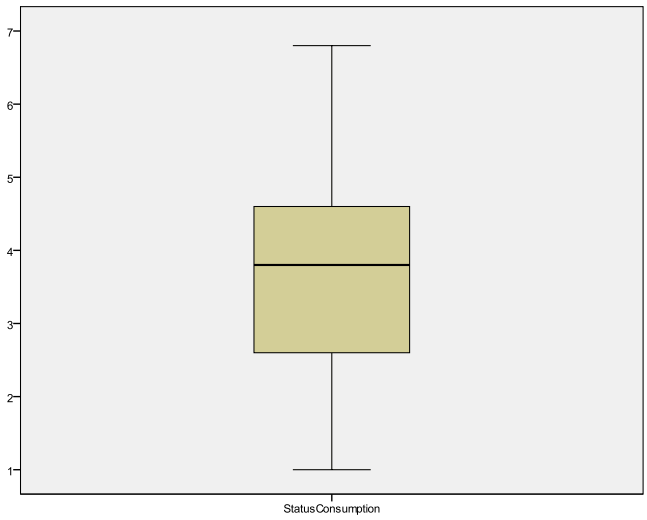

Histogram
Normal
Mean = 4.44
Std. Dev. = .988
N = 190
Frequency
Collectivism

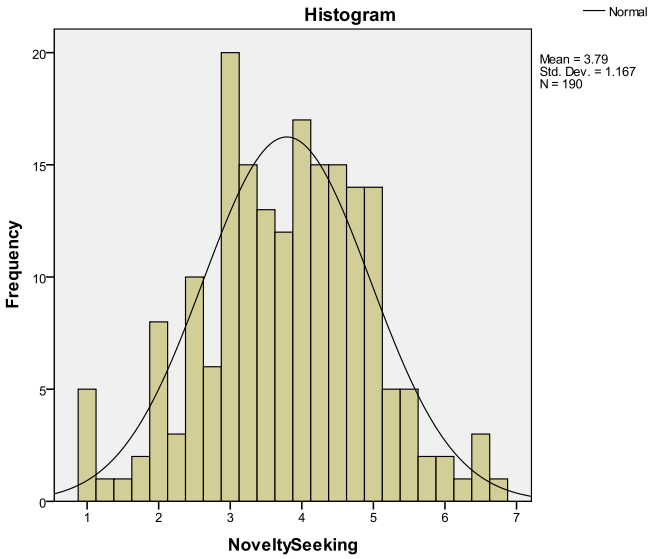

Normal Q-Q Plot of Collectivism
Expected Normal
Observed Value

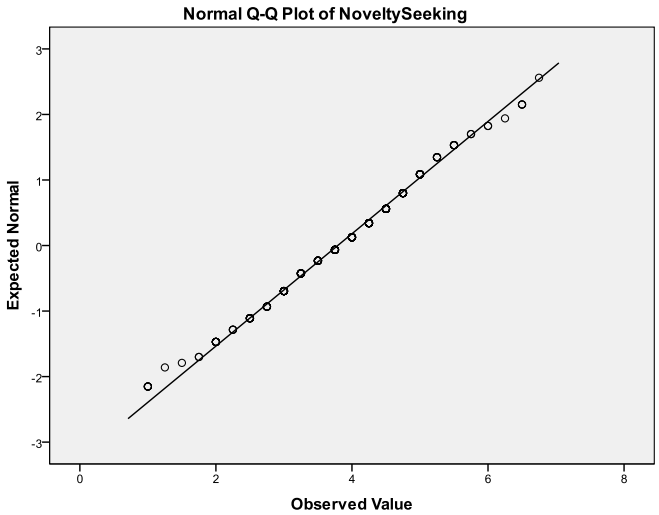

Collectivism

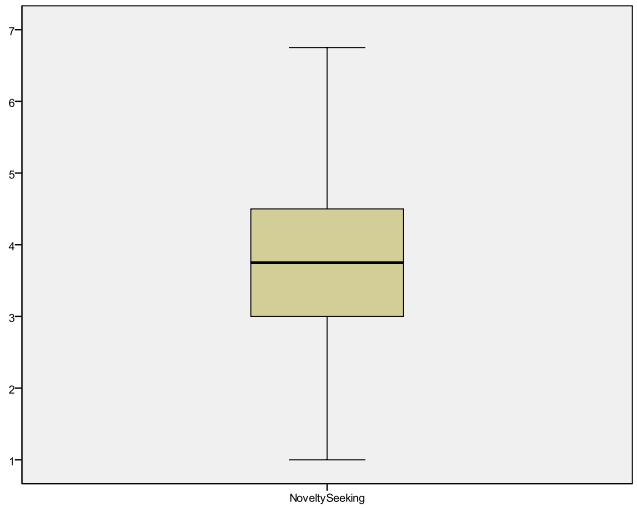

Histogram
Normal
Mean = 3.65
Std. Dev. = 1.277
N = 190
Frequency
StatusConsumption

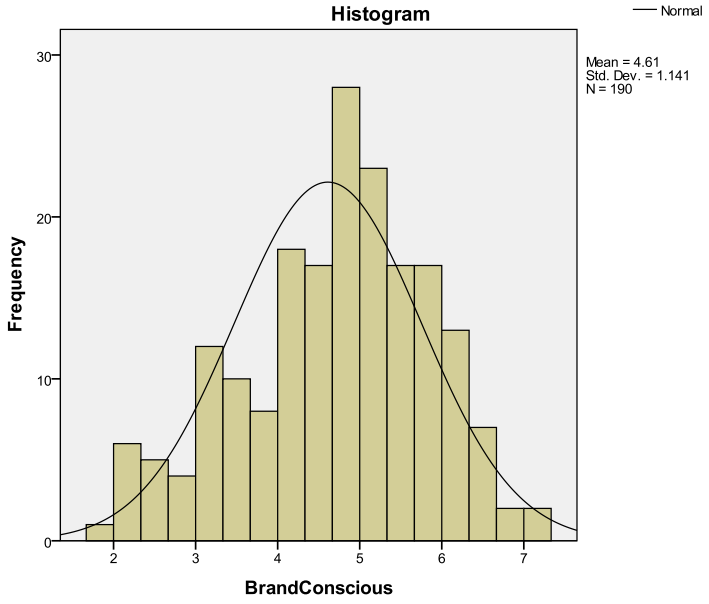

Normal Q-Q Plot of StatusConsumption
Expected Normal
Observed Value

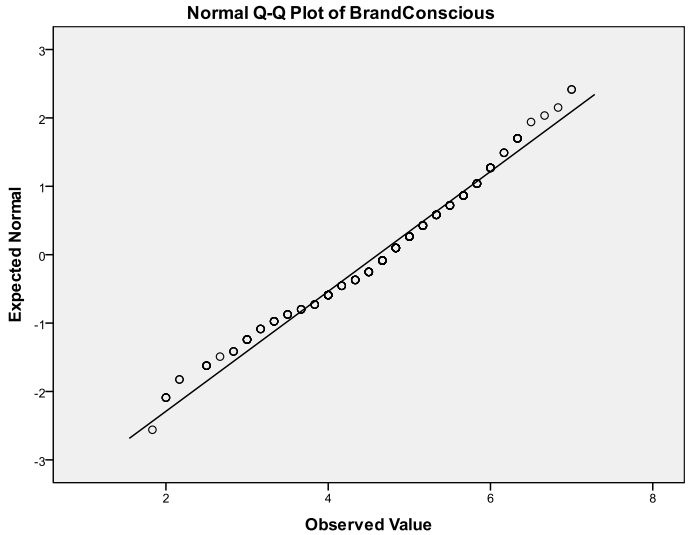

StatusConsumption

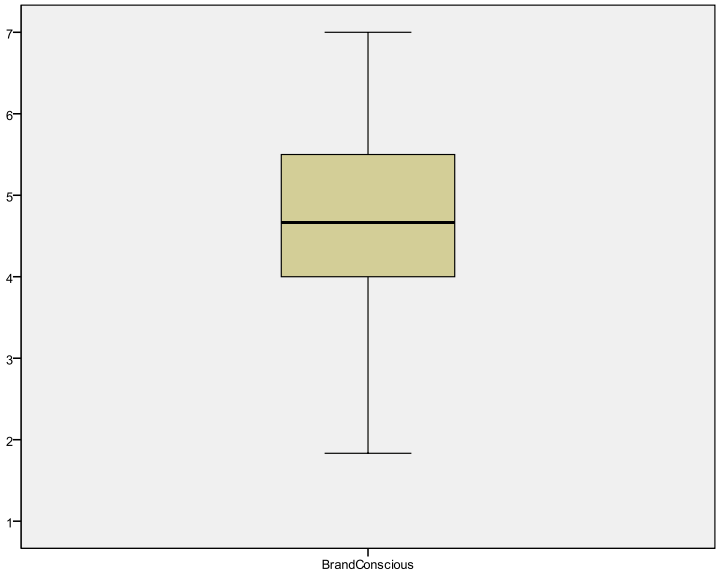

Histogram
Normal
Mean = 3.79
Std. Dev. = 1.167
N = 190
Frequency
NoveltySeeking

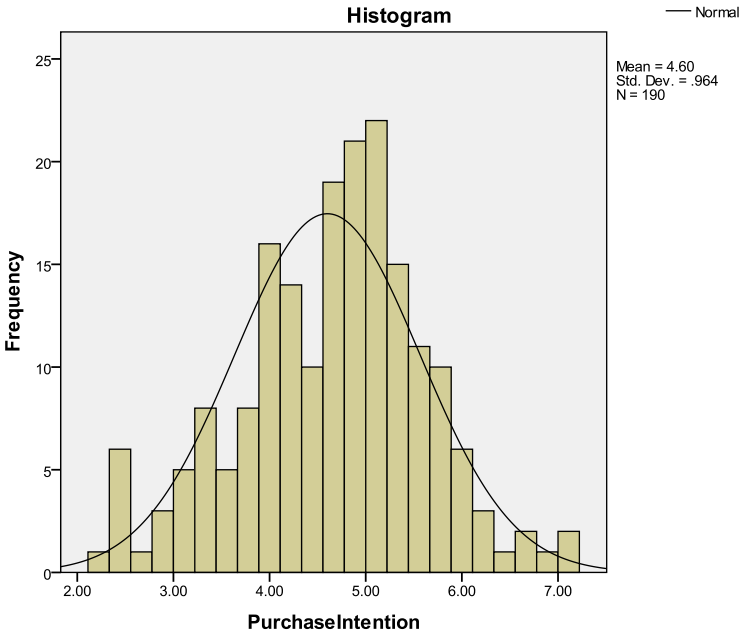

Normal Q-Q Plot of NoveltySeeking
Expected Normal
Observed Value

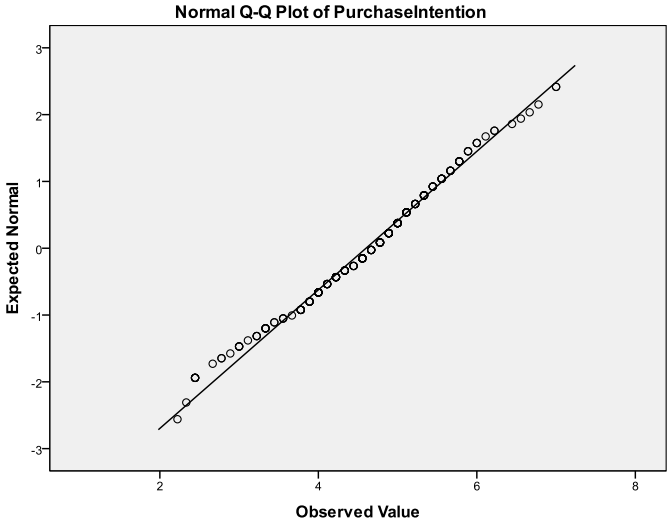

NoveltySeeking

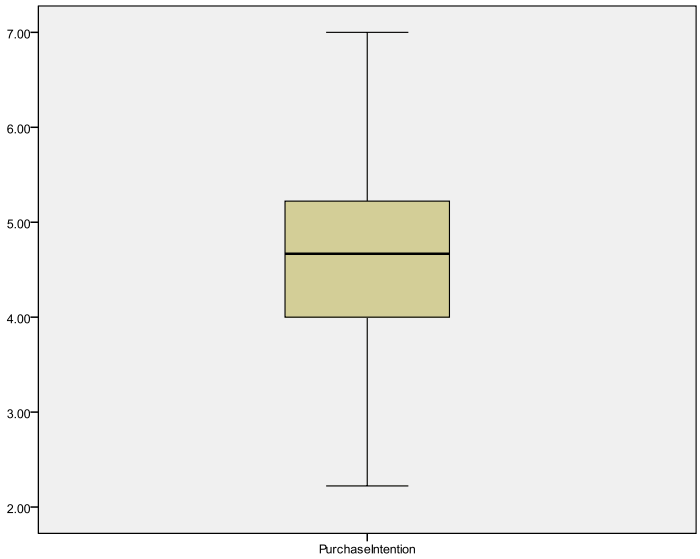

Histogram
Normal
Mean = 4.61
Std. Dev. = 1.141
N = 190
Frequency
BrandConscious

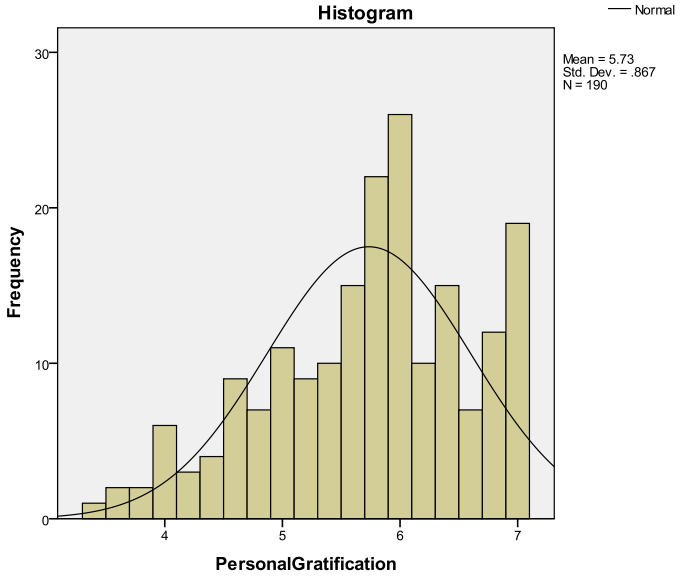

Normal Q-Q Plot of BrandConscious
Expected Normal
Observed Value

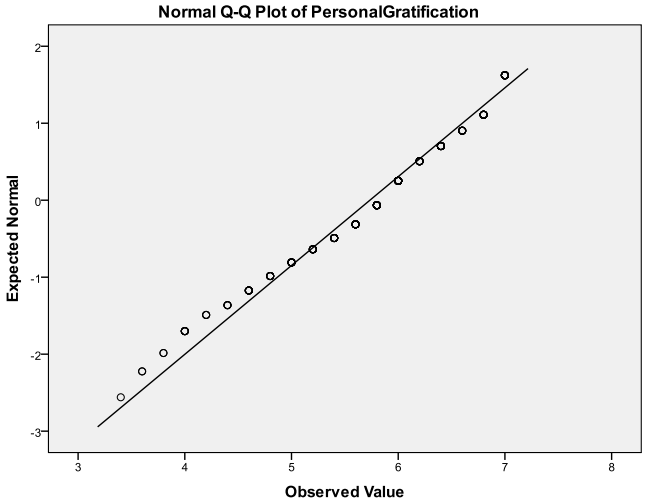

BrandConscious

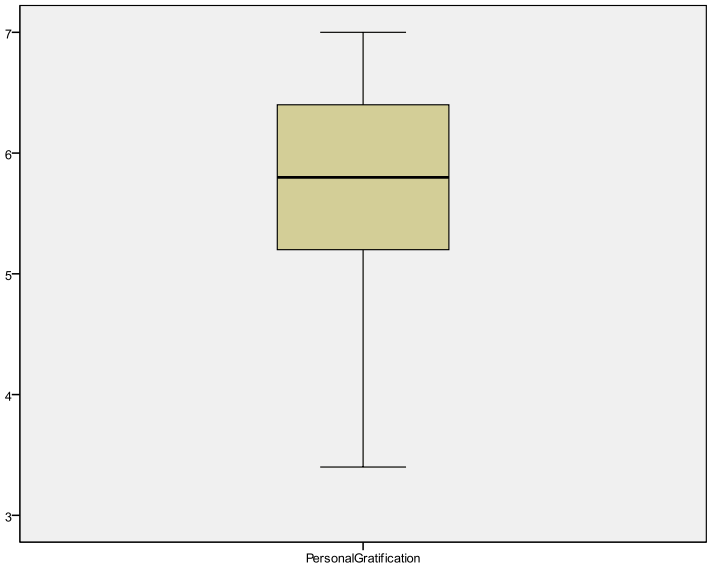

Histogram
Normal
Mean = 4.60
Std. Dev. = .964
N = 190
Frequency
25
20
15
10
5
0
2.00
3.00
4.00
5.00
6.00
7.00
PurchaseIntention

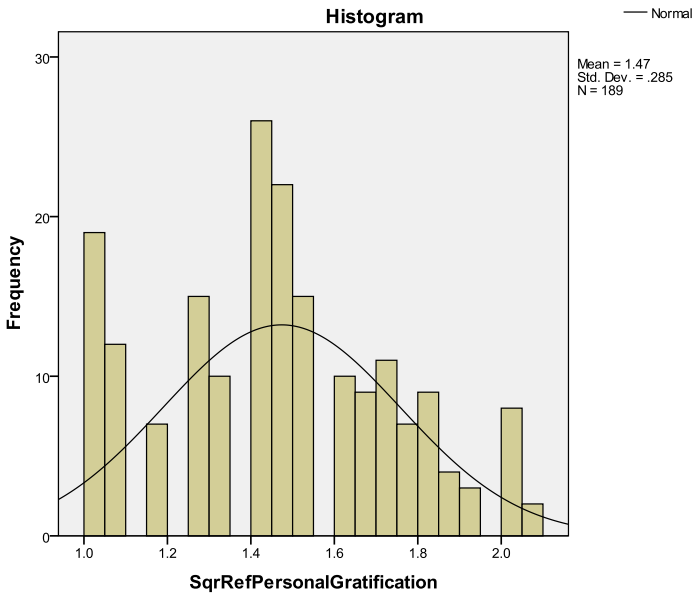

Normal Q-Q Plot of PurchaseIntention
Expected Normal
3
2
1
0
-1
-2
-3
2
4
6
8
Observed Value

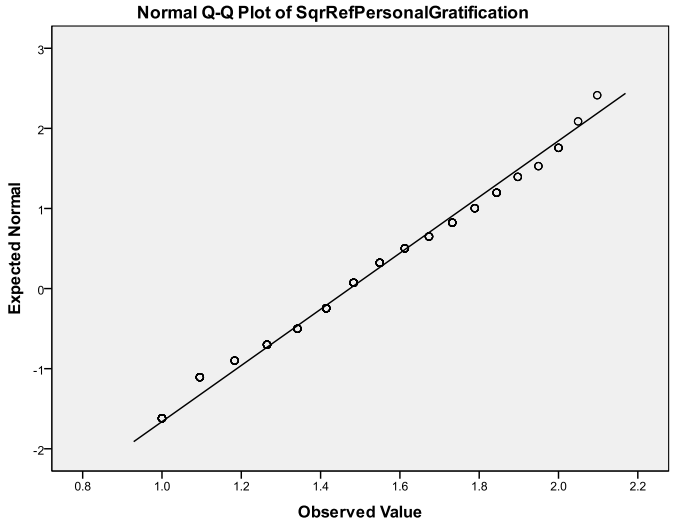

7.00
6.00
5.00
4.00
3.00
2.00
PurchaseIntention

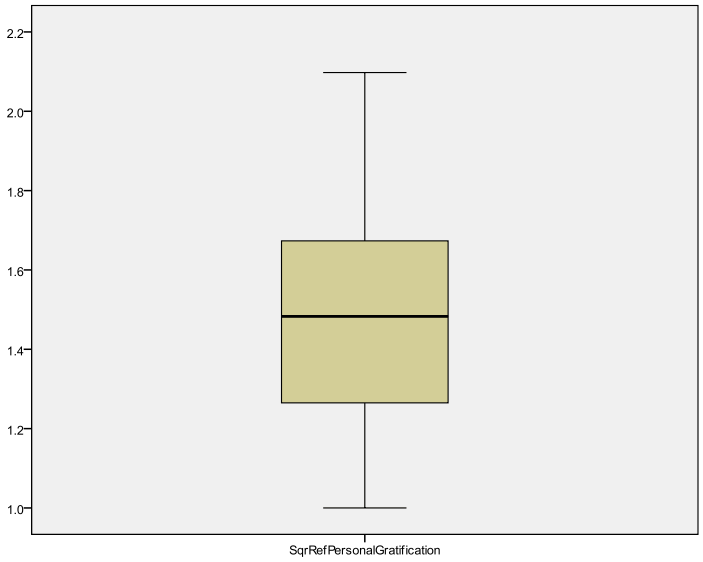

Histogram
Normal
Mean = 5.73
Std. Dev. = .867
N = 190
Frequency
30
20
10
0
4
5
6
7
PersonalGratification

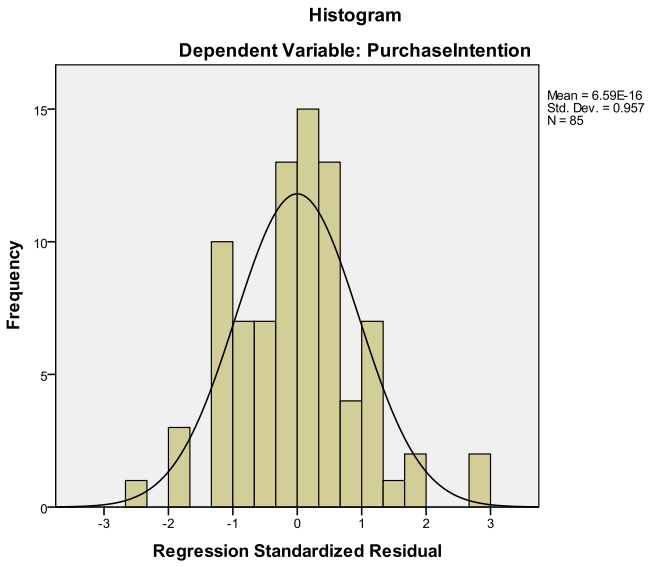

Normal Q-Q Plot of PersonalGratification
Expected Normal
2
1
0
-1
-2
-3
3
4
5
6
7
8
Observed Value

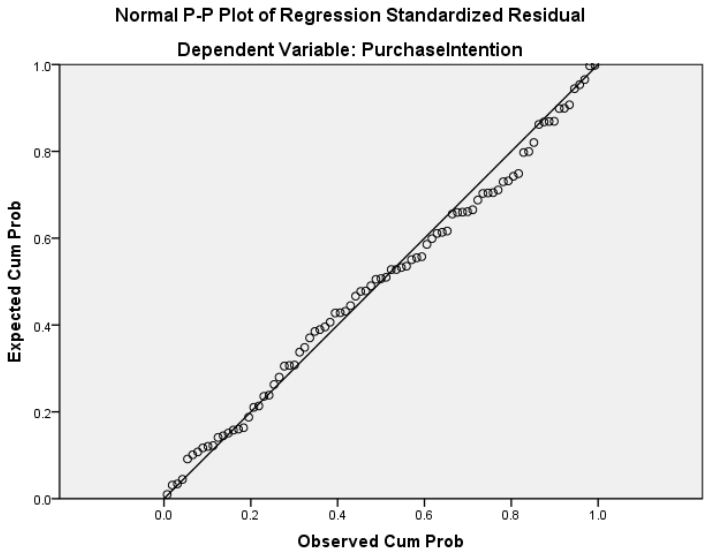

7
6
5
4
3
PersonalGratification

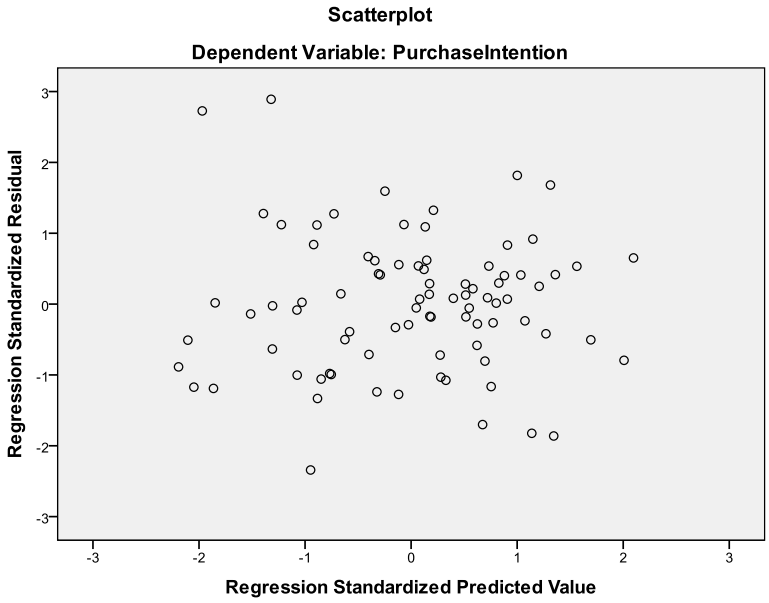

Histogram
Normal
Mean = 1.47
Std. Dev. = .285
N = 189
Frequency
30
20
10
0
1.0
1.2
1.4
1.6
1.8
2.0
SqrRefPersonalGratification

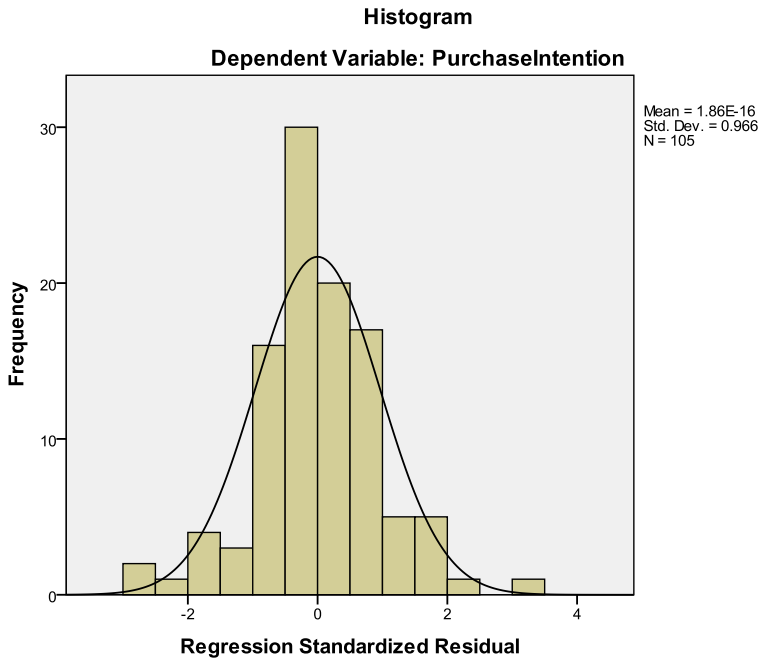

Normal Q-Q Plot of SqrRefPersonalGratification
Expected Normal
3
2
1
0
-1
-2
0.8
1.0
1.2
1.4
1.6
1.8
2.0
2.2
Observed Value

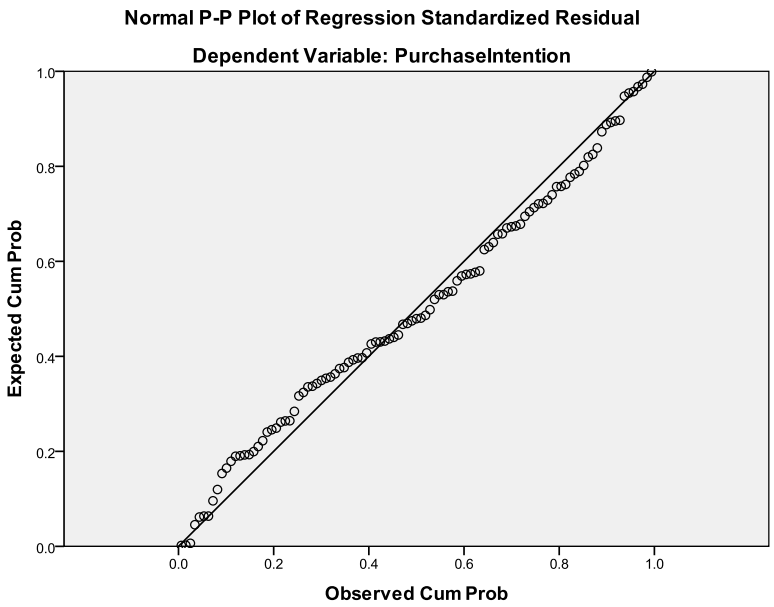

2.2
2.0
1.8
1.6
1.4
1.2
1.0
SqrRefPersonalGratification

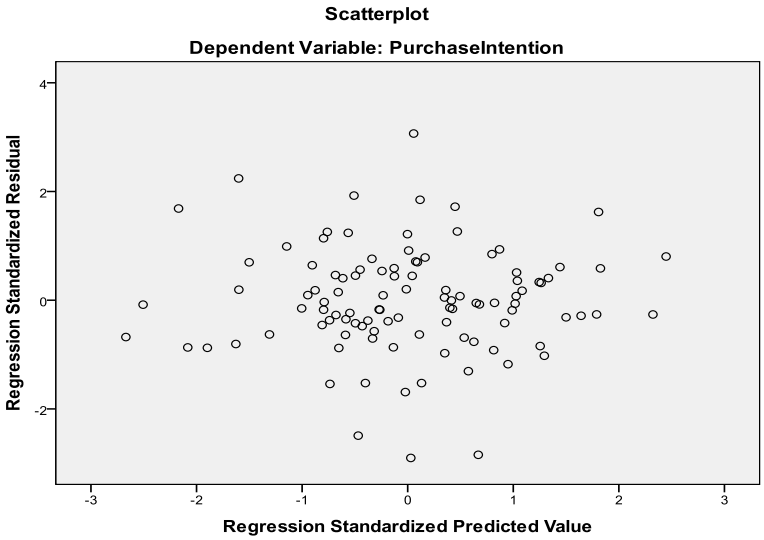

Histogram
Dependent Variable: PurchaseIntention
Mean = 6.59E-16
Std. Dev. = 0.957
N = 85
Frequency
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: PurchaseIntention
Expected Cum Prob
Observed Cum Prob


Scatterplot
Dependent Variable: PurchaseIntention
Regression Standardized Residual
Regression Standardized Predicted Value


Histogram
Dependent Variable: PurchaseIntention
Mean = 1.86E-16
Std. Dev. = 0.966
N = 105
Frequency
30
20
10
0
-2
0
2
4
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: PurchaseIntention
Expected Cum Prob
1.0
0.8
0.6
0.4
0.2
0.0
0.0
0.2
0.4
0.6
0.8
1.0
Observed Cum Prob


Scatterplot
Dependent Variable: PurchaseIntention
Regression Standardized Residual
4
2
0
-2
-3
-2
-1
0
1
2
3
Regression Standardized Predicted Value