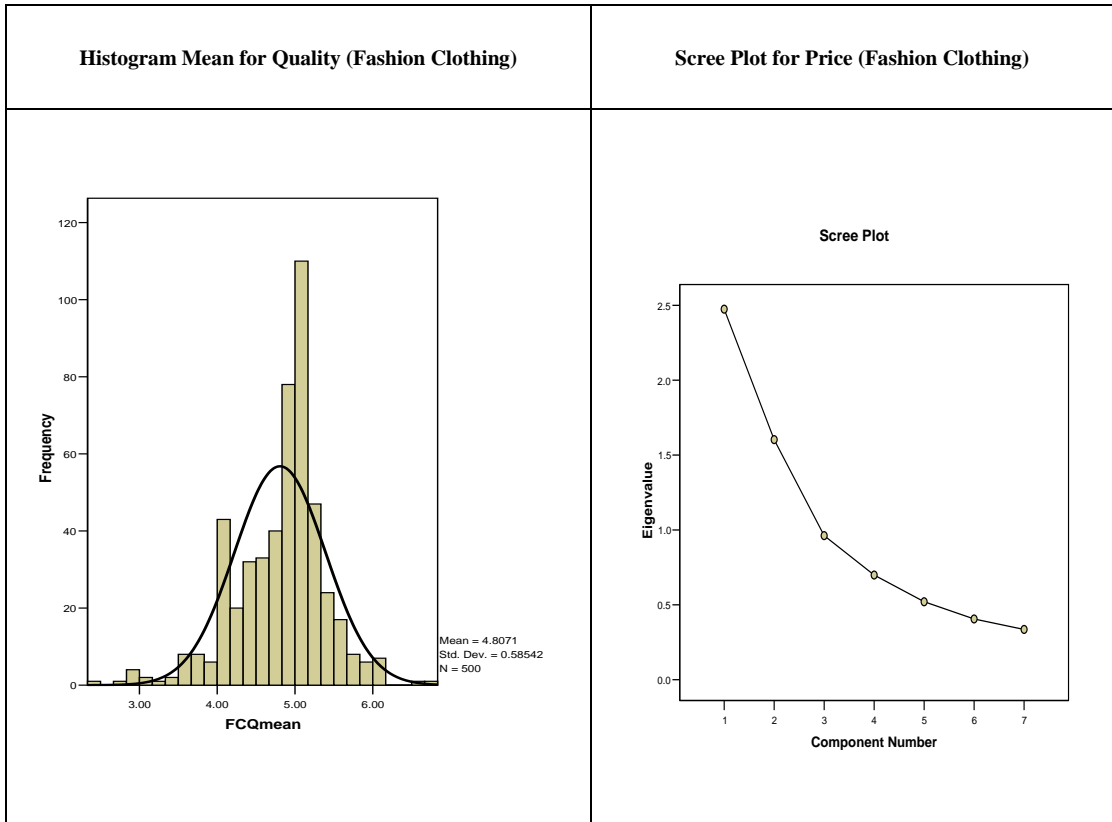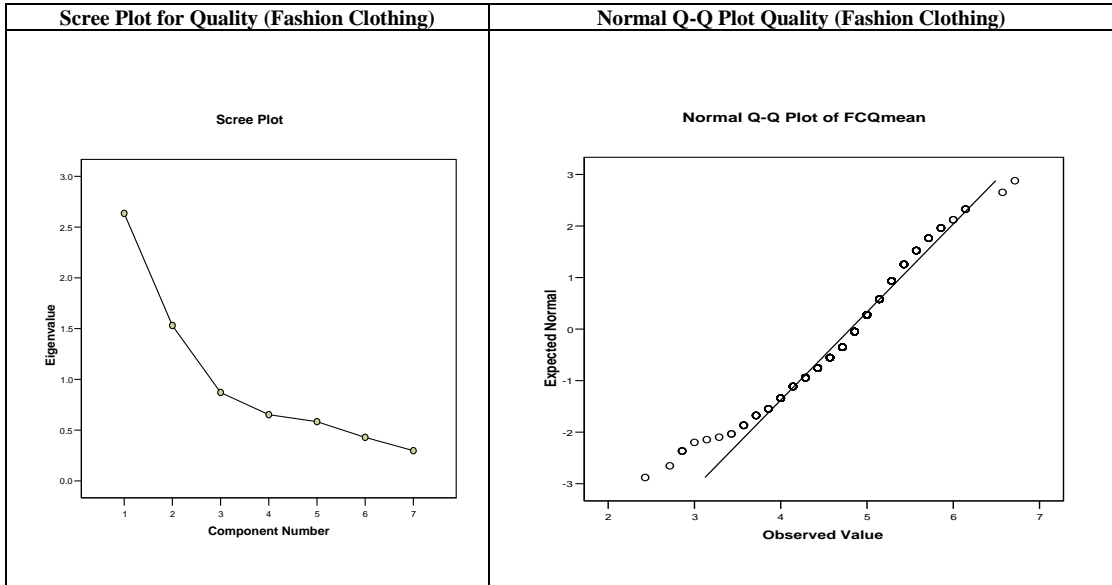# Appendix B1: Scree Plot, Normal Q-Q Plot and Histogram for Quality (Fashion Clothing)

Scree Plot for Quality (Fashion Clothing)	Normal Q-Q Plot Quality (Fashion Clothing)
Scree Plot	**Normal Q-Q Plot of FCQmean**

Histogram Mean for Quality (Fashion Clothing)	Scree Plot for Price (Fashion Clothing)
	Scree Plot

Mean = 4.8071
Std. Dev. = 0.58542
N = 500

1

Appendix B2: Scree Plot, Normal Q-Q Plot and Histogram Mean for Price (Fashion Clothing)

Normal Q-Q Plot for Price (Fashion Clothing)	Histogram Mean for Price (Fashion Clothing)
Normal Q-Q Plot of FCPmean	Mean = 4.7589 Std. Dev. = 0.63 N = 500
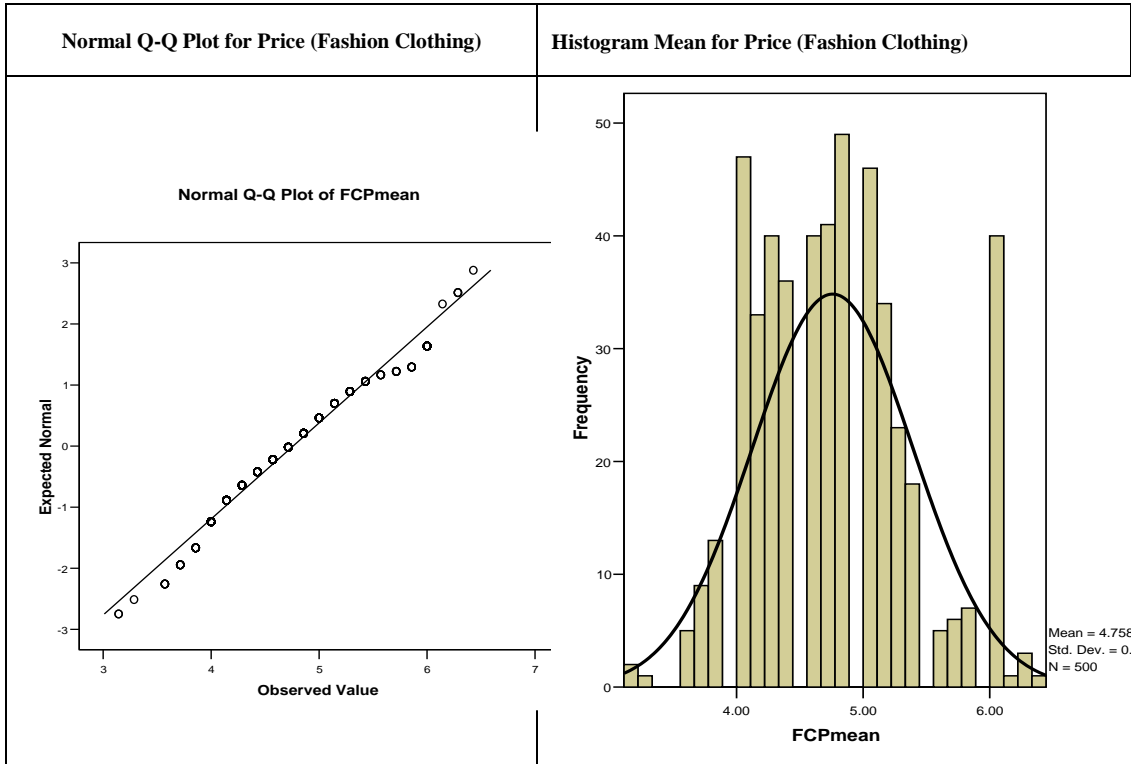
Appendix B3:   Scree Plot, Normal Q-Q Plot and Histogram Mean for Brand Name (Fashion Clothing)

Scree Plot for Brand Name (Fashion Clothing)	Normal Q-Q Plot for Brand Name (Fashion Clothing)
Scree Plot	Normal Q-Q Plot of FCBmean

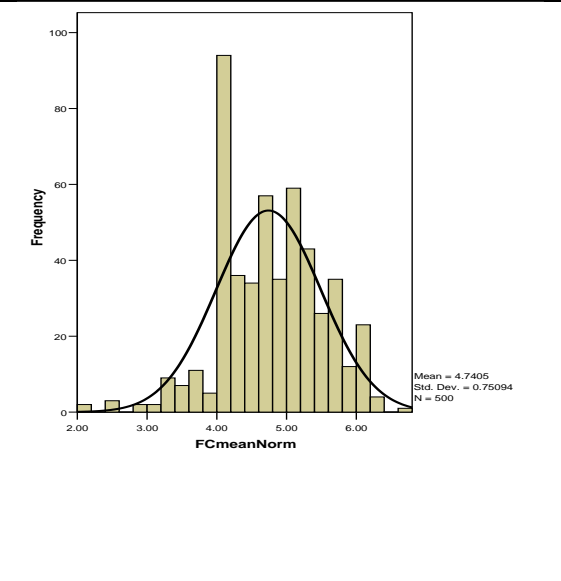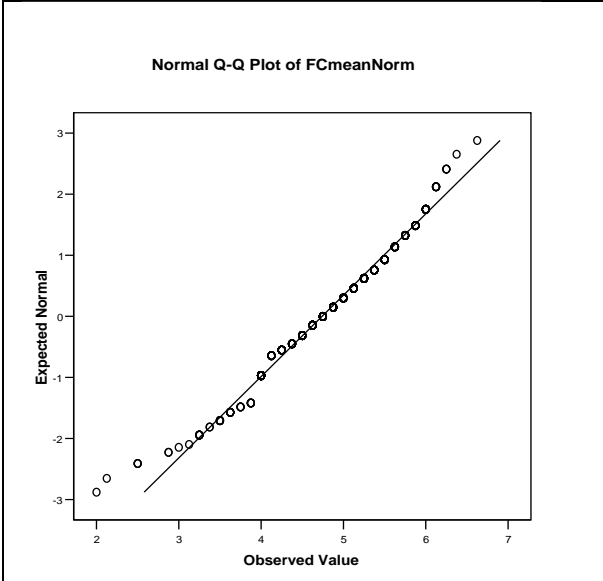| Histogram for Brand Name (Fashion Clothing)	Scree Plot for Product Information (Fashion Clothing)
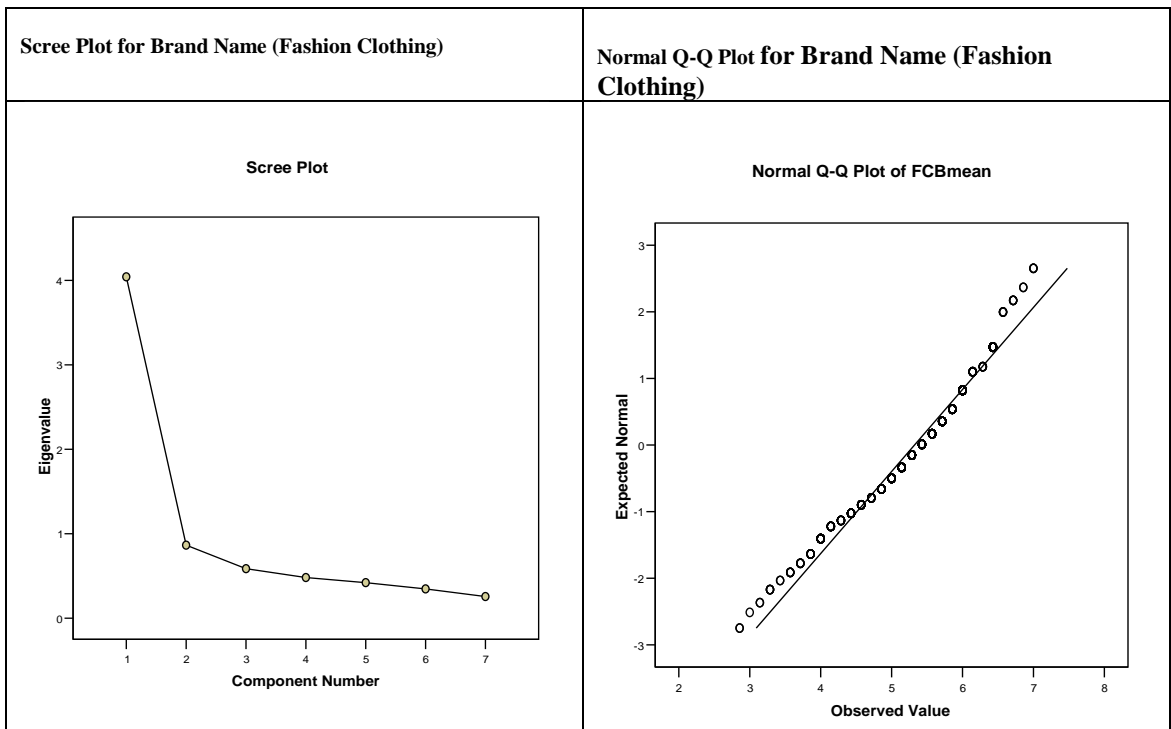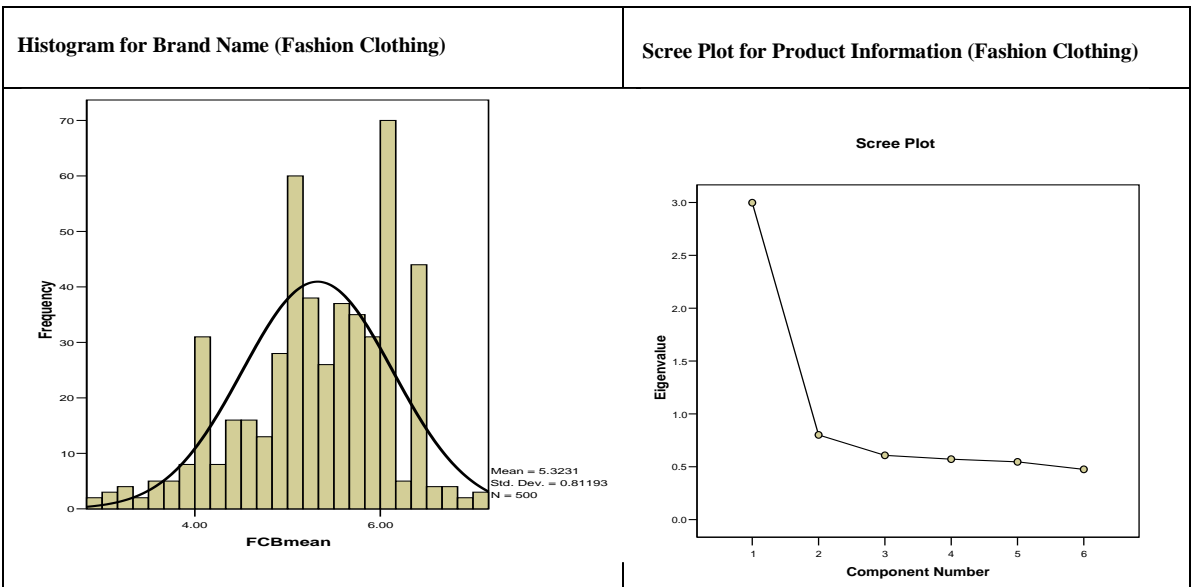
Appendix B4: **Scree Plot, Normal Q-Q Plot and Histogram Mean for Product Information (Fashion Clothing)**

Normal Q-Q Plot for Product Information (Fashion Clothing)	Histogram Mean for Product Information (Fashion Clothing)
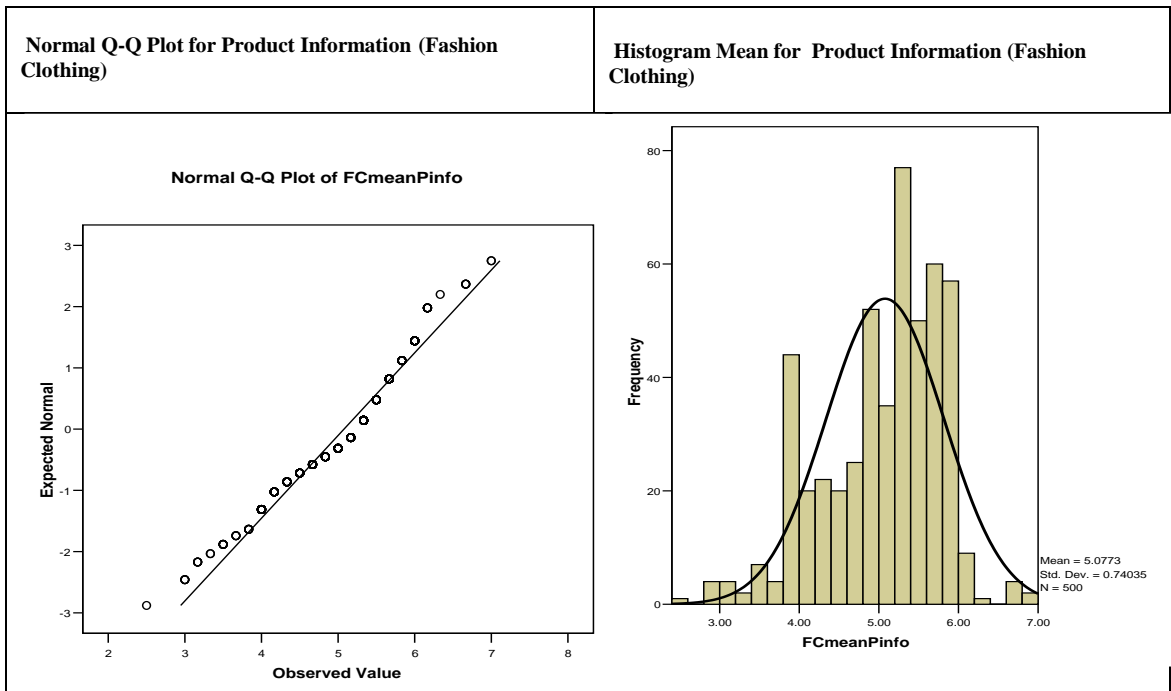
Appendix B5: **Scree Plot, Normal Q-Q Plot and Histogram Mean for Normative Influence (Fashion Clothing)**

| Normal Q-Q Plot for Normative Influence (Fashion Clothing)	Histogram Mean for Normative Influence (Fashion Clothing)

Normal Q-Q Plot of FCmeanNorm

Mean = 4.7405
Std. Dev. = 0.75094
N = 500

Appendix B6: **Normal Q-Q Plot and Histogram Mean for Informational Influence (Fashion Clothing)**

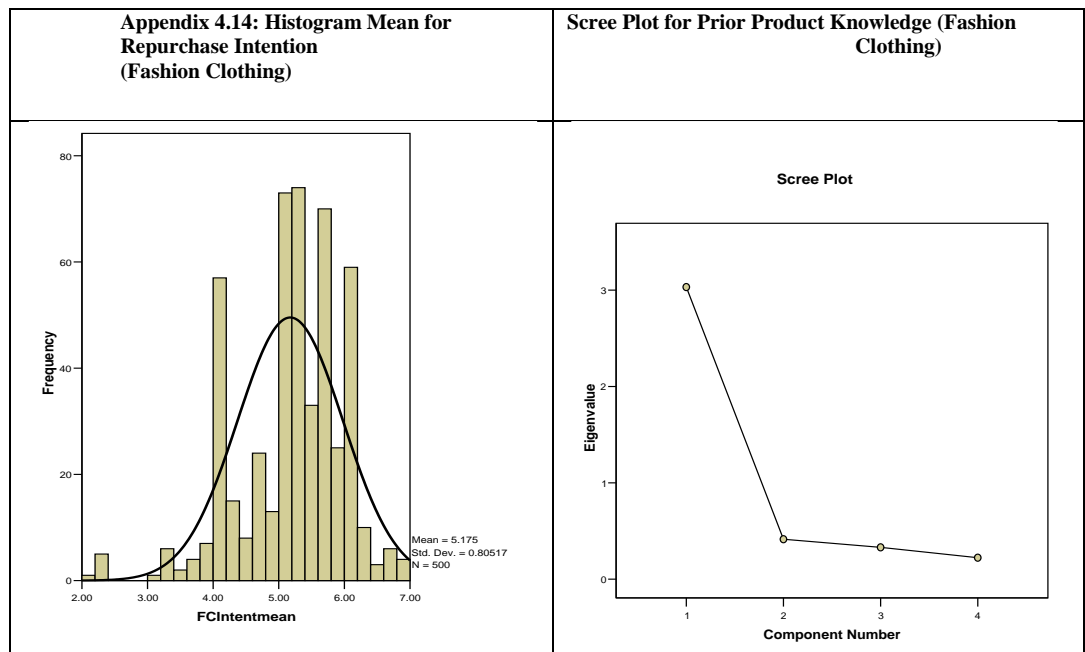| Normal Q-Q Plot for Informational Influence (Fashion Clothing)	Histogram Mean for Informational Influence (Fashion Clothing)

Normal Q-Q Plot of FCmeanInfo

Mean = 4.955
Std. Dev. = 0.8'
N = 500
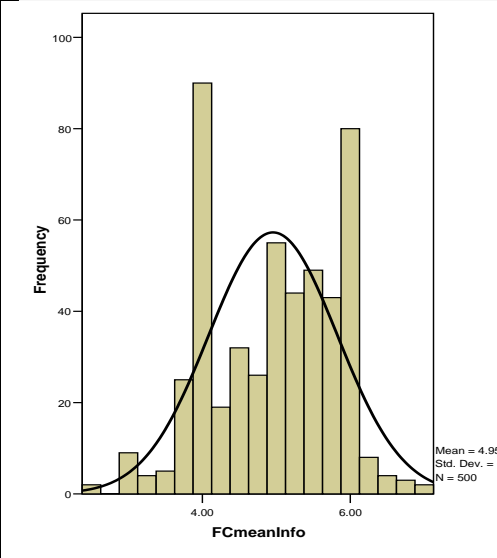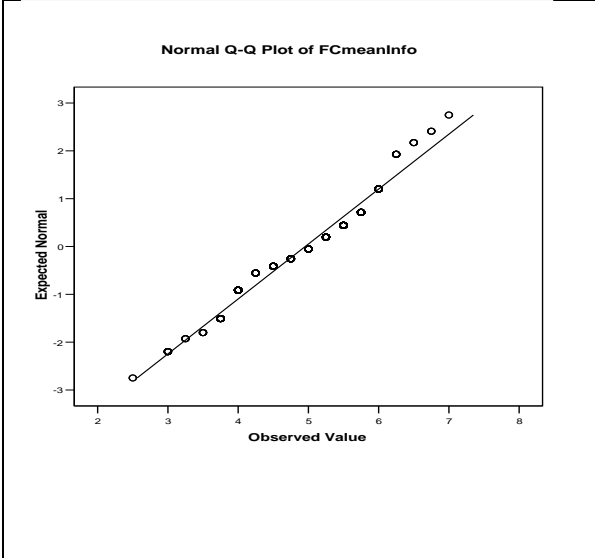
Appendix B7:   **Scree Plot, Normal Q-Q Plot and Histogram Mean for Repurchase Intention (Fashion Clothing)**

Scree Plot

Normal Q-Q Plot of FCIntentmean
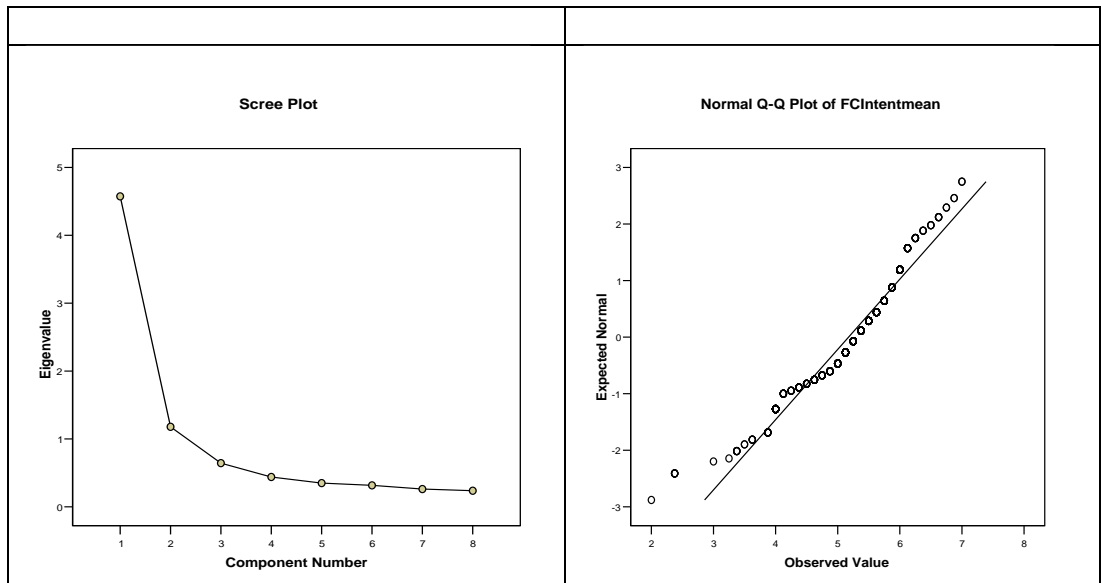
Appendix B8:   **Scree Plot, Normal Q-Q Plot and Histogram Mean for Prior Product Knowledge (Fashion Clothing)**

| Appendix 4.14: Histogram Mean for Repurchase Intention (Fashion Clothing)	Scree Plot for Prior Product Knowledge (Fashion Clothing)
Mean = 5.175 Std. Dev. = 0.80517 N = 500	**Scree Plot**

Scree Plot, Normal Q-Q Plot and Histogram Mean for Prior Product Knowledge (Fashion Clothing) - Continued

Normal Q-Q Plot for Prior Product Knowledge (Fashion Clothing)	Histogram Mean for Prior Product Knowledge (Fashion Clothing)
Normal Q-Q Plot of PKnowMeanFC	Mean = 3.399 Std. Dev. = 1.08474 N = 500
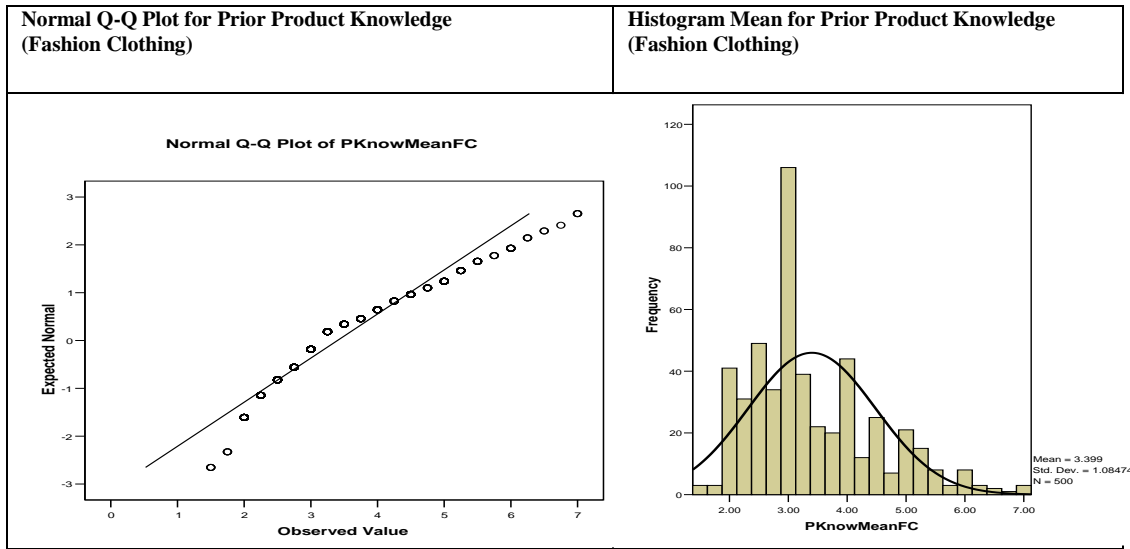
Appendix B9:   Scree Plot, Normal Q-Q Plot and Histogram Mean for Quality (Personal Computer)

Scree Plot Quality (Personal Computer)	Normal Q-Q Plot for Quality (Personal
Scree Plot	**Normal Q-Q Plot of PCQmean**
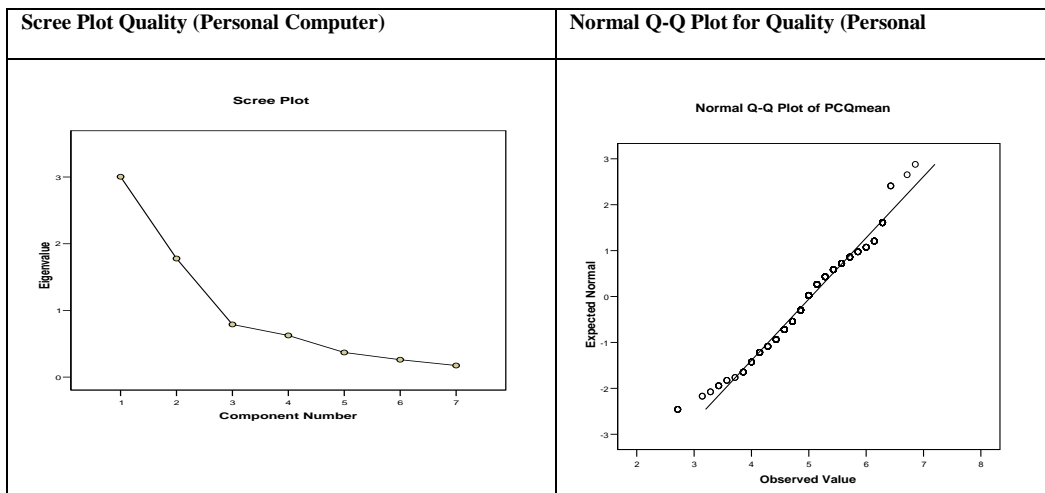
Appendix B10:   Scree Plot, Normal Q-Q Plot and Histogram Mean for Price
(Personal Computer)

Histogram Mean for Quality (Personal Computer)	Scree Plot for Price (Personal Computer)

Scree Plot for Price (Personal Computer)	Histogram Mean for Price (Personal Computer)
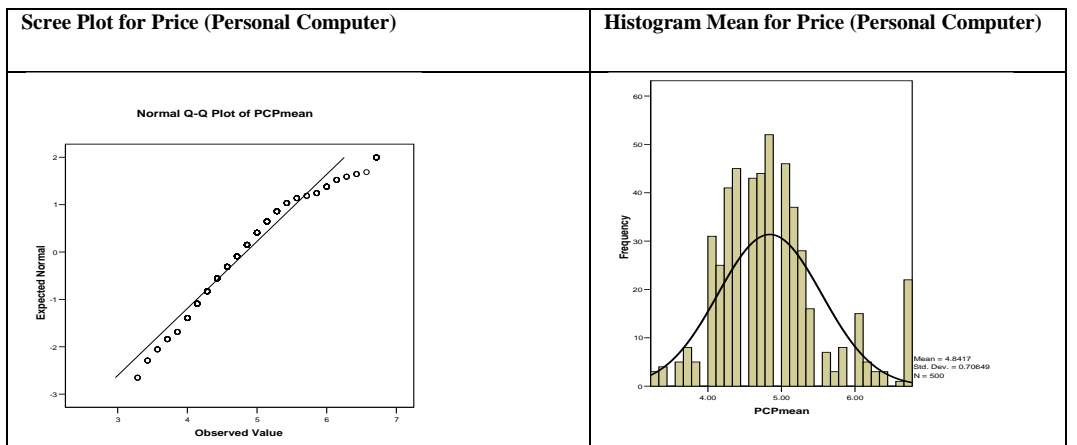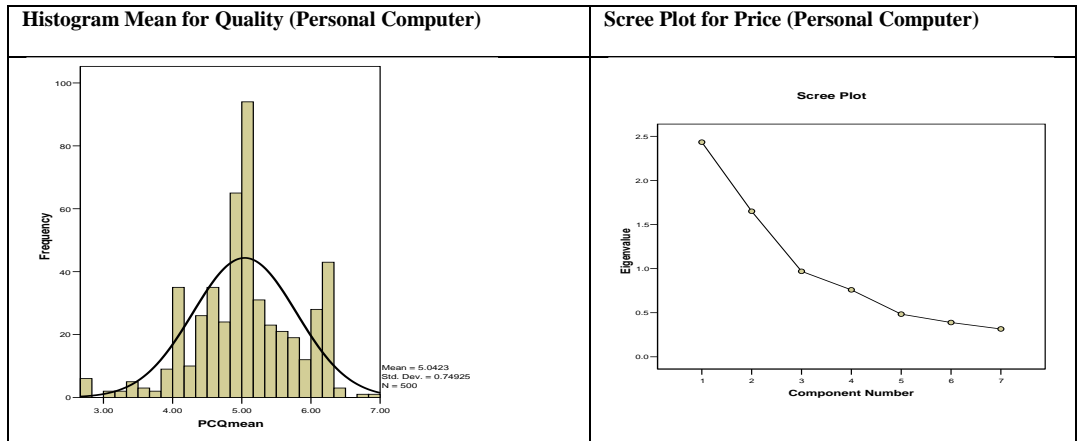
Appendix B11:   Normal Q-Q Plot and Histogram Mean for Brand Name
(Personal Computer)

Normal Q-Q Plot for Brand Name (Personal Computer)	Histogram Mean for Brand Name (Personal Computer)
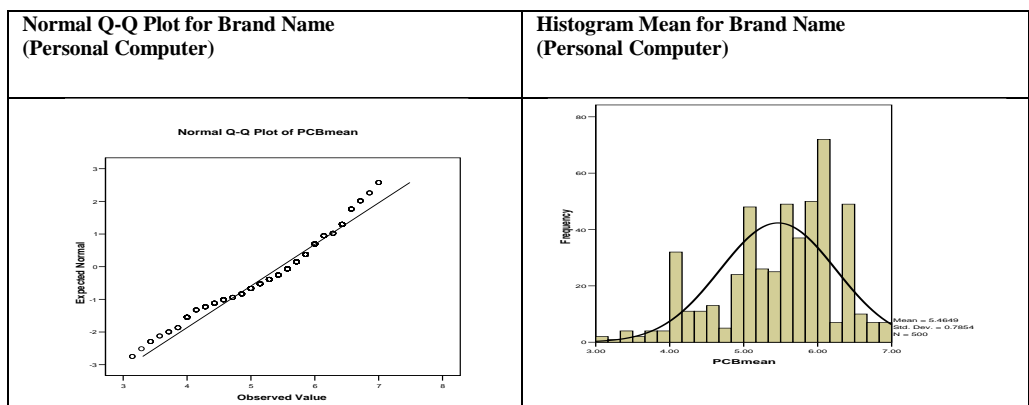
Appendix B12: Normal Q-Q and Histogram Mean for Product Information (Personal Computer)

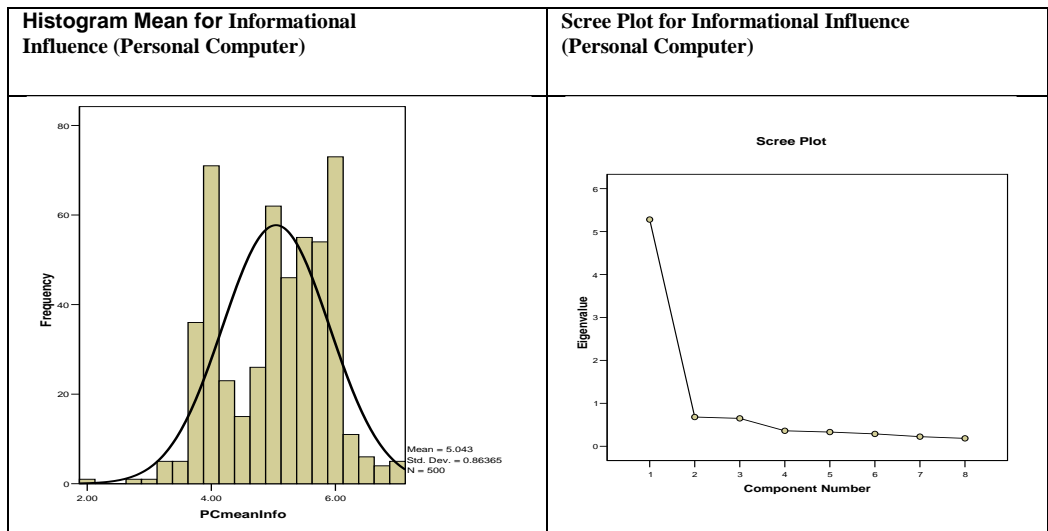| Normal Q-Q for Product Information (Personal Computer)	Histogram Mean for Product Information (Personal Computer)
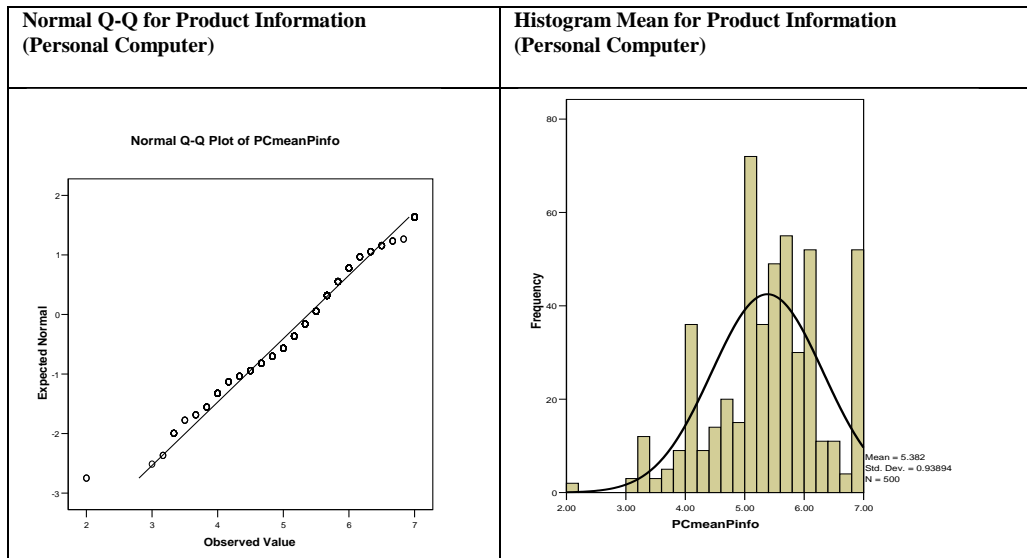
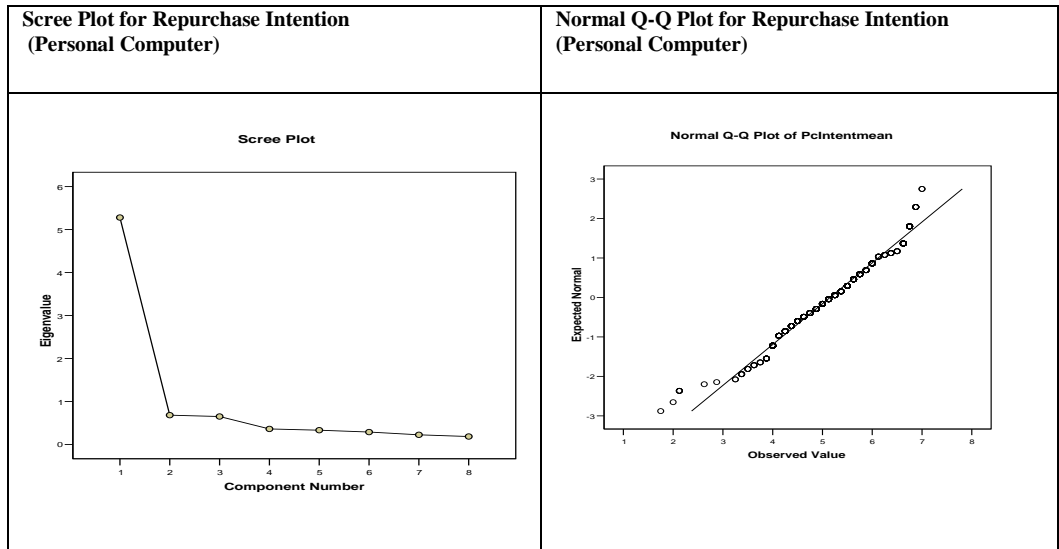**Appendix B13: Scree Plot, Normal Q-Q Plot and Histogram Mean for Normative Influence (Personal Computer)**

Scree Plot for Normative Influence Influence (Personal Computer)	Normal Q-Q Plot for Normative Influence Influence (Personal Computer)
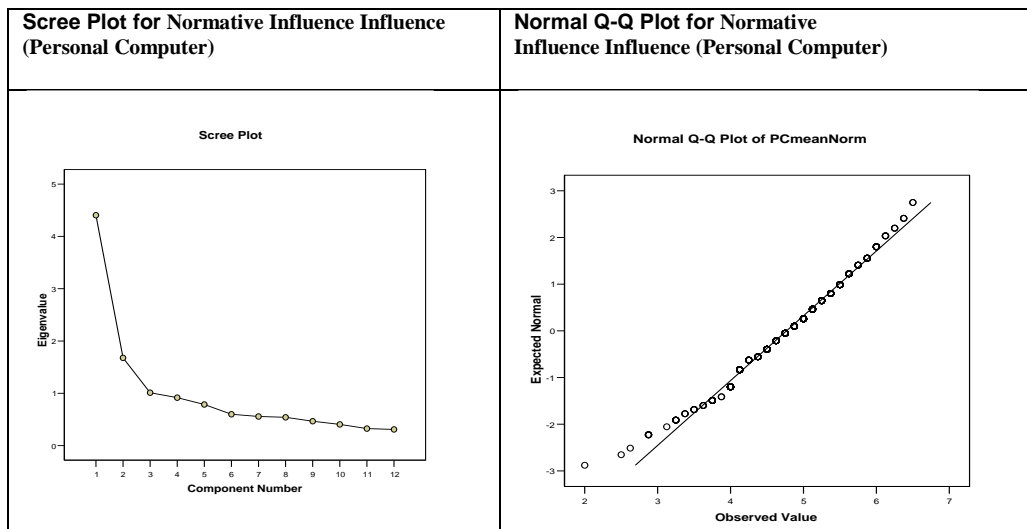
Appendix B14:   Normal Q-Q and Histogram Mean for Informational Influence (Personal Computer)

| Histogram Mean for Normative Influence (Personal Computer)	Normal Q-Q for Informational Influence (Personal Computer)
Mean = 4.7683 Std. Dev. = 0.72036 N = 500	Normal Q-Q Plot of PCmeanInfo
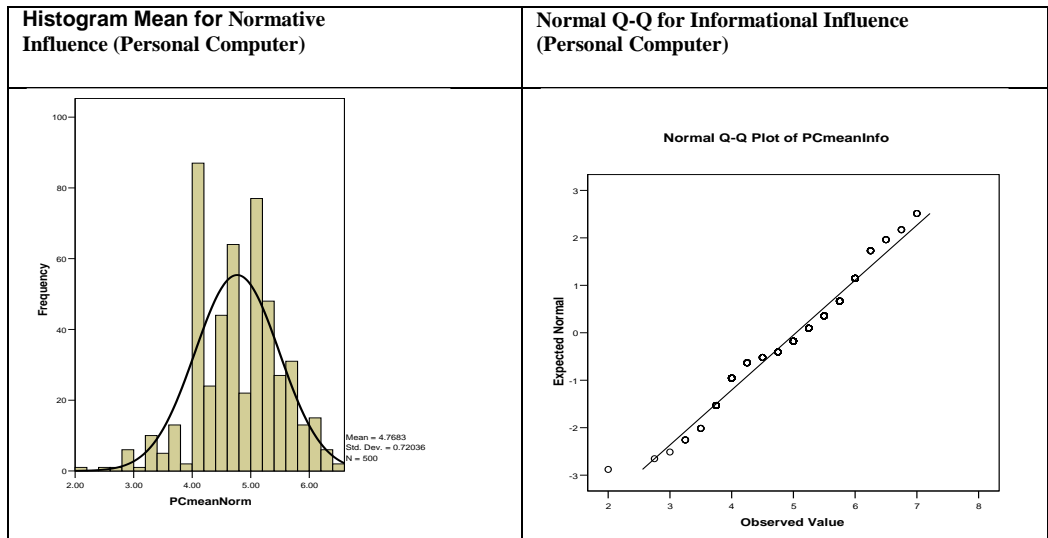
Appendix B15:   Histogram Mean & Scree Plot for Informational Influence (Personal Computer)

| Histogram Mean for Informational Influence (Personal Computer)	Scree Plot for Informational Influence (Personal Computer)
Mean = 5.043 Std. Dev. = 0.86365 N = 500	Scree Plot

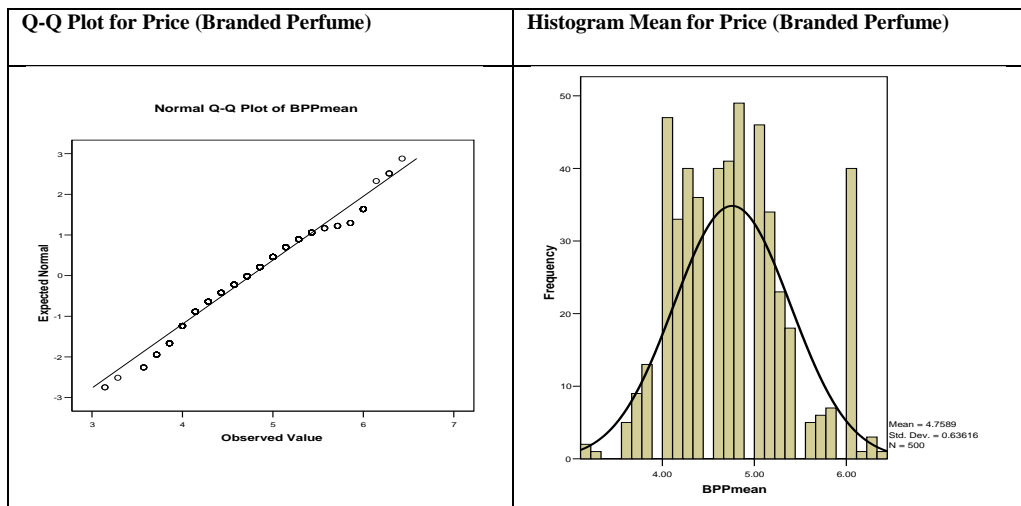**Appendix B16:   Scree Plot, Normal Q-Q Plot and Histogram Mean for Repurchase Intention (Personal Computer)**

Scree Plot for Repurchase Intention (Personal Computer)	Normal Q-Q Plot for Repurchase Intention (Personal Computer)
Scree Plot	Normal Q-Q Plot of PcIntentmean

Appendix B17:   Scree Plot, Normal Q-Q Plot and Histogram Mean for Prior Product Knowledge - Personal Computer

Histogram Mean for Repurchase Intention (Personal Computer)	Scree Plot for Prior Product Knowledge - Personal Computer
Mean = 5.1527 Std. Dev. = 0.96637 N = 500	Scree Plot
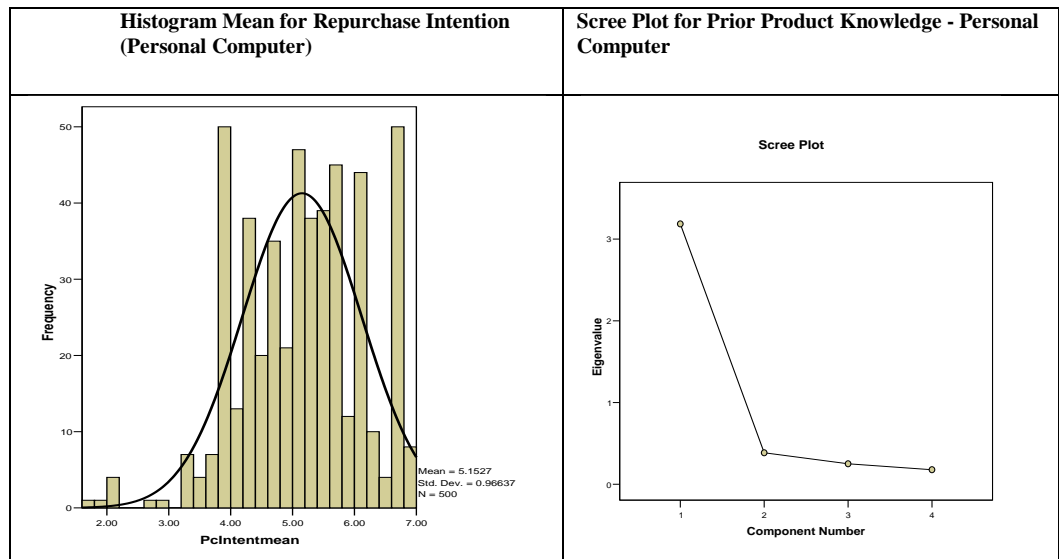
Appendix B18:   Scree Plot, Normal Q-Q Plot and Histogram Mean for Quality
(Branded Perfume)

Normal Q-Q Plot for Prior Product Knowledge - Personal Computer	**Histogram Mean for Prior Product Knowledge - Personal Computer**
Normal Q-Q Plot of PKnowMeanPC	

Scree Plot for Quality (Branded Perfume)	**Normal Q-Q Plot for Quality (Branded Perfume)**
Scree Plot	Normal Q-Q Plot of BPQmean
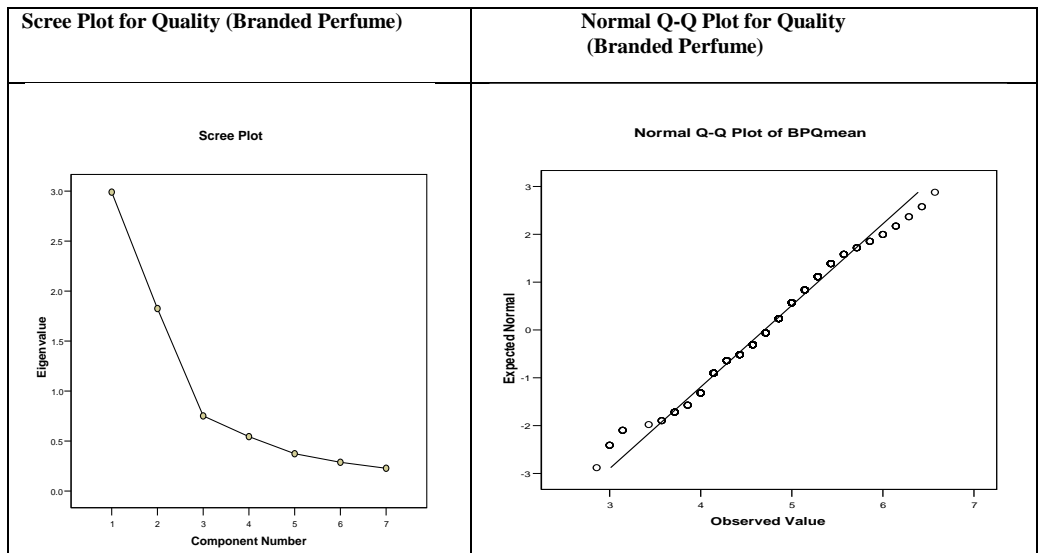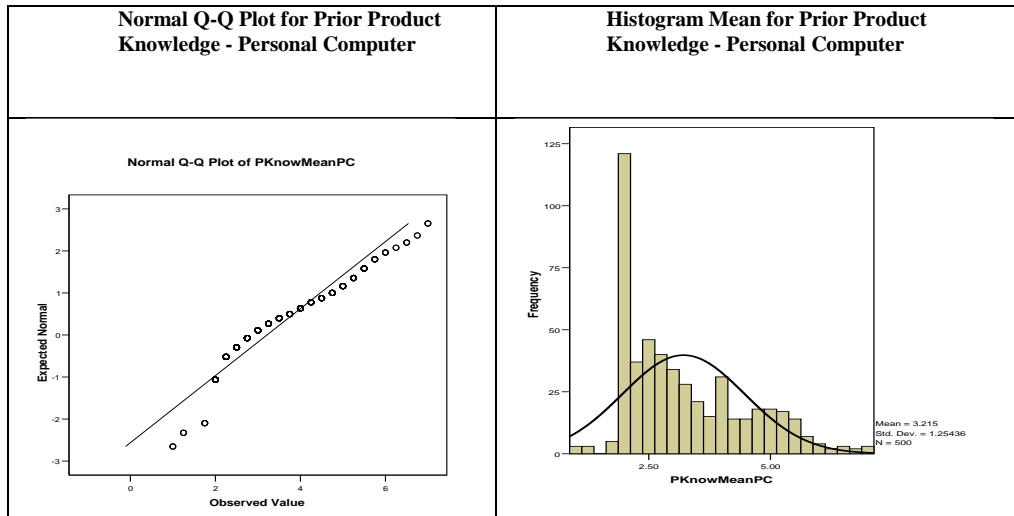
Appendix B19: Scree Plot, Normal Q-Q Plot and Histogram Mean for Price (Branded Perfume)

Histogram Mean for Quality (Branded Perfume)	Scree Plot for Price (Branded Perfume)

Q-Q Plot for Price (Branded Perfume)	Histogram Mean for Price (Branded Perfume)
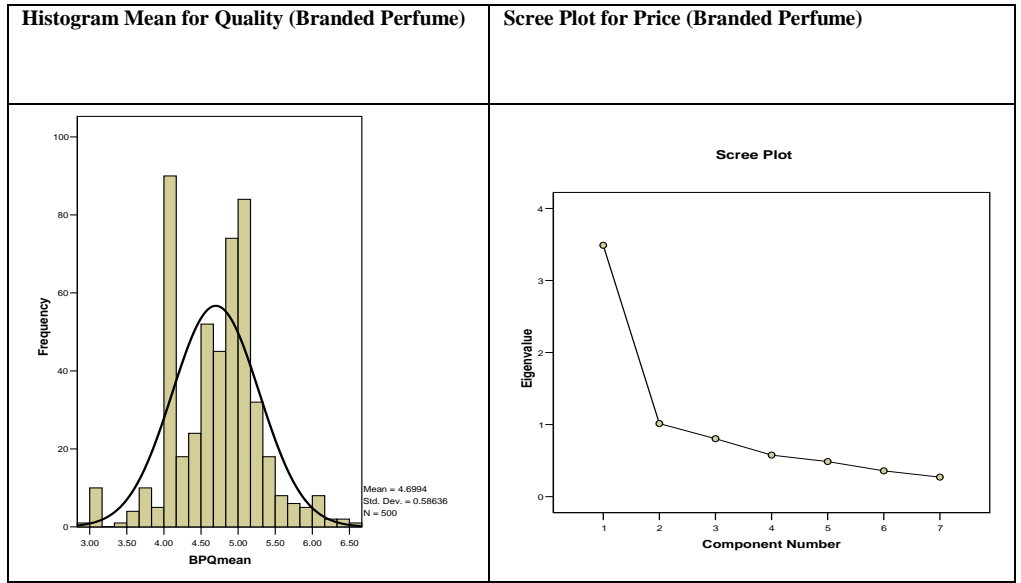
Appendix B20: Scree Plot, Normal Q-Q Plot and Histogram Mean for Brand Name (Branded Perfume)

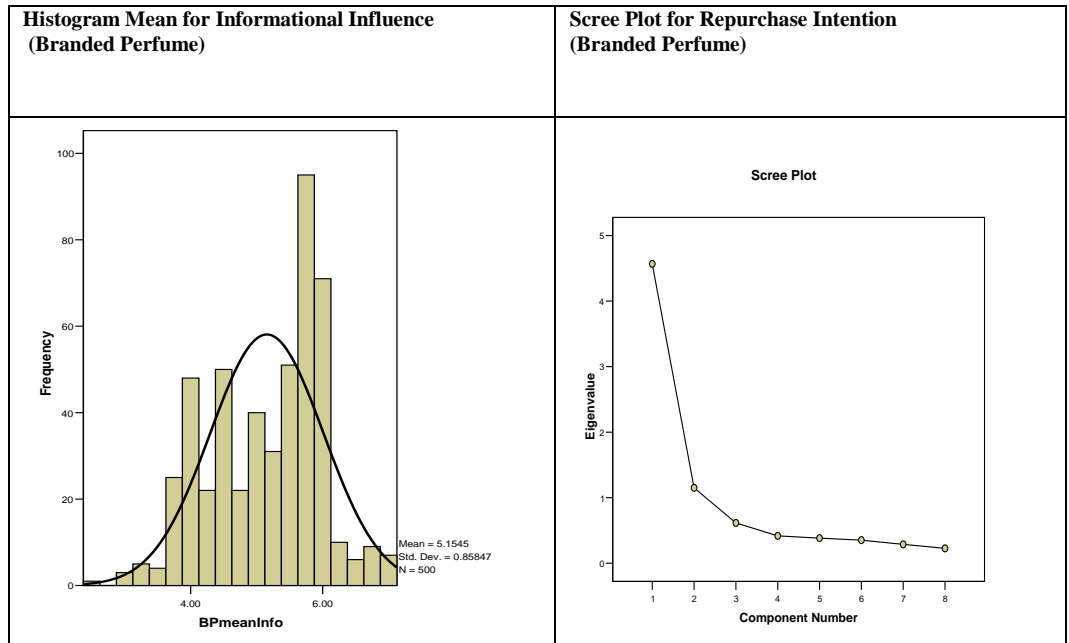| Scree Plot for Brand Name (Branded Perfume)	Normal Q-Q Plot for Brand Name (Branded Perfume)
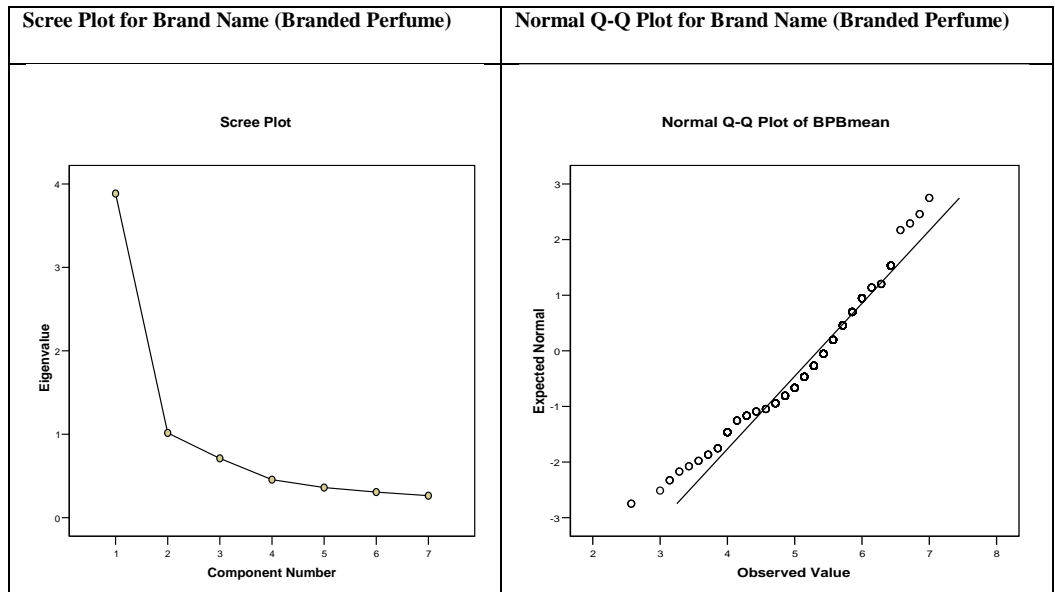
Appendix B21:   Normal Q-Q Plot and Histogram Mean for Product Information (Branded Perfume)

Histogram Mean for Brand Name (Branded Perfume)	Normal Q-Q Plot Product Information (Branded Perfume)
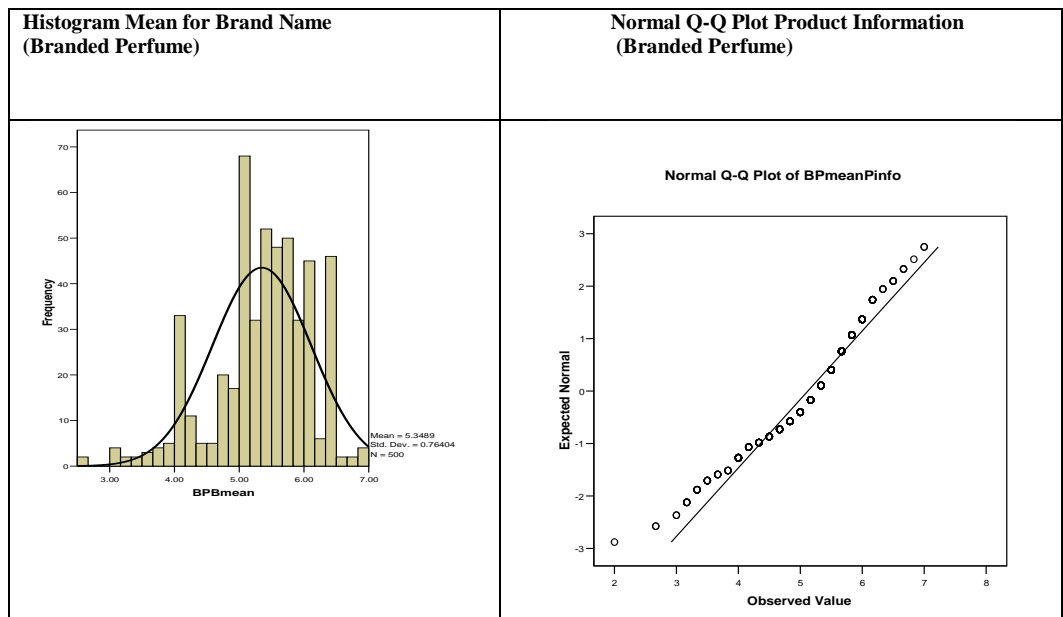
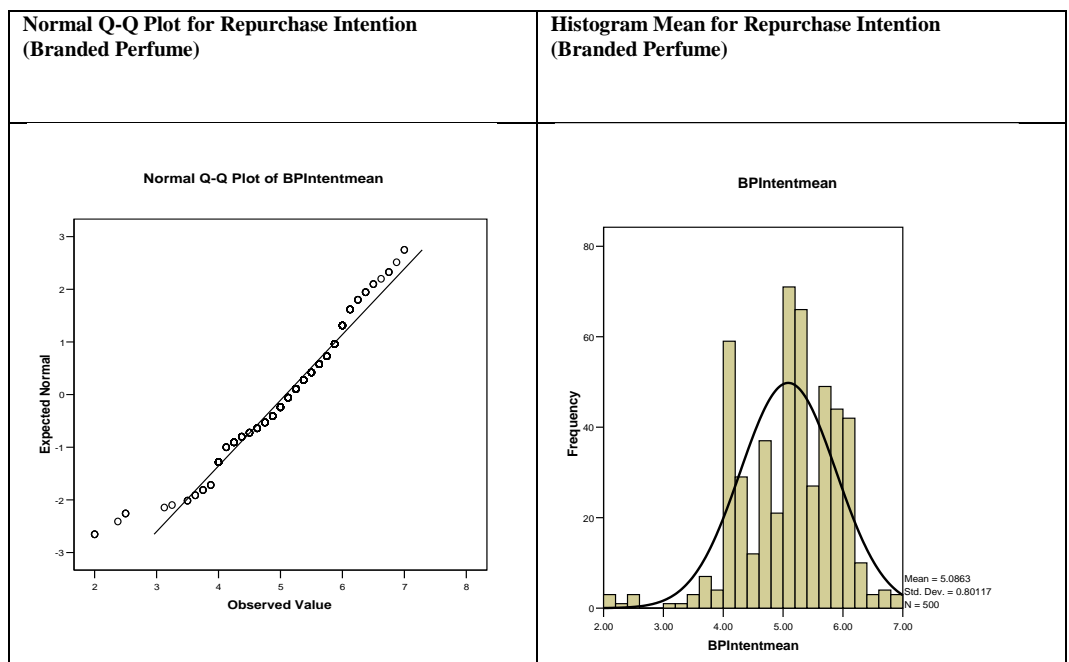**Appendix B22: Scree Plot, Normal Q-Q Plot and Histogram Mean for Normative Influence (Branded Perfume)**

Histogram Mean for Product Information (Branded Perfume)	Scree Plot for Normative Influence (Branded Perfume)

Normal Q-Q Plot for Normative Influence (Branded Perfume)	Histogram Mean for Normative Influence (Branded Perfume)

14
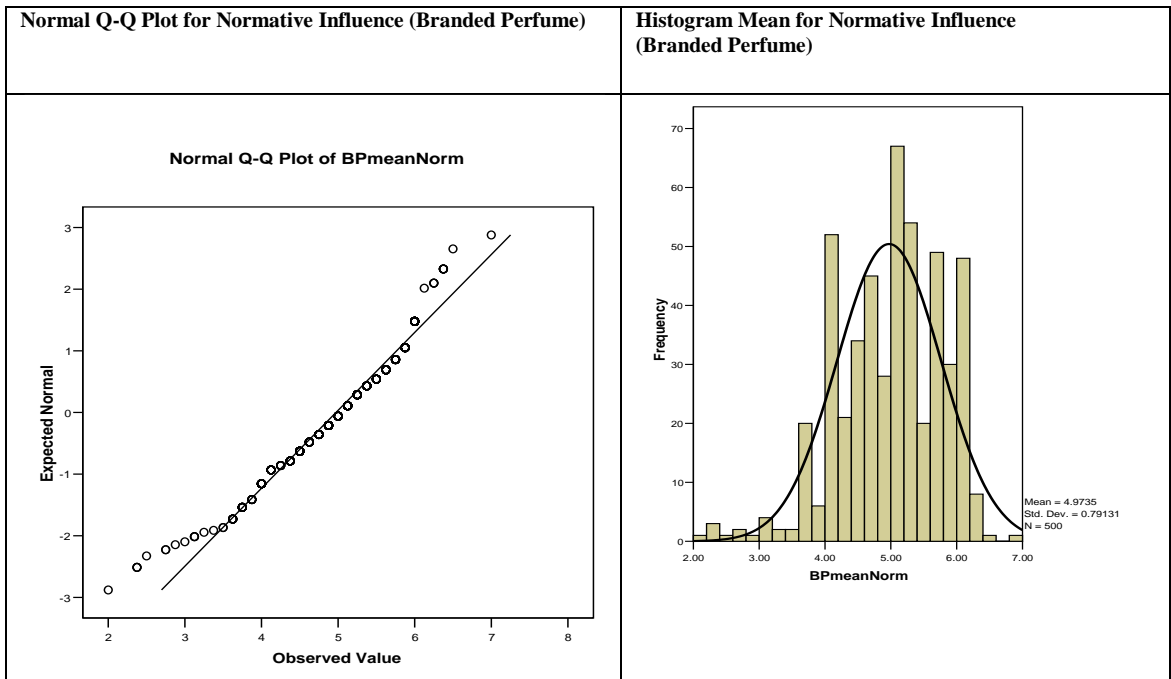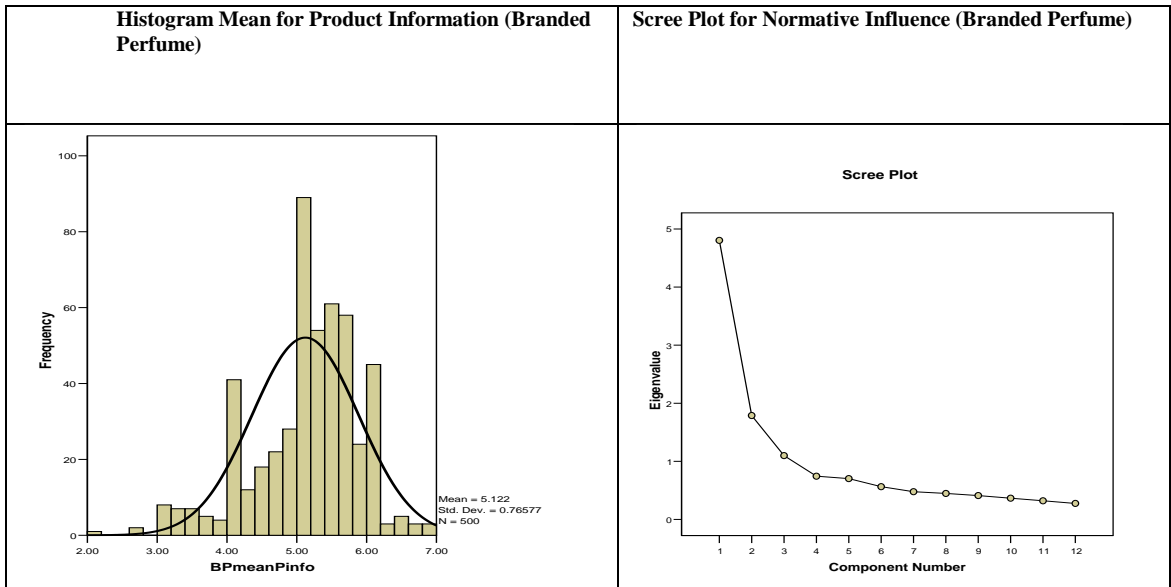
Appendix B23: Normal Q-Q Plot and Histogram Mean for Informational Influence (Branded Perfume)

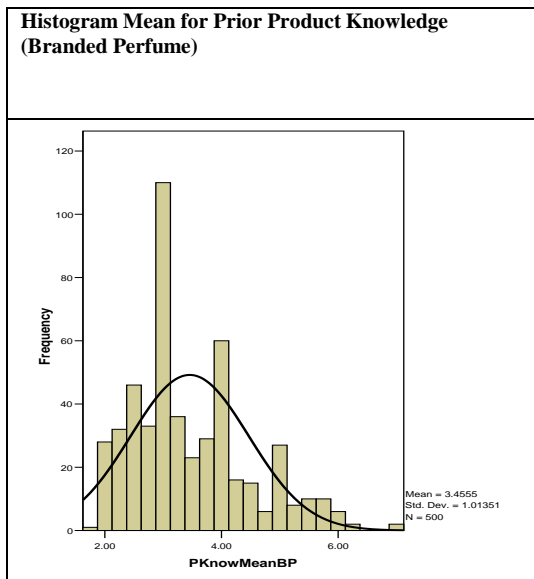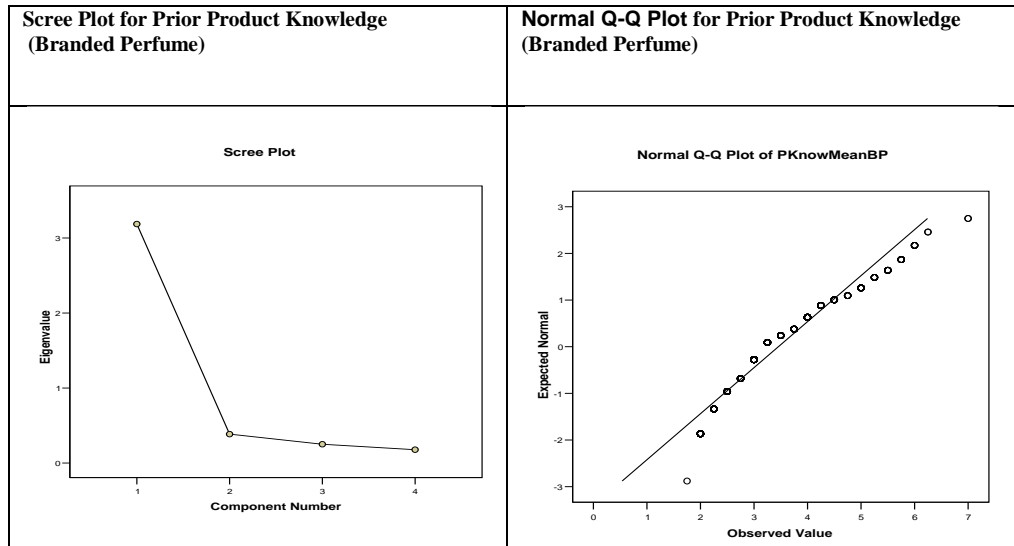| Histogram Mean for Informational Influence (Branded Perfume)	Scree Plot for Repurchase Intention (Branded Perfume)
Histogram Mean for Informational Influence (Branded Perfume) Mean = 5.1545 Std. Dev. = 0.85847 N = 500	**Scree Plot**

Appendix B24: Scree Plot, Normal Q-Q Plot and Histogram Mean for Repurchase Intention (Branded Perfume)

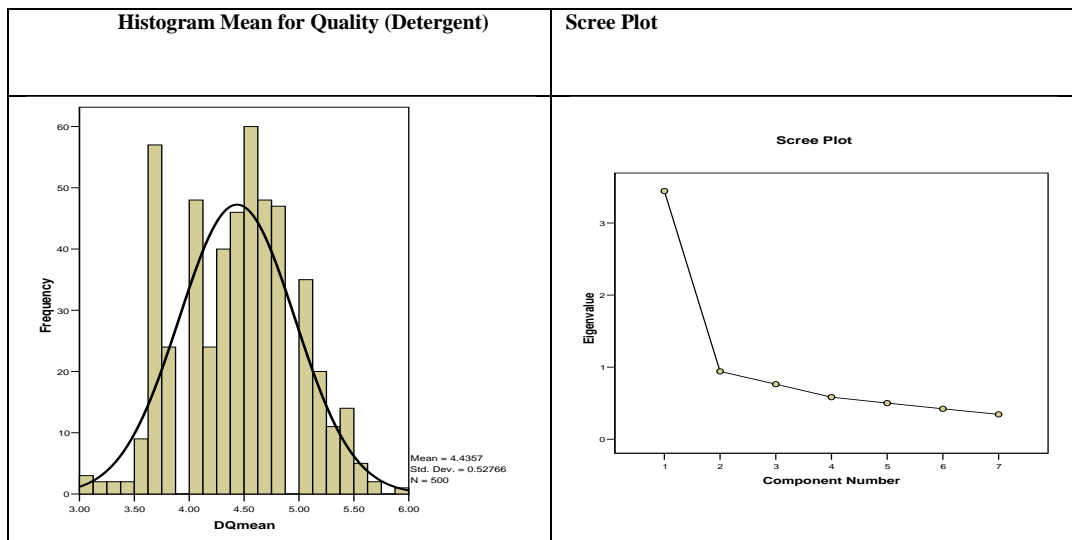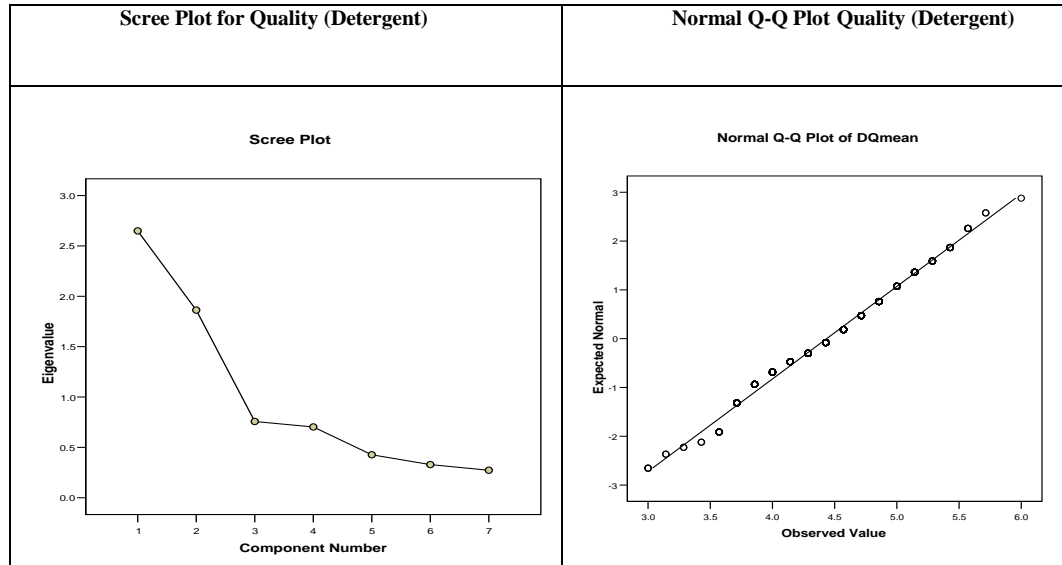| Normal Q-Q Plot for Repurchase Intention (Branded Perfume)	Histogram Mean for Repurchase Intention (Branded Perfume)
Normal Q-Q Plot of BPIntentmean	**BPIntentmean** Mean = 5.0863 Std. Dev. = 0.80117 N = 500

Appendix B25: Scree Plot, Normal Q-Q Plot and Histogram Mean for Prior

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Product Knowledge (Branded Perfume)

| Scree Plot for Prior Product Knowledge (Branded Perfume)	Normal Q-Q Plot for Prior Product Knowledge (Branded Perfume)

Histogram Mean for Prior Product Knowledge (Branded Perfume)

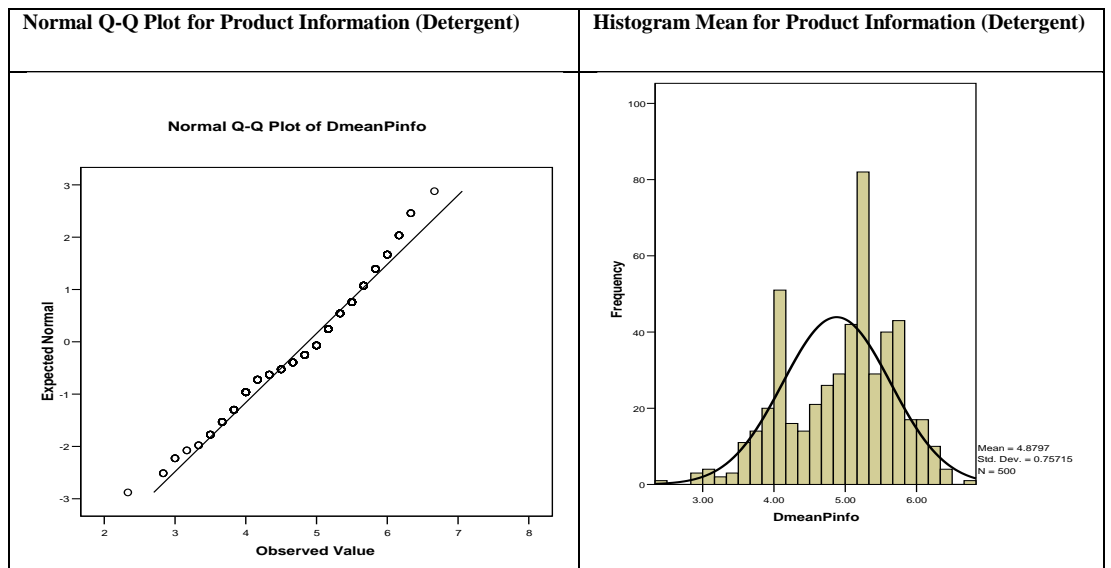**Appendix B26: Scree Plot, Normal Q-Q Plot and Histogram Mean for Quality (Detergent)**

Scree Plot for Quality (Detergent)	Normal Q-Q Plot Quality (Detergent)
Scree Plot	**Normal Q-Q Plot of DQmean**

Histogram Mean for Quality (Detergent)	Scree Plot

Mean = 4.4357
Std. Dev. = 0.52766
N = 500

Appendix B27: Scree Plot, Normal Q-Q Plot and Histogram Mean for Price (Detergent)

Normal Q-Q Plot for Price (Detergent)	Histogram Mean for Price (Detergent)
Normal Q-Q Plot of DPmean	Mean = 4.5934 Std. Dev. = 0.49426 N = 500
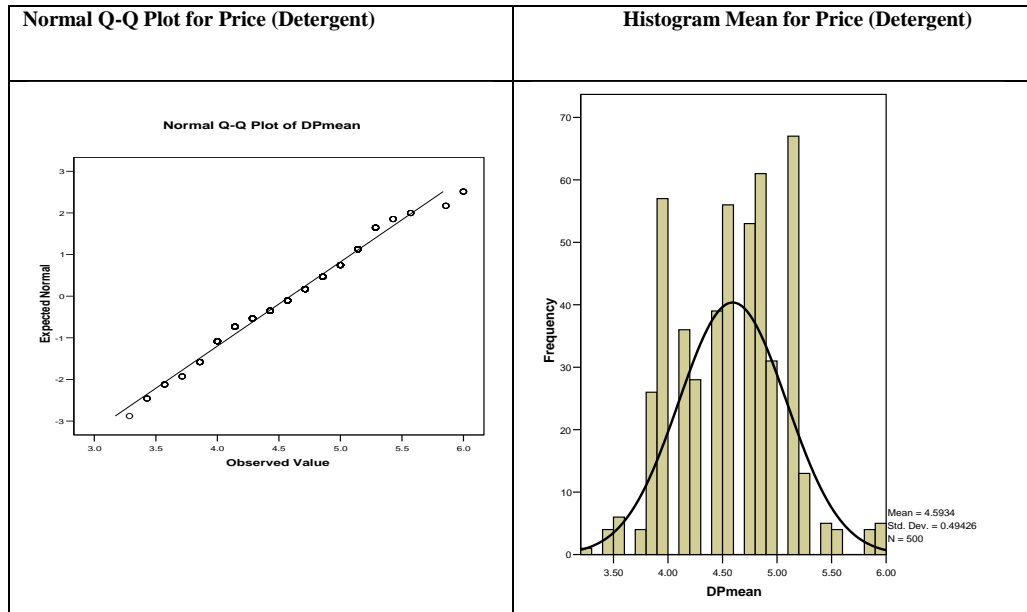
Appendix B28: Scree Plot, Normal Q-Q Plot and Histogram Mean for Brand Name (Detergent)

Scree Plot for Brand Name (Detergent)	Normal Q-Q Plot for Brand Name (Detergent)
Scree Plot	Normal Q-Q Plot of DBmean
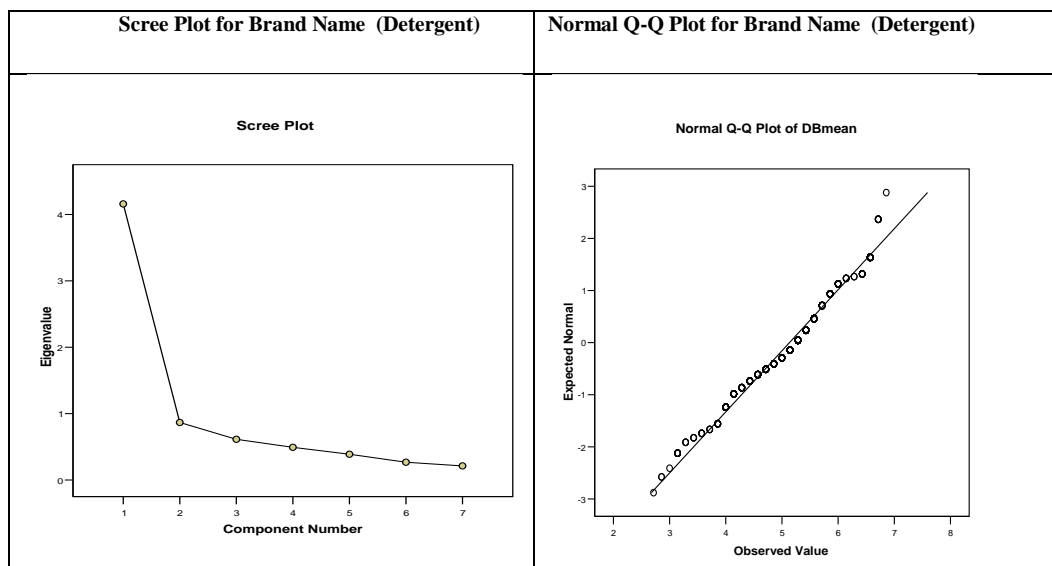
Appendix B29: Scree Plot, Normal Q-Q Plot and Histogram Mean for Product Information (Detergent)

Histogram Mean for Brand Name (Detergent)	Scree Plot for Product Information (Detergent)

Normal Q-Q Plot for Product Information (Detergent)	Histogram Mean for Product Information (Detergent)

19
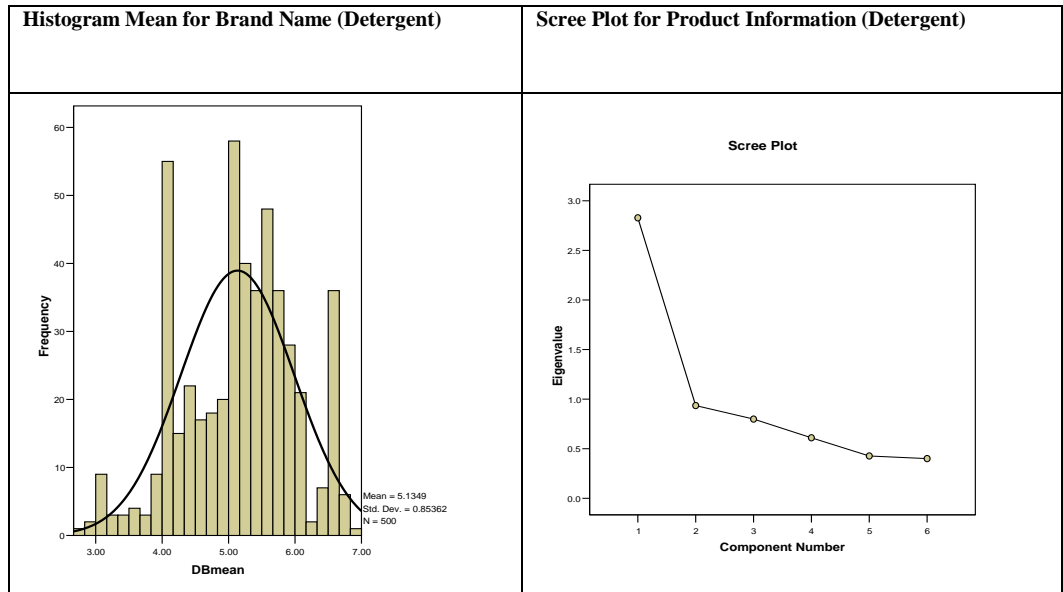
Appendix B30:   Scree Plot, Normal Q-Q Plot and Histogram Mean for Normative Influence (Detergent)

Scree Plot for Normative Influence Influence (Detergent)	Normal Q-Q Plot for Informational Influence (Detergent)
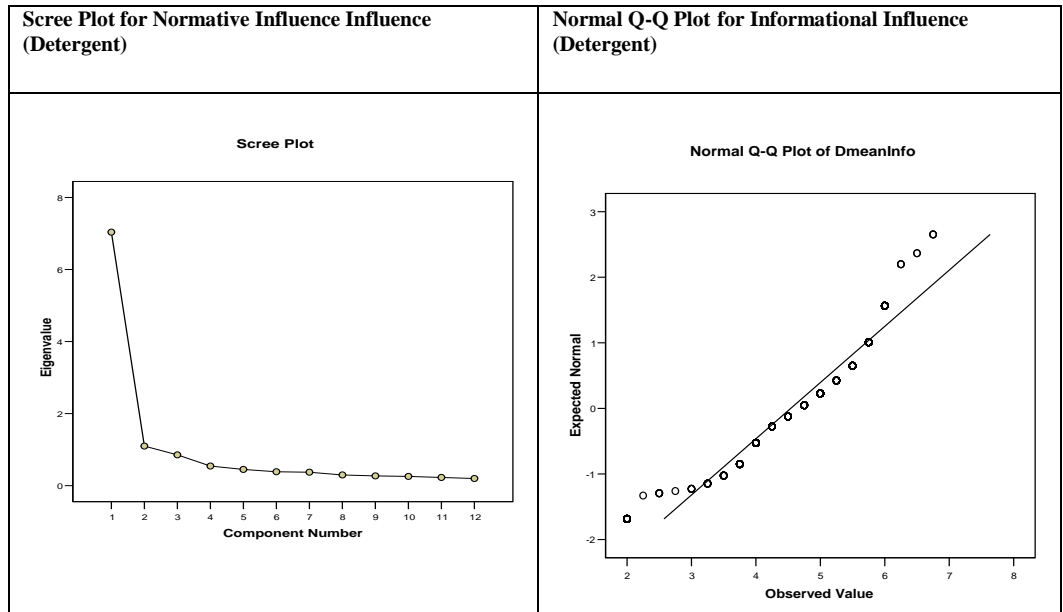
Appendix B31:   Normal Q-Q Plot and Histogram Mean for Informational Influence (Detergent)

Histogram Mean for Informational Influence (Detergent)	Scree Plot for Repurchase Intention (Detergent)
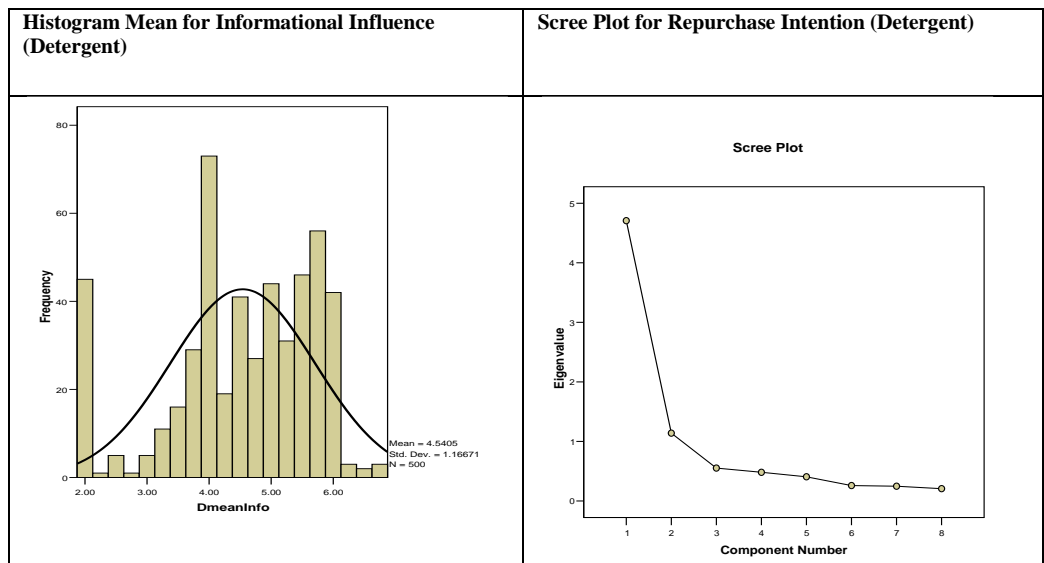
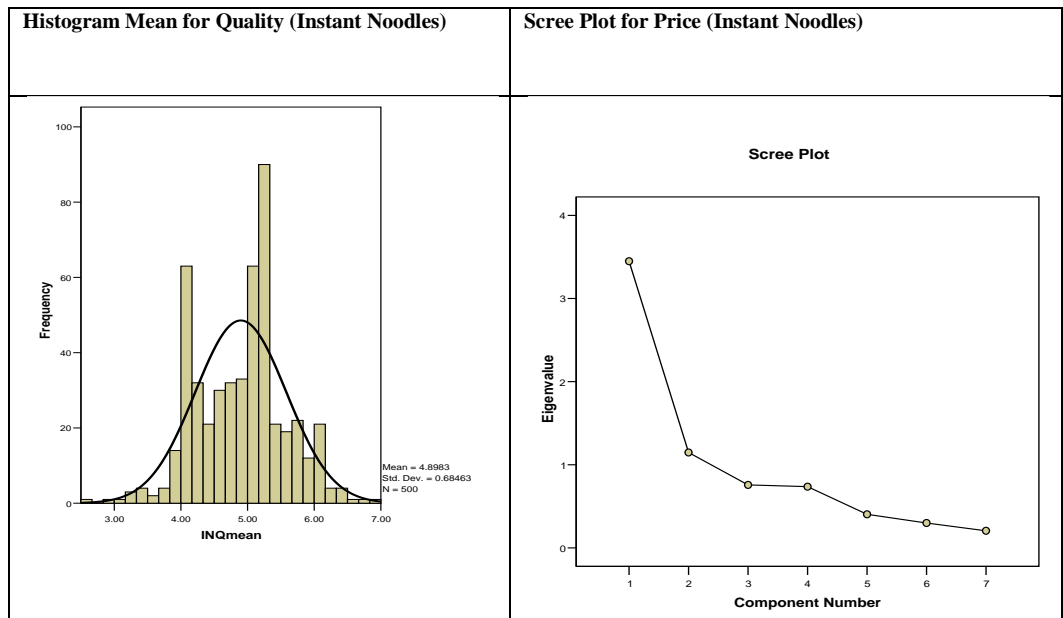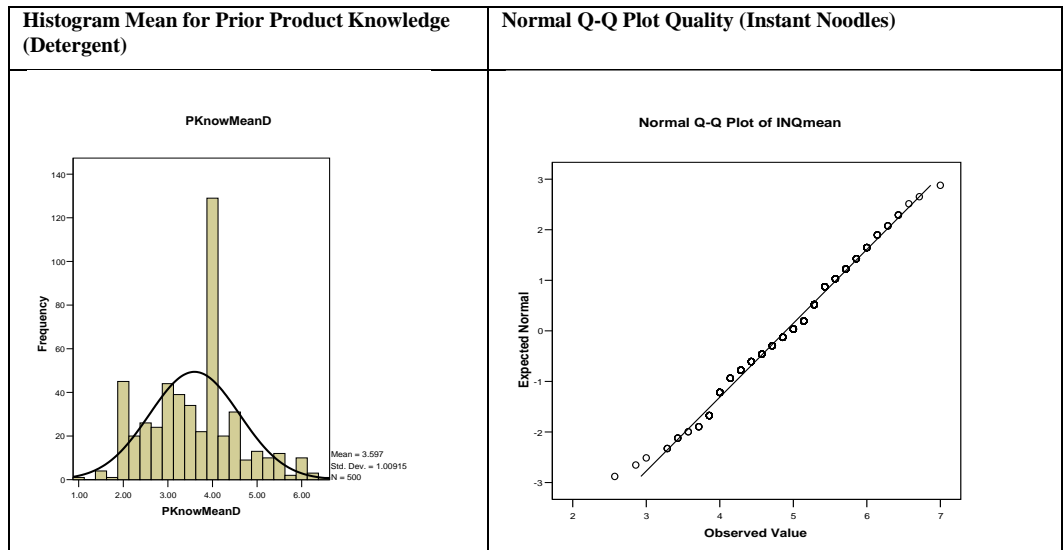**Appendix B32: Scree Plot, Normal Q-Q Plot and Histogram Mean for Repurchase Intention (Detergent)**

Normal Q-Q Plot Repurchase Intention (Detergent)	Histogram Mean for Repurchase Intention (Detergent)
Normal Q-Q Plot of DIntentmean	
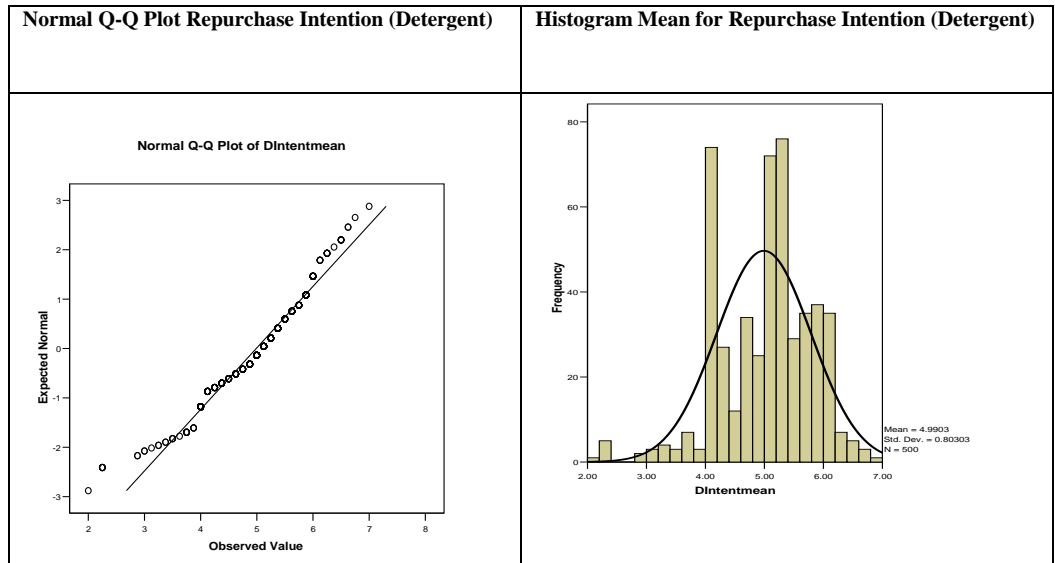
Appendix B33: Scree Plot, Normal Q-Q Plot and Histogram Mean for Prior Product Knowledge (Detergent)

Scree Plot Prior Product Knowledge (Detergent)	Normal Q-Q Plot for Prior Product Knowledge (Detergent)
Scree Plot	Normal Q-Q Plot of PKnowMeanD

21
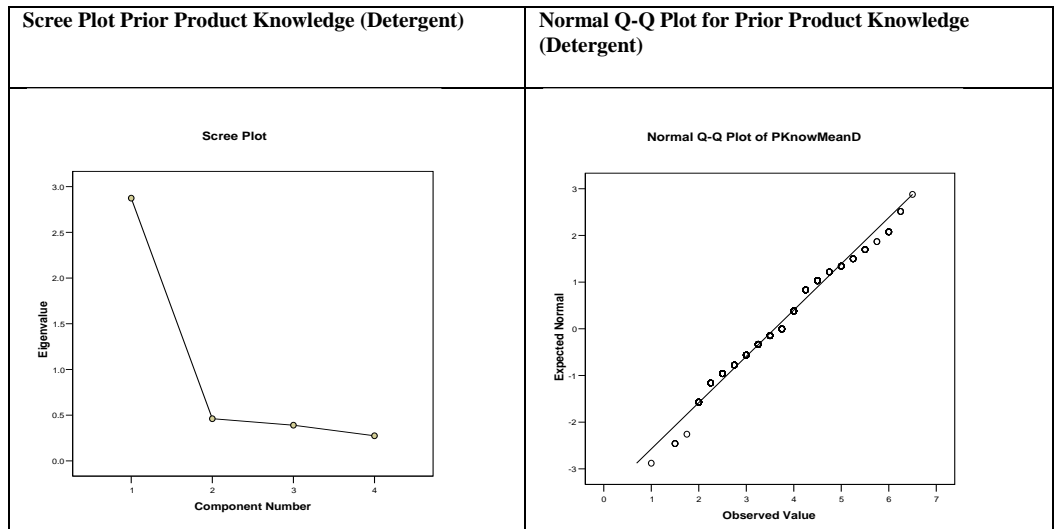
Appendix B34: Normal Q-Q Plot and Histogram Mean for Quality (Instant Noodles)

Histogram Mean for Prior Product Knowledge (Detergent)	Normal Q-Q Plot Quality (Instant Noodles)

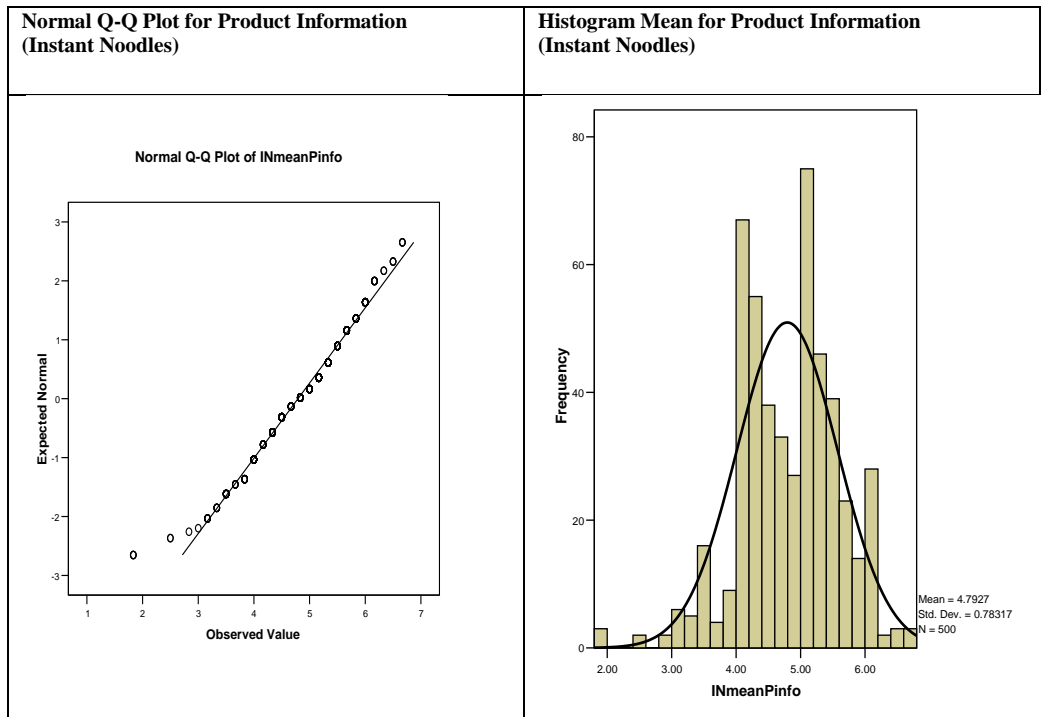| Histogram Mean for Quality (Instant Noodles)	Scree Plot for Price (Instant Noodles)

Appendix B35: Scree Plot, Normal Q-Q Plot and Histogram Mean for Price
(Instant Noodles)

Normal Q-Q Plot for Price (Instant Noodles)	Histogram Mean for Price (Instant Noodles)
Normal Q-Q Plot of INPmean	
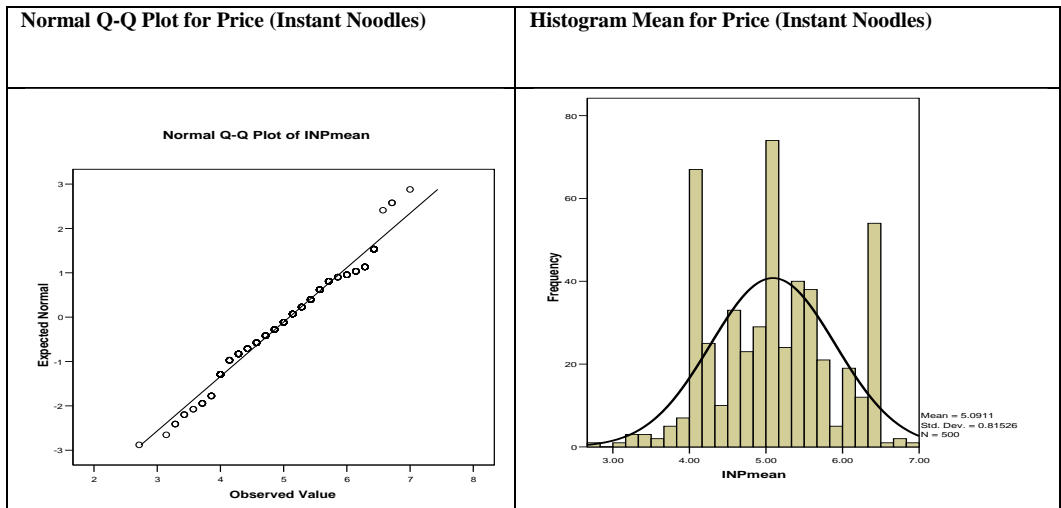
Appendix B36: Scree Plot, Normal Q-Q Plot and Histogram Mean for Brand Name
(Instant Noodles)

Scree Plot Plot for Brand Name (Instant Noodles)	Normal Q-Q Plot for Brand Name (Instant Noodles)
Scree Plot	Normal Q-Q Plot of INBmean
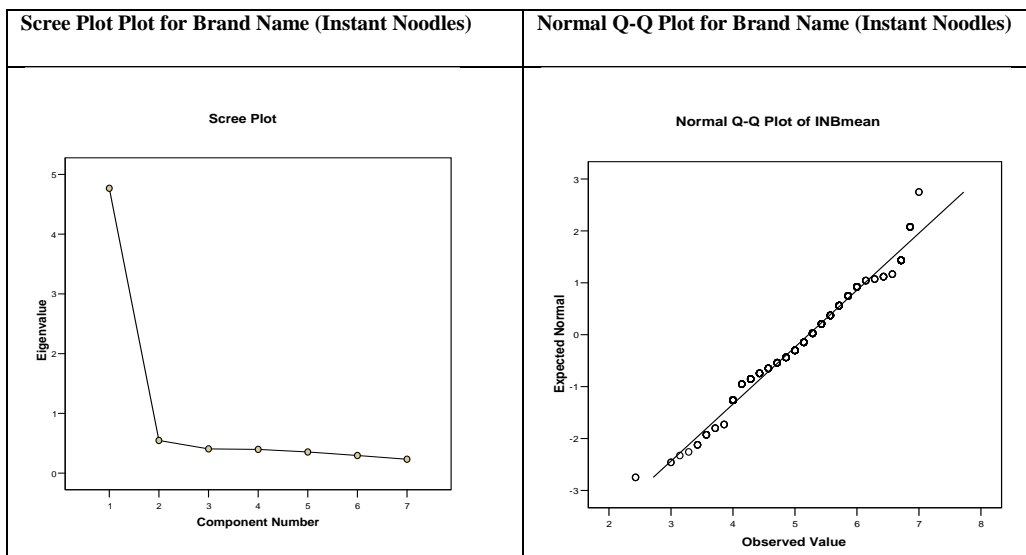
Appendix B37: Scree Plot, Normal Q-Q Plot and Histogram Mean for Product Information (Instant Noodles)

Histogram Mean for Brand Name (Instant Noodles)	Scree Plot for Product Information (Instant Noodles)

Normal Q-Q Plot for Product Information (Instant Noodles)	Histogram Mean for Product Information (Instant Noodles)
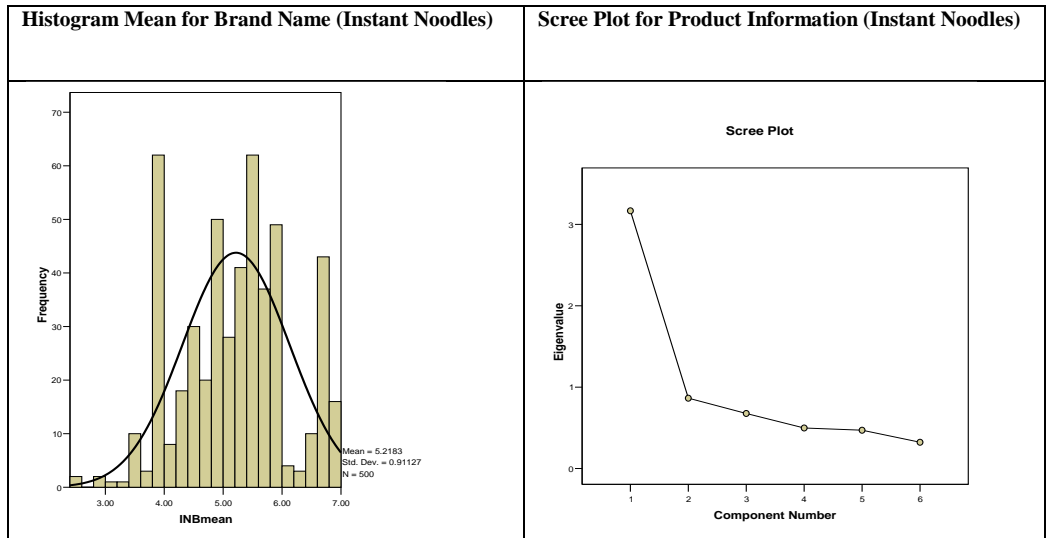
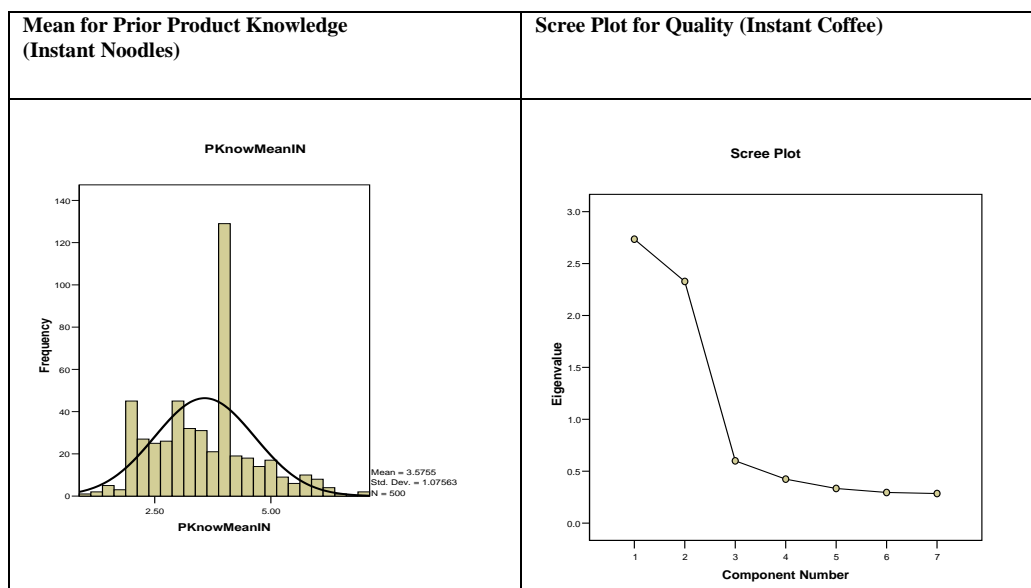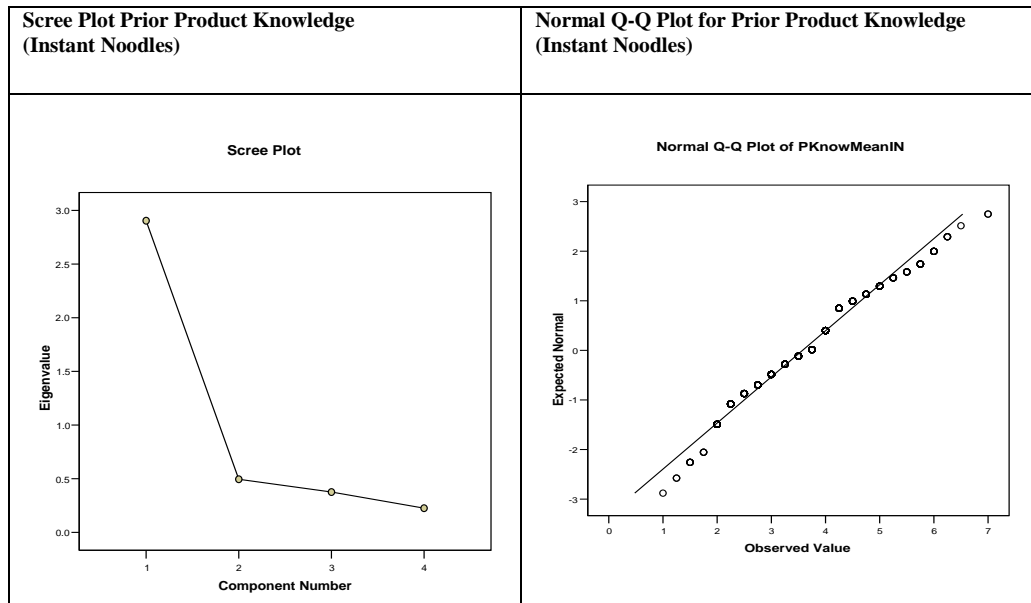**Appendix B38:   Scree Plot, Normal Q-Q Plot and Histogram Mean for Normative Influence (Instant Noodles)**

Scree Plot for Normative Influence (Instant Noodles)	Normal Q-Q Plot for Normative Influence (Instant Noodles)
Scree Plot	Normal Q-Q Plot of INmeanNorm

Histogram Mean for Normative Influence (Instant Noodles)	Normal Q-Q Plot Informational Influence (Instant Noodles)
Mean = 4.4258 Std. Dev. = 1.1353 N = 500	Normal Q-Q Plot of INmeanInfo
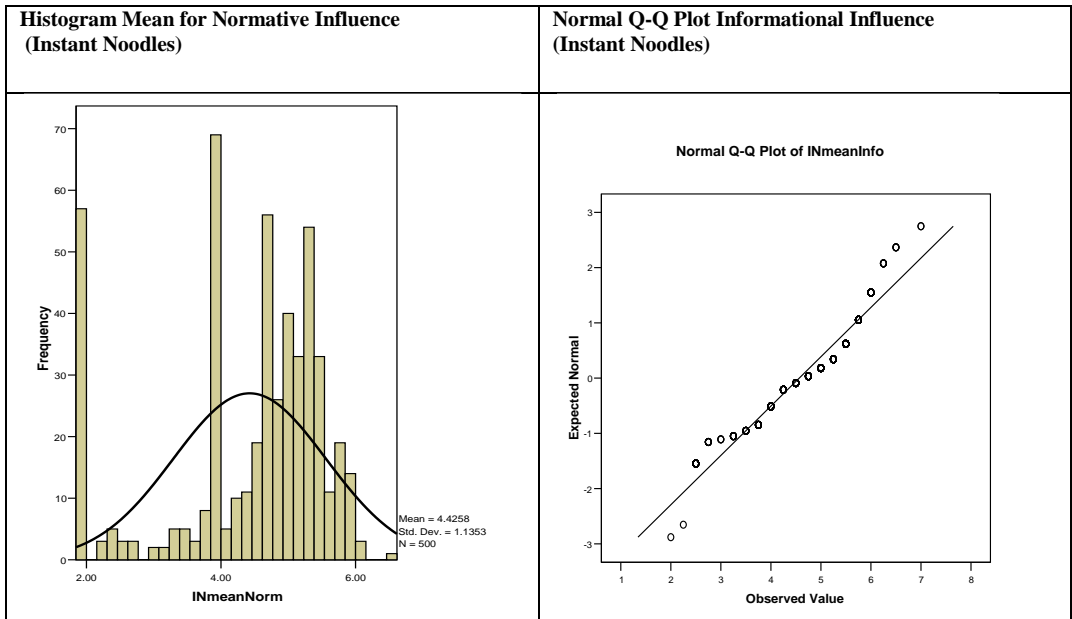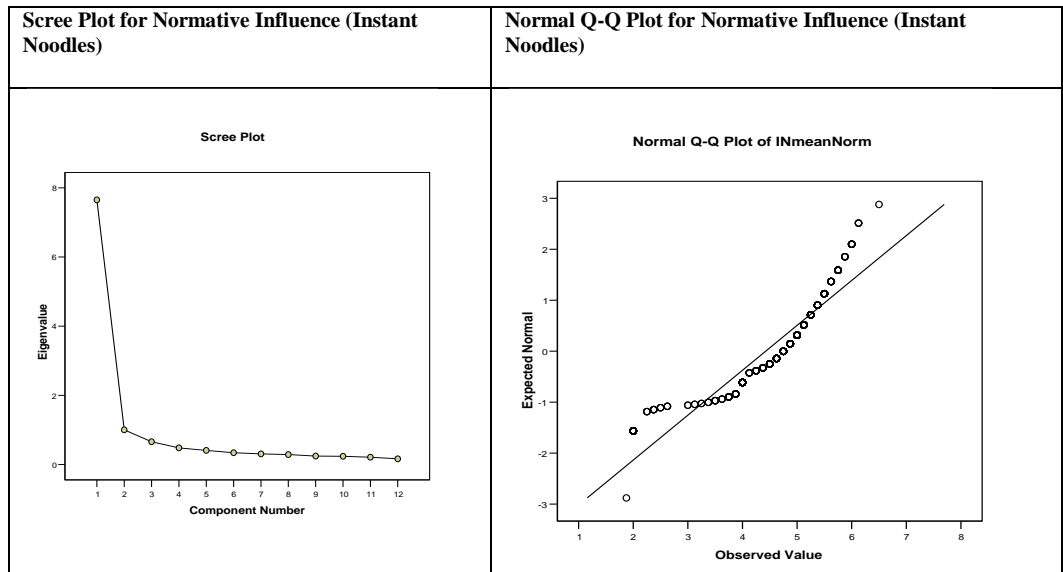
Appendix B39:   Normal Q-Q Plot and Histogram Mean for Informational Influence
(Instant Noodles)

Histogram Mean for Informational Influence (Instant Noodles)	Scree Plot for Repurchase Intention (Instant Noodles)
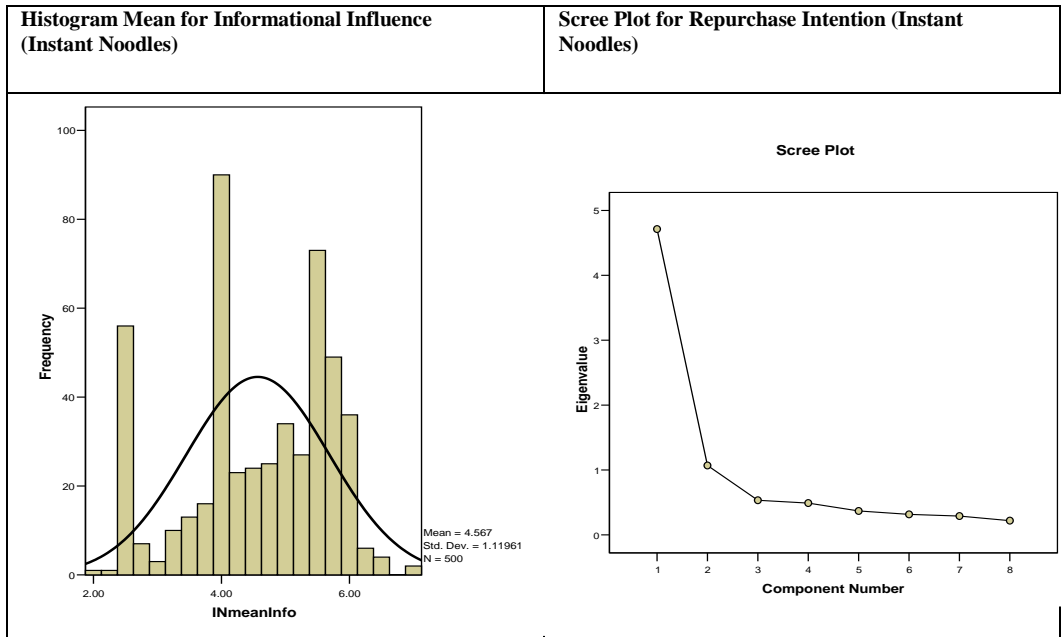
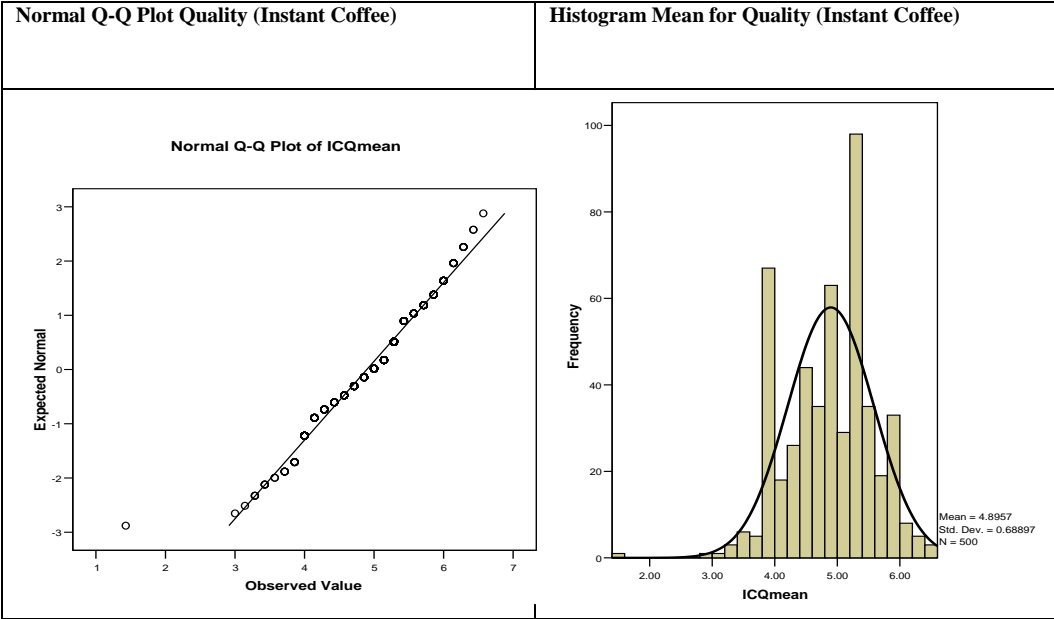**Appendix B40:   Scree Plot, Normal Q-Q Plot and Histogram Mean for Repurchase**
Intention (Instant Noodles)

Normal Q-Q Plot for Repurchase Intention (Instant Noodles)	Histogram Mean for Repurchase Intention (Instant Noodles)
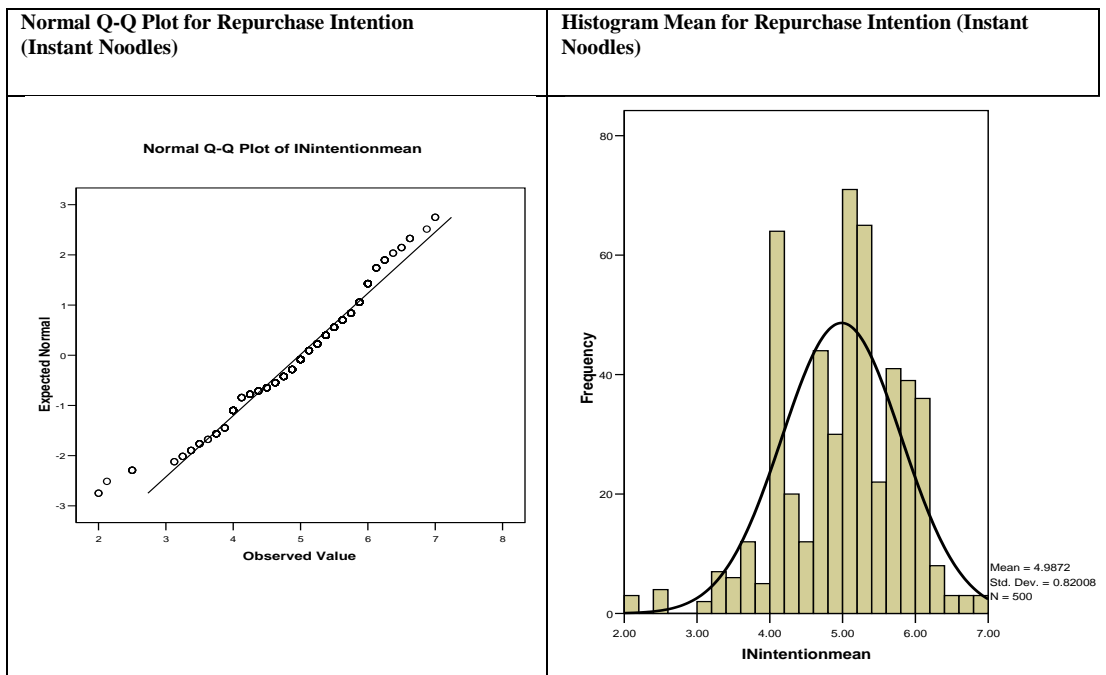
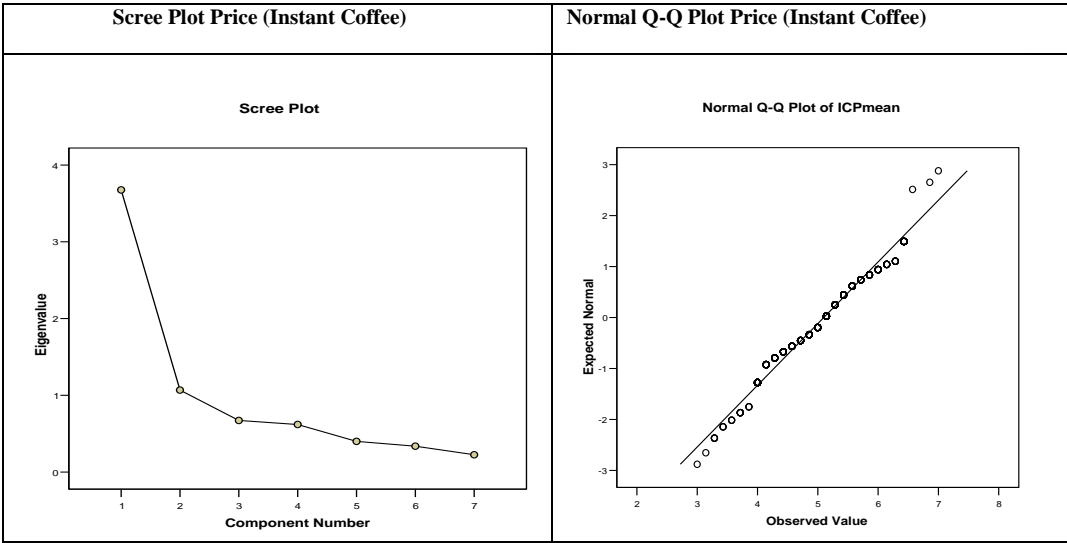**Appendix B41:   Scree Plot, Normal Q-Q Plot and Histogram Mean for Prior Product Knowledge (Instant Noodles)**
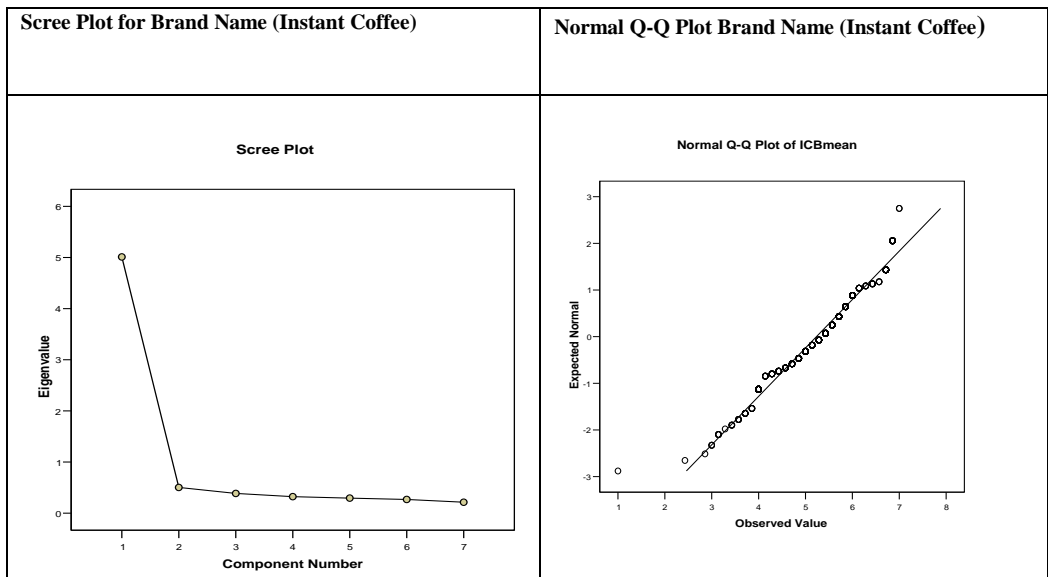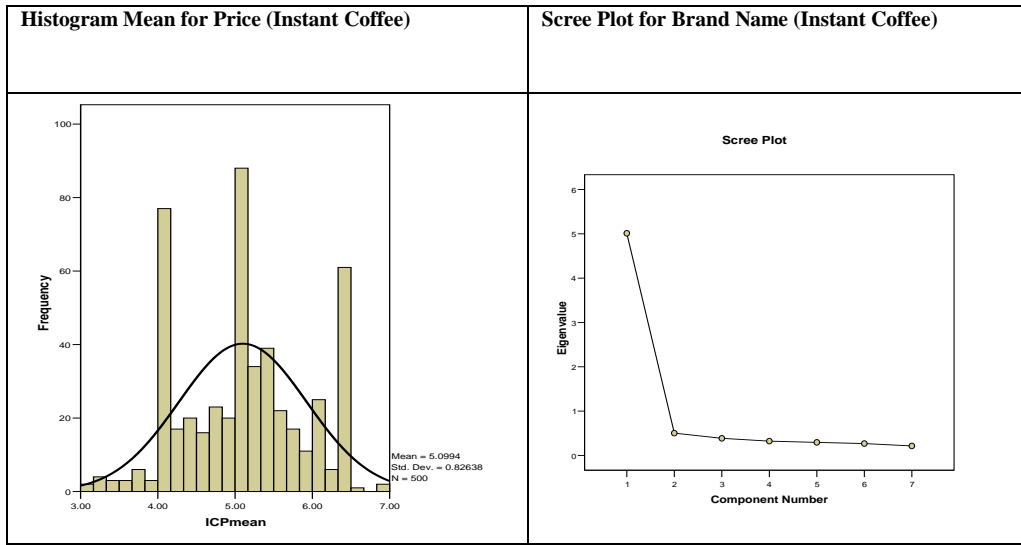
Scree Plot Prior Product Knowledge (Instant Noodles)	**Normal Q-Q Plot for Prior Product Knowledge (Instant Noodles)**

Mean for Prior Product Knowledge (Instant Noodles)	**Scree Plot for Quality (Instant Coffee)**

Appendix B42: Scree Plot, Normal Q-Q Plot and Histogram Mean for Quality (Instant Coffee)

Normal Q-Q Plot Quality (Instant Coffee)	Histogram Mean for Quality (Instant Coffee)

Appendix B43: Scree Plot, Normal Q-Q Plot and Histogram Mean for Price (Instant Coffee)
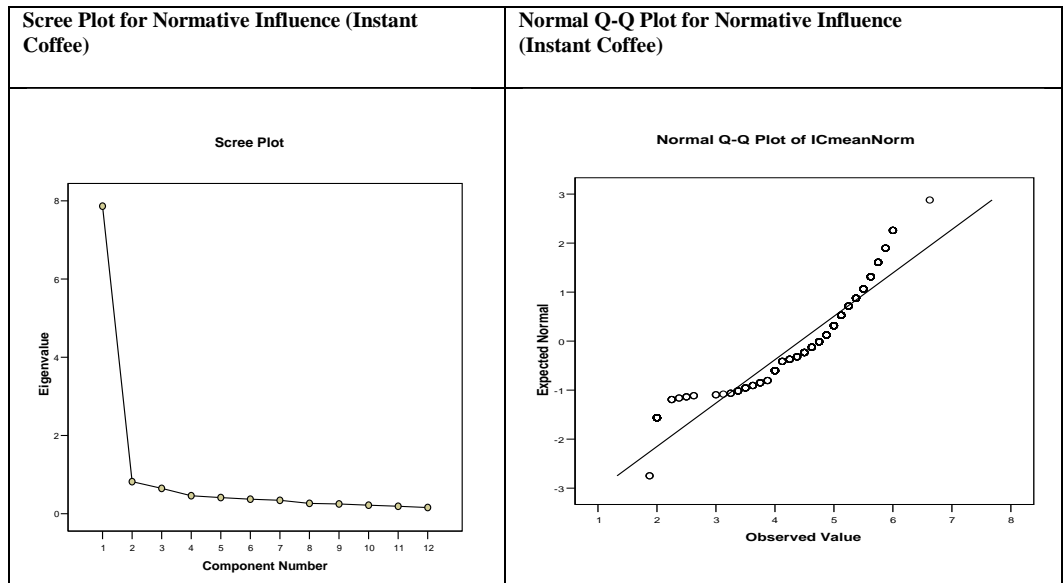
Scree Plot Price (Instant Coffee)	Normal Q-Q Plot Price (Instant Coffee)

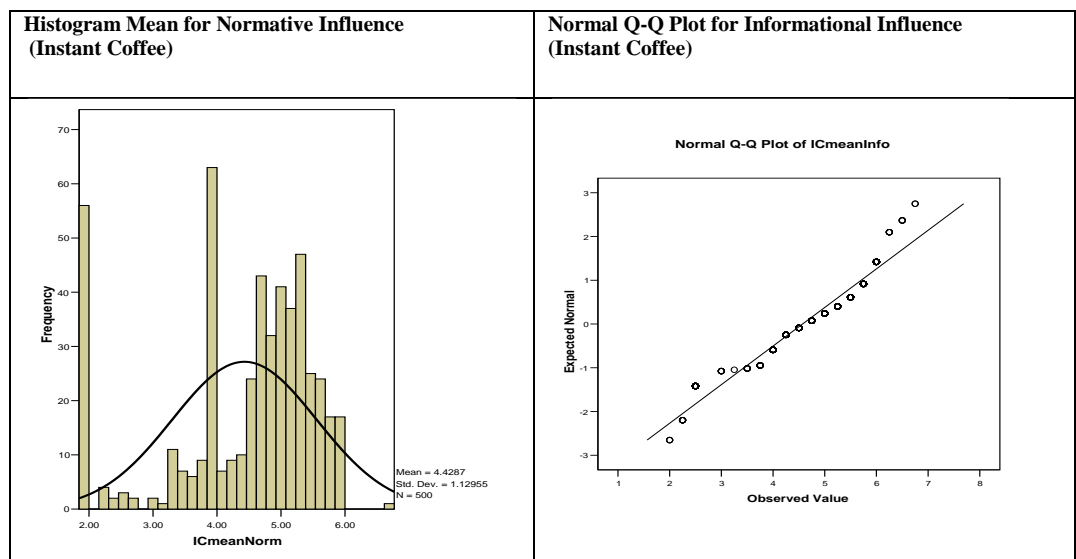**Appendix B44:   Scree Plot, Normal Q-Q Plot and Histogram Mean for Brand Name (Instant Coffee)**

Histogram Mean for Price (Instant Coffee)	Scree Plot for Brand Name (Instant Coffee)

Scree Plot for Brand Name (Instant Coffee)	Normal Q-Q Plot Brand Name (Instant Coffee)

Appendix B45: Scree Plot, Normal Q-Q Plot and Histogram Mean for Product Information
(Instant Coffee)

Histogram Mean for Brand Name (Instant Coffee)	Scree Plot for Product Information (Instant Coffee)

| Normal Q-Q Plot for Product Information (Instant Coffee)	Mean for Product Information (Instant Coffee)
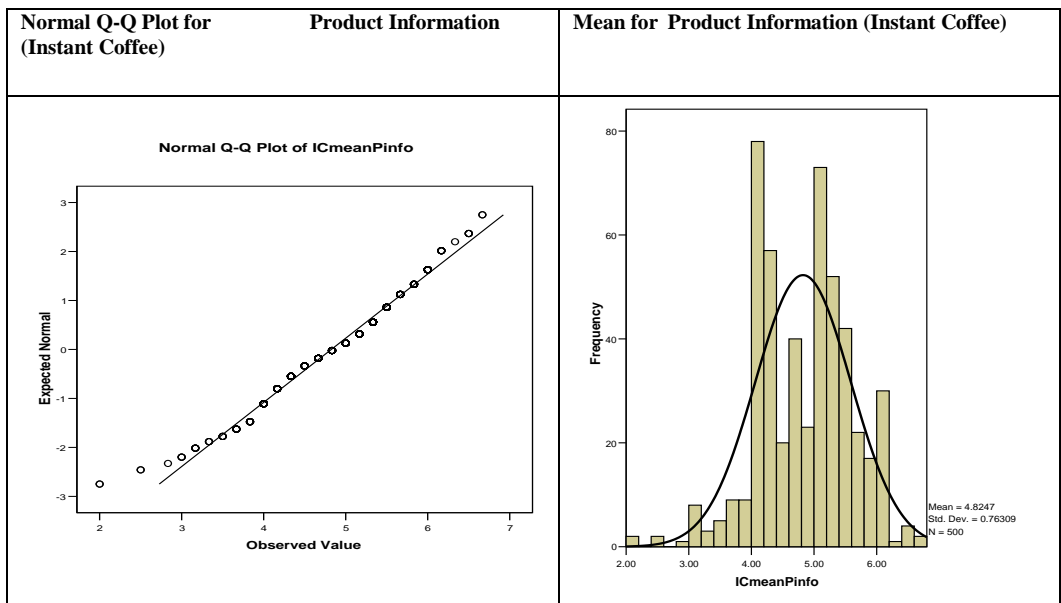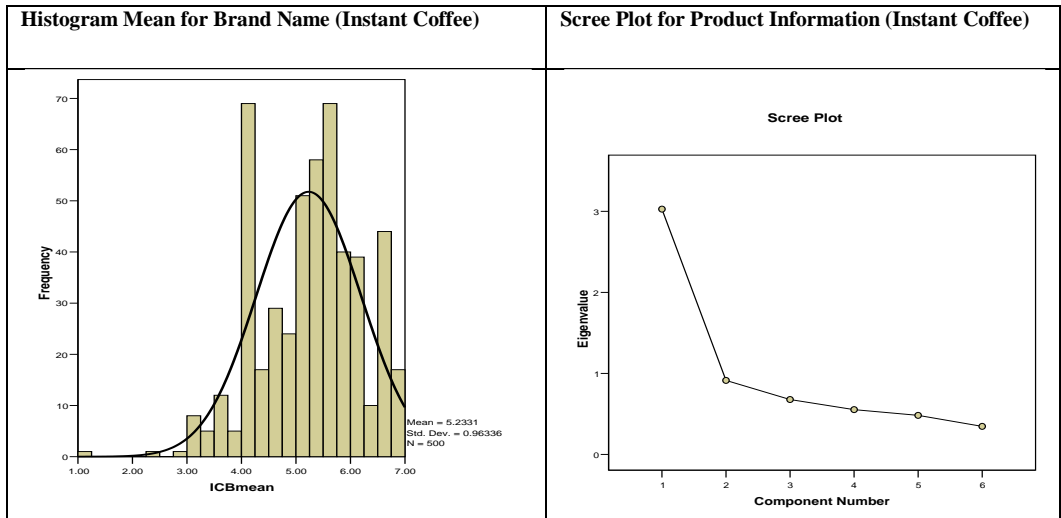
**Appendix B46: Scree Plot, Normal Q-Q Plot and Histogram Mean for Normative Influence (Instant Coffee)**

Scree Plot for Normative Influence (Instant Coffee)	Normal Q-Q Plot for Normative Influence (Instant Coffee)

Appendix B47: Normal Q-Q Plot and Histogram Mean for Informational Influence (Instant Coffee)

Histogram Mean for Normative Influence (Instant Coffee)	Normal Q-Q Plot for Informational Influence (Instant Coffee)

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**Appendix B48:   Scree Plot, Normal Q-Q Plot and Histogram Mean for Repurchase Intention (Instant Coffee)**

Histogram Mean for Informational Influence (Instant Coffee)	Scree Plot for Repurchase Intention (Instant Coffee)

| Normal Q-Q Plot for Repurchase Intention (Instant Coffee)	Histogram Mean for Repurchase Intention (Instant Coffee)
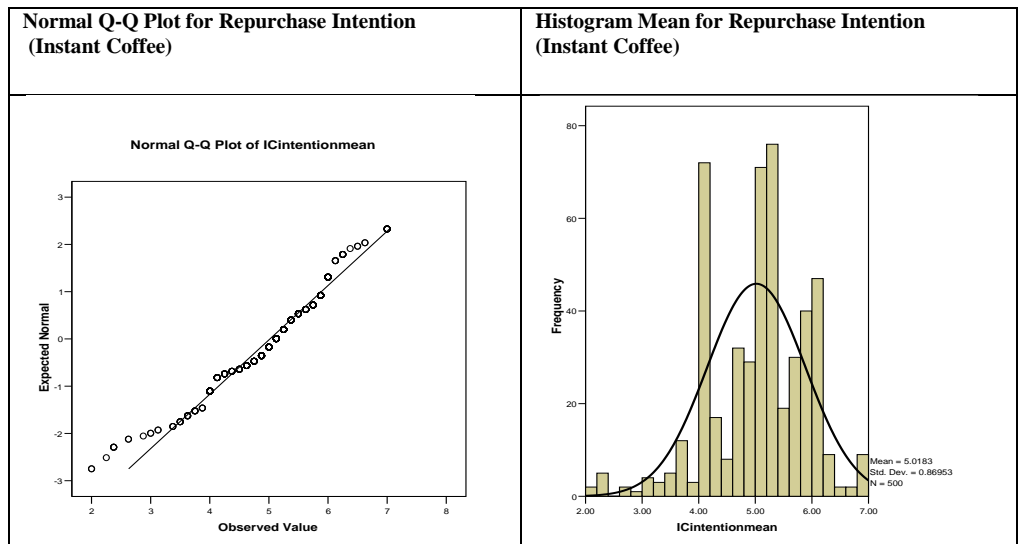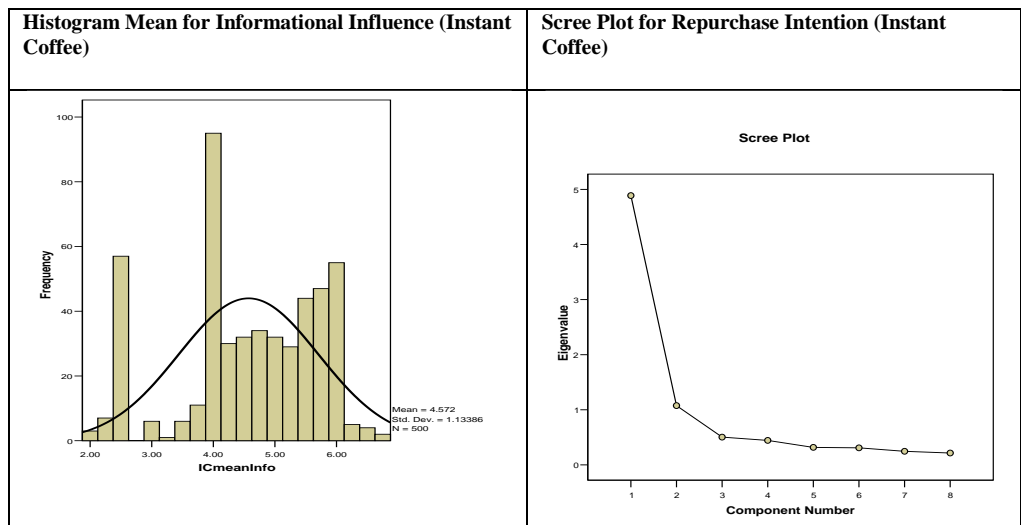
**Appendix B49: Scree Plot, Normal Q-Q Plot and Histogram Mean for Prior Product Knowledge (Instant Coffee)**

Scree Plot Prior Product Knowledge (Instant Coffee)	Normal Q-Q Plot for Prior Product Knowledge (Instant Coffee)
Scree Plot	Normal Q-Q Plot of PKnowMeanIC

Histogram Mean for Prior product Knowledge (Instant Coffee)

Mean = 3.5305
Std. Dev. = 1.06852
N = 500

PKnowMeanIC
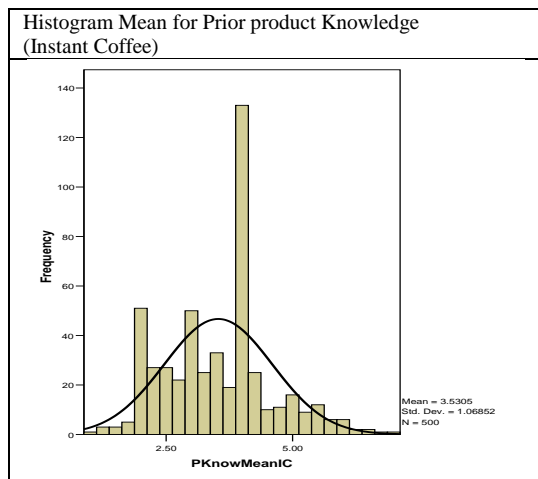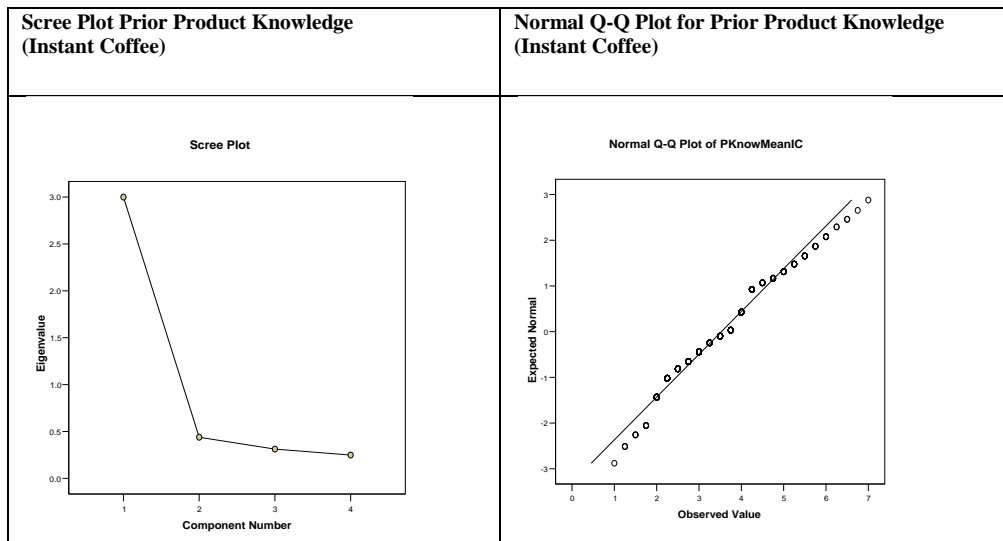
Appendix B50: Scatter Plots Fashion Clothing, Personal Computer, Branded Perfume, Detergent, Instant Noodles, and Instant Coffee
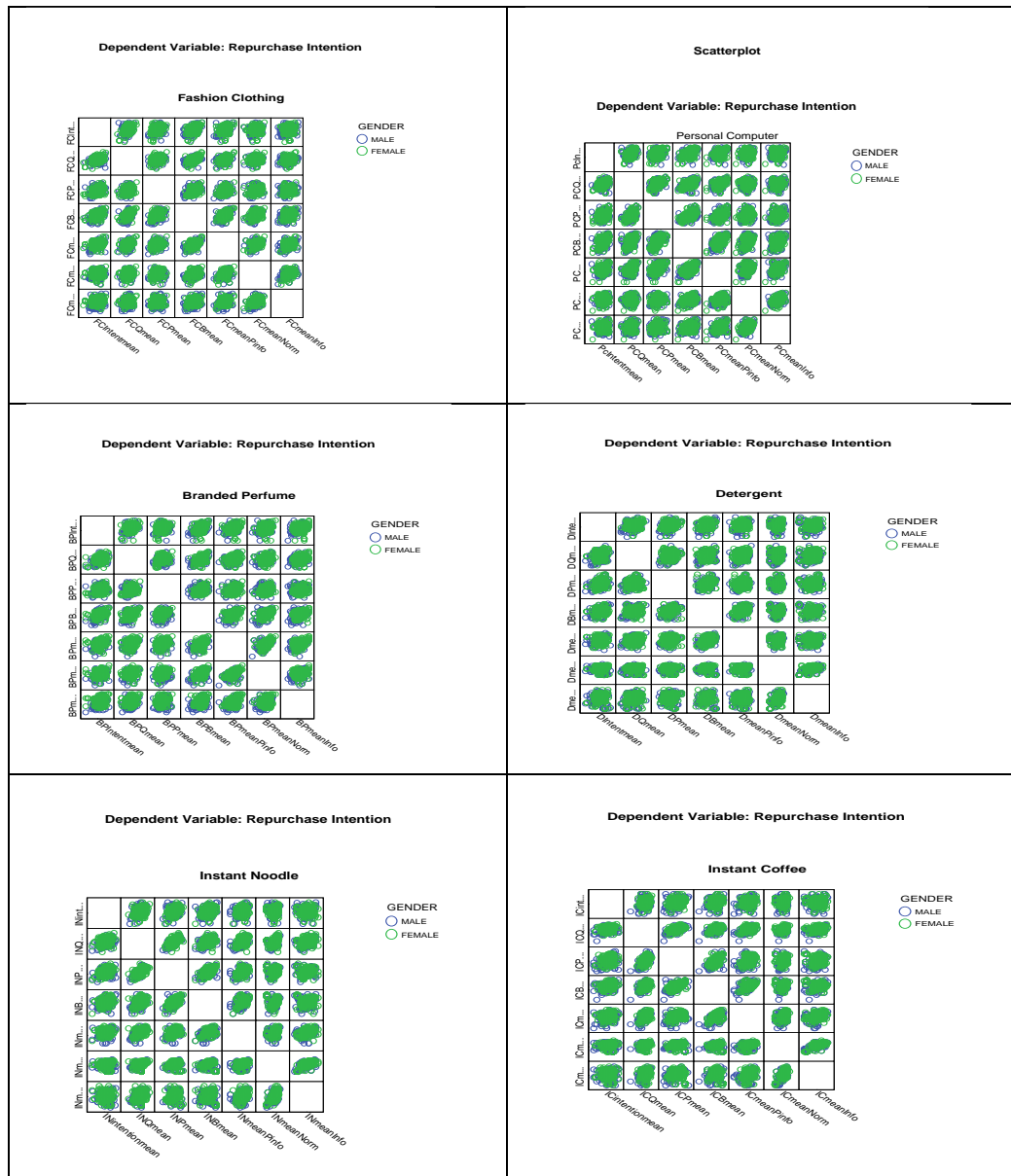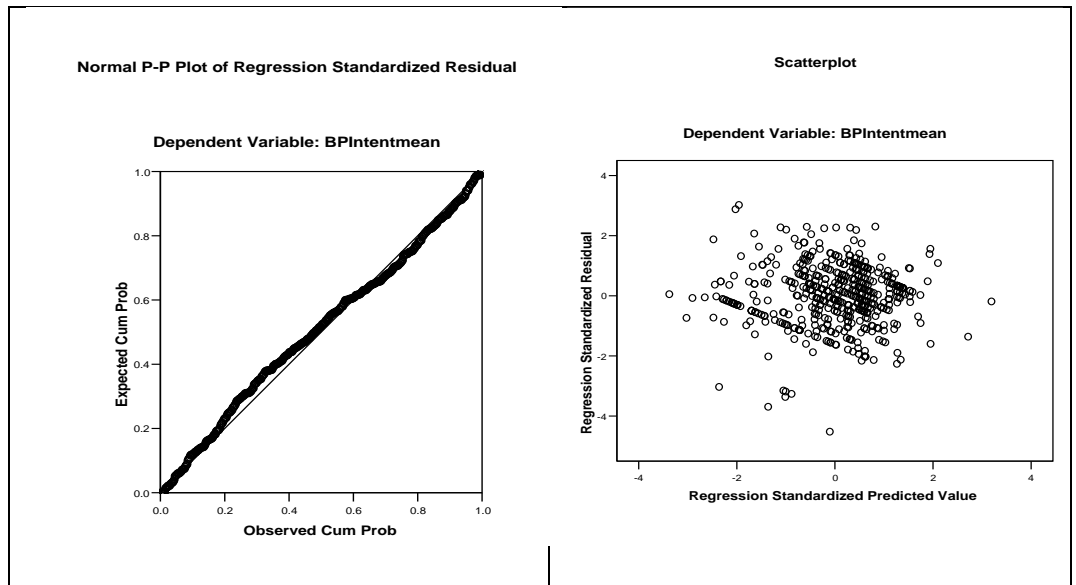
Appendix B51: Normal P-P Plot and Scatter Plot of Regression Standardised Residual (Fashion Clothing)
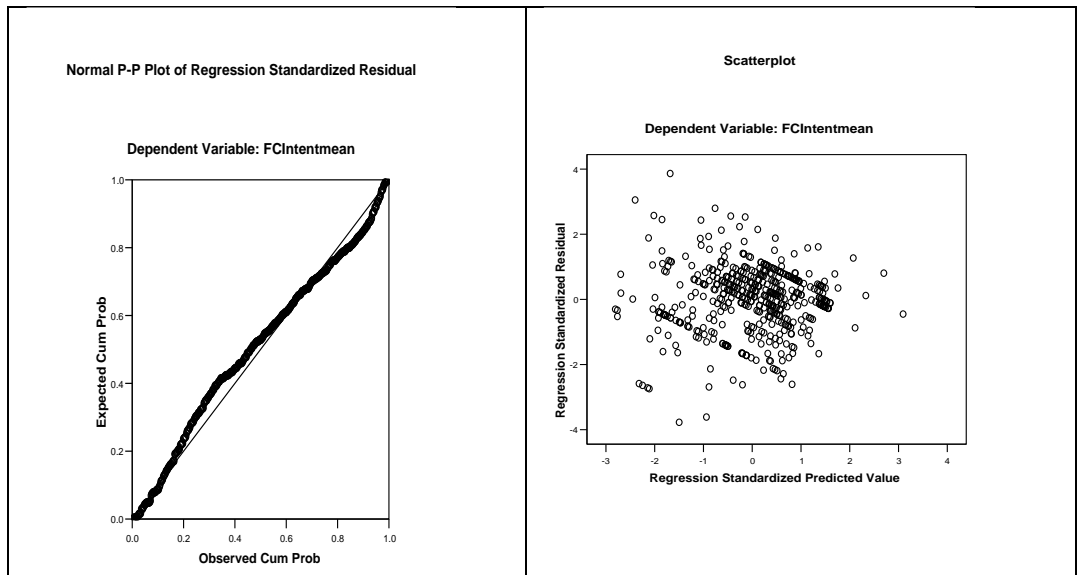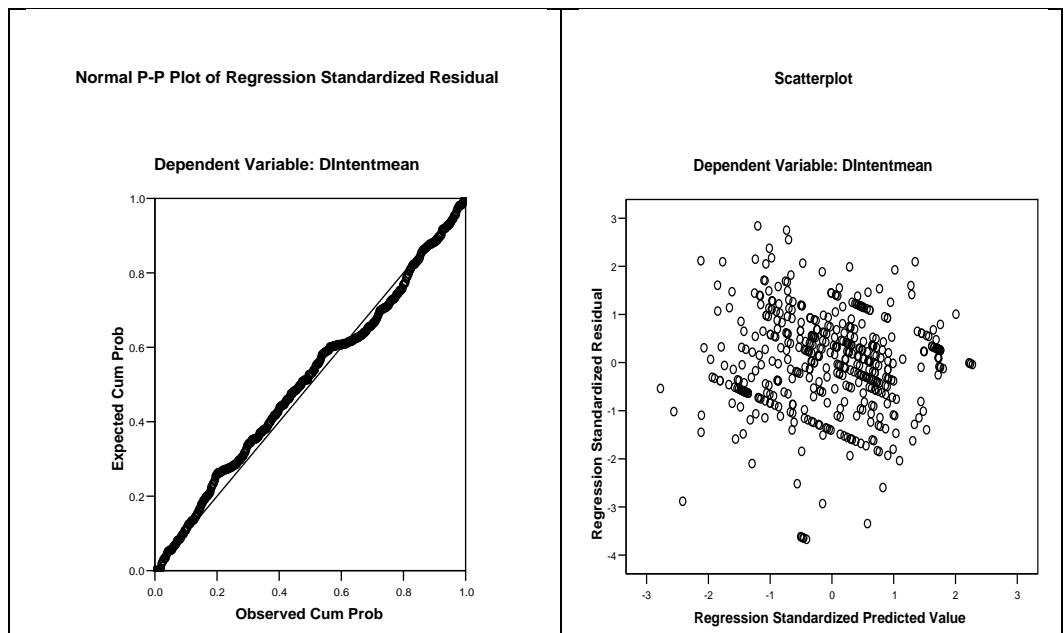

Appendix B52: Normal P-P Plot and Scatter Plot of Regression Standardised Residual (Personal Computer)
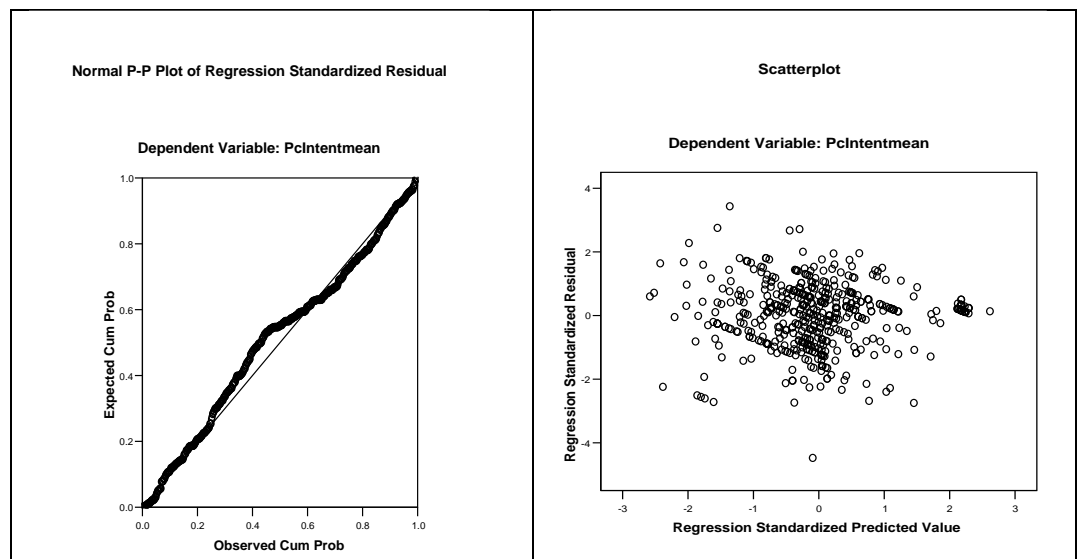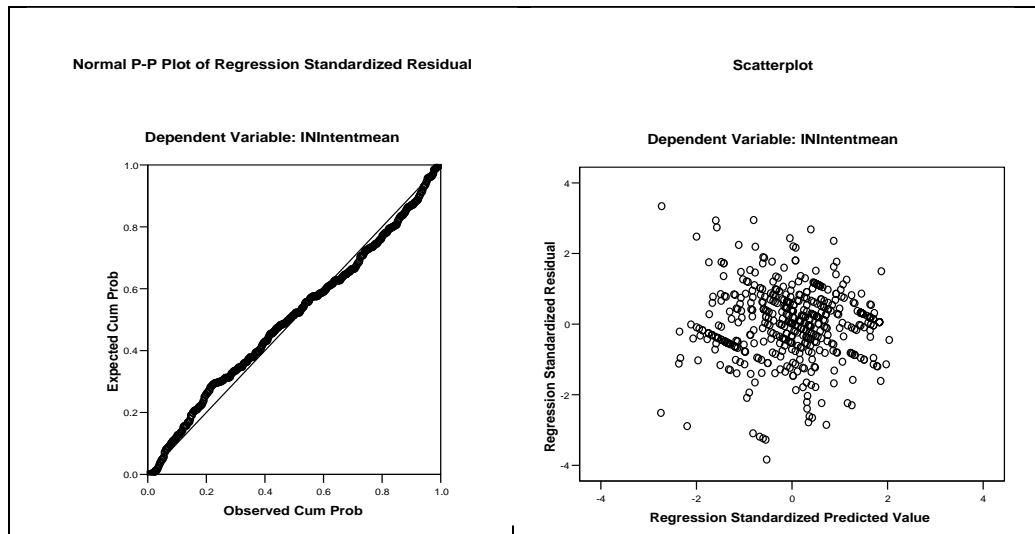
Appendix B53:   Normal P-P Plot and Scatter Plot of Regression Standardised Residual (Branded Perfume)

Appendix B54:   Normal P-P Plot and Scatter Plot of Regression Standardised Residual (Detergent)

Appendix B55: Normal P-P Plot and Scatter Plot of Regression Standardised Residual (Instant Noodles)

Appendix B56: Normal P-P Plot and Scatter Plot of Regression Standardised Residual (Instant Coffee)