

Příloha 5 - Tabulky výsledků statistického šetření testů Pearsonova R závislosti mezi jednotlivými faktory výběru obchodu a jejich důležitostmi.

V závěrečné práci jsou uvedeny pouze testy s prokázanou závislostí dvou znaků. Zelené podbarvení hodnot korelačního koeficientu Pearson R představuje směr a hodnotu nalezeného vztahu. Všechny korelační koeficienty vykazují kladný směr vztahu. Zabarvené hodnoty jsou použity pro vyjádření závislosti znaků v tabulce č. 8. kapitole 7.

Test: Slevy a Eko, bio, Fairtrade produkty

Crosstab

Count		Ekoprodukty_vyberobchodu			Total
		1	2	3	
Slevy_vyberobchodu	1	70	249	203	522
	2	87	189	125	401
	3	16	42	16	74
Total		173	480	344	997

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18,818 ^a	4	,001
Likelihood Ratio	19,254	4	,001
Linear-by-Linear Association	16,321	1	,000
N of Valid Cases	997		

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	-,128	,031	-4,071	,000 ^c
Ordinal by Ordinal	Spearman Correlation	-,128	,031	-4,073	,000 ^c
N of Valid Cases		997			

Test: Dostupnost a Původ produktu

Crosstab

Count

		Puvodproduktu_vyberobchodu			Total
		1	2	3	
Dostupnost_vyberobchodu	1	427	343	54	824
	2	67	78	8	153
	3	8	6	6	20
Total		502	427	68	997

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21,917 ^a	4	,000
Likelihood Ratio	14,762	4	,005
Linear-by-Linear Association	5,899	1	,015
N of Valid Cases	997		

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	,077	,035	2,435	,015 ^c
Ordinal by Ordinal	Spearman Correlation	,066	,032	2,090	,037 ^c
N of Valid Cases		997			

Test: Zvyk a Původ produktu

Crosstab

Count

		Puvodproduktu_vyberobchodu			Total
		1	2	3	
Zvyk_vyberobchodu	1	264	205	32	501
	2	195	171	22	388
	3	43	51	14	108
Total		502	427	68	997

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10,847 ^a	4	,028
Likelihood Ratio	9,802	4	,044
Linear-by-Linear Association	5,866	1	,015
N of Valid Cases	997		

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	,077	,033	2,428	,015 ^c
Ordinal by Ordinal	Spearman Correlation	,066	,032	2,088	,037 ^c
N of Valid Cases		997			

Test: Reklama a komunikace a Původ produktu

Crosstab

Count

		Puvodproduktu_vyberobchodu			Total
		1	2	3	
Reklama_vyberobchodu	1	58	36	2	96
	2	216	155	22	393
	3	228	236	44	508
Total		502	427	68	997

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16,404 ^a	4	,003
Likelihood Ratio	17,418	4	,002
Linear-by-Linear Association	15,886	1	,000
N of Valid Cases	997		

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	,126	,030	4,016	,000 ^c
Ordinal by Ordinal	Spearman Correlation	,125	,031	3,962	,000 ^c
N of Valid Cases		997			

Test: Reklama a komunikace a Eko, bio, Fairtrade produkty

Crosstab

Count

		Ekoprodukty_vyberobchodu			Total
		1	2	3	
Reklama_vyberobchodu	1	26	45	25	96
	2	81	193	119	393
	3	66	242	200	508
Total		173	480	344	997

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20,855 ^a	4	,000
Likelihood Ratio	20,602	4	,000
Linear-by-Linear Association	19,490	1	,000
N of Valid Cases	997		

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	,140	,032	4,456	,000 ^c
Ordinal by Ordinal	Spearman Correlation	,138	,031	4,406	,000 ^c
N of Valid Cases		997			

Test: Reklama a komunikace a Veřejně prospěšné projekty

Crosstab

Count

		Komunita_vyberobchodu			Total
		1	2	3	
Reklama_vyberobchodu	1	26	50	20	96
	2	64	207	121	392
	3	41	228	239	508
Total		131	485	380	996

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	55,347 ^a	6	,000
Likelihood Ratio	54,839	6	,000
Linear-by-Linear Association	52,572	1	,000
N of Valid Cases	996		

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	,230	,031	7,446	,000 ^c
Ordinal by Ordinal	Spearman Correlation	,226	,030	7,327	,000 ^c
N of Valid Cases		996			

Test: Služby navíc a Původ produktu

Crosstab

Count

		Puvodproduktu_vyberobchodu			Total
		1	2	3	
Sluzbynavic_vyberobchodu	1	83	38	4	125
	2	216	154	24	394
	3	203	234	40	477
Total		502	426	68	996

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29,587 ^a	6	,000
Likelihood Ratio	30,483	6	,000
Linear-by-Linear Association	25,278	1	,000
N of Valid Cases	996		

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	,159	,030	5,090	,000 ^c
Ordinal by Ordinal	Spearman Correlation	,164	,031	5,241	,000 ^c
N of Valid Cases		996			

Test: Služby navíc a Eko, bio, Fairtrade produkty

Crosstab

Count

		Ekoprodukty_vyberobchodu			Total
		1	2	3	
Sluzbynavic_vyberobchodu	1	42	59	24	125
	2	62	192	140	394
	3	69	229	179	477
Total		173	480	343	996

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33,721 ^a	6	,000
Likelihood Ratio	31,583	6	,000
Linear-by-Linear Association	18,398	1	,000
N of Valid Cases	996		

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	,136	,032	4,327	,000 ^c
Ordinal by Ordinal	Spearman Correlation	,119	,032	3,783	,000 ^c
N of Valid Cases		996			

Test: Služby navíc a Veřejně prospěšné projekty

Crosstab

Count

		Komunita_vyberobchodu			Total
		1	2	3	
Sluzbynavic_vyberobchodu	1	35	68	22	125
	2	63	209	122	394
	3	33	208	235	477
Total		131	485	380	996

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	79,769 ^a	9	,000
Likelihood Ratio	80,599	9	,000
Linear-by-Linear Association	70,177	1	,000
N of Valid Cases	996		

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	,265	,030	8,684	,000 ^c
Ordinal by Ordinal	Spearman Correlation	,266	,030	8,703	,000 ^c
N of Valid Cases		996			

Test: Nabídka a Původ produktu

Crosstab

Count

		Puvodproduktu_vyberobchodu			Total
		1	2	3	
Nabidka_vyberobchodu	1	392	313	48	753
	2	101	109	14	224
	3	9	5	6	20
Total		502	427	68	996

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21,406 ^a	4	,000
Likelihood Ratio	14,398	4	,006
Linear-by-Linear Association	5,365	1	,021
N of Valid Cases	996		

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	,073	,035	2,321	,020 ^c
Ordinal by Ordinal	Spearman Correlation	,064	,032	2,027	,043 ^c
N of Valid Cases		996			