

Analysis of Consumer Decision



Appendices

1. Reliability Statistics

Distribution	Cronbach's Alpha	N of Items
Overall	.924	14
Psychological Factors	.786	4
Socio-economic Factors	.851	6
Utilitarian Values	.746	4

2. Descriptive Statistics

Statements	Mean	Std. Deviation
Premium services provided by leisure and entertainment brands trigger me to spend money on leisure and entertainment activities.	3.67	1.295

Self-recognition and self-esteem direct me to pursue leisure and entertainment services.	3.60	1.110
Knowledge of advanced cinematographic features and new digital technologies in upcoming films and drama series attracts me towards them.	3.59	1.264
The brand image of consumer behaviour and entertainment companies enables me to experience their services.	4.00	.471
Your level of income restricts you from utilizing entertainment and leisure activities.	3.75	.657
A lack of family support restricts you from leisure and entertainment services.	3.75	.770
The country's entertainment policies create hurdles for leisure services.	3.64	1.133
High spending of entertainment, hospitality and entertainment companies on brand image and promotion of services influence you to utilize their services.	3.85	1.158
Your gender restricts you from travelling to international leisure entertainment.	4.07	.728
Your marital status restricts you from travelling to international leisure entertainment.	3.79	.880
Travelling preferences restrict you from travelling to particular leisure entertainment places.	3.86	.995

Travelling needs allow you to travel to most of the entertainment and leisure places.	3.70	.905
Schedules and work restrictions have posed complexities for you to utilize entertainment and leisure activities.	4.19	.761
Non-accessibility to various leisure memberships such as student clubs, gathering places, and concerts restrict you from utilizing and purchasing leisure activities.	3.34	1.273

3. Chi-Square Test of Psychological Factors

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	211.794 ^a	16	.000
Likelihood Ratio	172.181	16	.000
Linear-by-Linear Association	45.149	1	.000

4. Chi-Square Test of Socio-economic Factors

Test	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.645 ^a	9	.000
Likelihood Ratio	64.973	9	.000
Linear-by-Linear Association	30.354	1	.000

5. Chi-Square Test of Utilitarian values

Test	Value	df	Asymp. Sig. (2-sided)
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Pearson Chi-Square	59.700 ^a	12	.000
Likelihood Ratio	69.020	12	.000
Linear-by-Linear Association	9.635	1	.002

6. Model Summary of Psychological factors

Model	R	R Square	Adjusted R Square	Std. error of the Estimate
1	.749 ^a	.562	.548	.871

7. Model Summary of Socio-economic Factors

Model	R	R Square	Adjusted R Square	Std. error of the Estimate
1	.778 ^a	.606	.585	.423

8. Model Summary of Utilitarian values

Model	R	R Square	Adjusted R Square	Std. error of the Estimate
1	.679 ^a	.461	.444	.742

9. ANOVA of Psychological Factors

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	93.302	3	31.101	41.007	.000 ^b
Residual	72.808	96	.758		
Total	166.110	99			

10. ANOVA of socio-economic Factors

Model	Sum of Squares	Df	Mean Square	F	Sig.
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Regression	25.908	5	5.182	28.920	.000 ^b
Residual	16.842	94	.179		
Total	42.750	99			

11. ANOVA of Utilitarian Values

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	45.211	3	15.070	27.386	.000 ^b
Residual	52.829	96	.550		
Total	98.040	99			

12. Correlations

	Correlation	Sig.
Psychological Factors	.708**	.000
Socio-economic Factors	.554**	.000
Utilitarian Values	.312**	.002