

Nominal Regression

Warnings

Unexpected singularities in the Hessian matrix are encountered.
This indicates that either some predictor variables should be excluded or some categories should be merged.

The NOMREG procedure continues despite the above warning (s). Subsequent results shown are based on the last iteration.
Validity of the model fit is uncertain.

Case Processing Summary

		N	Marginal Percentage
Q7_OverallSatisfication	1.00	1	6.3%
	2.00	1	6.3%
	3.00	2	12.5%
	4.00	9	56.3%
	5.00	3	18.8%
Q1_AgeGroup	2.00	9	56.3%
	3.00	6	37.5%
	7.00	1	6.3%
Q4_BuyFrequence	1.00	7	43.8%
	2.00	1	6.3%
	6.00	8	50.0%
Q14_BuyDueToFashion	1.00	1	6.3%
	2.00	1	6.3%
	3.00	3	18.8%
	4.00	8	50.0%
	5.00	3	18.8%
Q15_SpendMoney	1.00	1	6.3%
	2.00	8	50.0%
	3.00	4	25.0%
	4.00	1	6.3%
	5.00	2	12.5%
Q16_ImportanceOfPrice	1.00	7	43.8%
	2.00	6	37.5%
	3.00	2	12.5%
	4.00	1	6.3%
Q17_ImportanceOfDesign	2.00	1	6.3%
	4.00	5	31.3%
	5.00	10	62.5%

Case Processing Summary

		N	Marginal Percentage
Q18_BuyDueToDesign	2.00	1	6.3%
	3.00	3	18.8%
	4.00	8	50.0%
	5.00	4	25.0%
Q8_Quality	2.00	1	6.3%
	3.00	4	25.0%
	4.00	5	31.3%
	5.00	6	37.5%
Q9_ValueOfMoney	2.00	5	31.3%
	3.00	2	12.5%
	4.00	8	50.0%
	5.00	1	6.3%
Q11_CustomerService	1.00	2	12.5%
	3.00	6	37.5%
	4.00	6	37.5%
	5.00	2	12.5%
Q12_Recommendation	.00	1	6.3%
	6.00	4	25.0%
	7.00	1	6.3%
	8.00	5	31.3%
	9.00	3	18.8%
	10.00	2	12.5%
Valid		16	100.0%
Missing		0	
Total		16	
Subpopulation		16 ^a	

a. The dependent variable has only one value observed in 16 (100.0%) subpopulations.

Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	39.809			
Final	.104	39.705	60	.980

Pseudo R-Square

Cox and Snell	.916
Nagelkerke	.999
McFadden	.997

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	.104 ^a	.000	0	.
Q1_AgeGroup	.104 ^a	.000	0	.
Q4_BuyFrequency	.104 ^a	.000	0	.
Q14_BuyDueToFashion	.104 ^a	.000	0	.
Q15_SpendMoney	.104 ^a	.000	0	.
Q16_ImportanceOfPrice	.104 ^a	.000	0	.
Q17_ImportanceOfDesign	.104 ^a	.000	0	.
Q18_BuyDueToDesign	.104 ^a	.000	0	.
Q8_Quality	.104 ^a	.000	0	.
Q9_ValueOfMoney	.104 ^a	.000	0	.
Q11_CustomerService	.104 ^a	.000	0	.
Q12_Recommendation	.104 ^a	.000	0	.

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

- a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

Parameter Estimates

Q7_OverallSatisfaction ^a		B	Std. Error	Wald	df	Sig.
1.00	Intercept	-9.463	422.290	.001	1	.982
	[Q1_AgeGroup=2.00]	8.365	627.377	.000	1	.989
	[Q1_AgeGroup=3.00]	-8.365	14437.925	.000	1	1.000
	[Q1_AgeGroup=7.00]	0 ^c	.	.	0	.
	[Q4_BuyFrequency=1.00]	8.365	420.235	.000	1	.984
	[Q4_BuyFrequency=2.00]	.000	641.629	.000	1	1.000
	[Q4_BuyFrequency=6.00]	0 ^c	.	.	0	.
	[Q14_BuyDueToFashion=1.00]	-16.729	28880.423	.000	1	1.000
	[Q14_BuyDueToFashion=2.00]	0 ^c	.	.	0	.
	[Q14_BuyDueToFashion=3.00]	.000	441.233	.000	1	1.000
	[Q14_BuyDueToFashion=4.00]	8.365	120.922	.005	1	.945
	[Q14_BuyDueToFashion=5.00]	0 ^c	.	.	0	.
	[Q15_SpendMoney=1.00]	44.094	28735.646	.000	1	.999
	[Q15_SpendMoney=2.00]	8.365	14431.294	.000	1	1.000
	[Q15_SpendMoney=3.00]	8.365	14442.706	.000	1	1.000
	[Q15_SpendMoney=4.00]	0 ^c	.	.	0	.
	[Q15_SpendMoney=5.00]	0 ^c	.	.	0	.
	[Q16_ImportanceOfPrice=1.00]	.000	496.235	.000	1	1.000
	[Q16_ImportanceOfPrice=2.00]	-16.729	14441.117	.000	1	.999
	[Q16_ImportanceOfPrice=3.00]	0 ^c	.	.	0	.
	[Q16_ImportanceOfPrice=4.00]	0 ^c	.	.	0	.
	[Q17_ImportanceOfDesign=2.00]	0 ^c	.	.	0	.
	[Q17_ImportanceOfDesign=4.00]	-8.365	609.331	.000	1	.989
	[Q17_ImportanceOfDesign=5.00]	0 ^c	.	.	0	.
	[Q18_BuyDueToDesign=2.00]	0 ^c	.	.	0	.
	[Q18_BuyDueToDesign=3.00]	8.365	14431.317	.000	1	1.000

Parameter Estimates

Q7_OverallSatisfication ^a		Exp(B)	95% Confidence Interval for Exp(B)	
			Lower Bound	Upper Bound
1.00	Intercept			
	[Q1_AgeGroup=2.00]	4292.152	.000	.b
	[Q1_AgeGroup=3.00]	.000	.000	.b
	[Q1_AgeGroup=7.00]	.	.	.
	[Q4_BuyFrequence=1.00]	4292.152	.000	.b
	[Q4_BuyFrequence=2.00]	1.000	.000	.b
	[Q4_BuyFrequence=6.00]	.	.	.
	[Q14_BuyDueToFashion=1.00]	5.428E-8	.000	.b
	[Q14_BuyDueToFashion=2.00]	.	.	.
	[Q14_BuyDueToFashion=3.00]	1.000	.000	.b
	[Q14_BuyDueToFashion=4.00]	4292.152	5.051E-100	3.647E+106
	[Q14_BuyDueToFashion=5.00]	.	.	.
	[Q15_SpendMoney=1.00]	1.411E+19	.000	.b
	[Q15_SpendMoney=2.00]	4292.152	.000	.b
	[Q15_SpendMoney=3.00]	4292.152	.000	.b
	[Q15_SpendMoney=4.00]	.	.	.
	[Q15_SpendMoney=5.00]	.	.	.
	[Q16_ImportanceOfPrice=1.00]	1.000	.000	.b
	[Q16_ImportanceOfPrice=2.00]	5.428E-8	.000	.b
	[Q16_ImportanceOfPrice=3.00]	.	.	.
	[Q16_ImportanceOfPrice=4.00]	.	.	.
	[Q17_ImportanceOfDesign=2.00]	.	.	.
	[Q17_ImportanceOfDesign=4.00]	.000	.000	.b
	[Q17_ImportanceOfDesign=5.00]	.	.	.
	[Q18_BuyDueToDesign=2.00]	.	.	.
	[Q18_BuyDueToDesign=3.00]	4292.152	.000	.b

Parameter Estimates

Q7_OverallSatisfaction ^a		B	Std. Error	Wald	df	Sig.
	[Q18_BuyDueToDesign=4.00]	0 ^c	.	.	0	.
	[Q18_BuyDueToDesign=5.00]	0 ^c	.	.	0	.
	[Q8_Quality=2.00]	0 ^c	.	.	0	.
	[Q8_Quality=3.00]	-8.365	14431.189	.000	1	1.000
	[Q8_Quality=4.00]	0 ^c	.	.	0	.
	[Q8_Quality=5.00]	0 ^c	.	.	0	.
	[Q9_ValueOfMoney=2.00]	0 ^c	.	.	0	.
	[Q9_ValueOfMoney=3.00]	0 ^c	.	.	0	.
	[Q9_ValueOfMoney=4.00]	0 ^c	.	.	0	.
	[Q9_ValueOfMoney=5.00]	0 ^c	.	.	0	.
	[Q11_CustomerService=1.00]	0 ^c	.	.	0	.
	[Q11_CustomerService=3.00]	0 ^c	.	.	0	.
	[Q11_CustomerService=4.00]	0 ^c	.	.	0	.
	[Q11_CustomerService=5.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=6.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=7.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=8.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=9.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=10.00]	0 ^c	.	.	0	.
2.00	Intercept	-9.463	422.213	.001	1	.982
	[Q1_AgeGroup=2.00]	8.365	627.327	.000	1	.989
	[Q1_AgeGroup=3.00]	10.635	5473.626	.000	1	.998
	[Q1_AgeGroup=7.00]	0 ^c	.	.	0	.
	[Q4_BuyFrequency=1.00]	8.365	420.157	.000	1	.984
	[Q4_BuyFrequency=2.00]	.000	641.586	.000	1	1.000
	[Q4_BuyFrequency=6.00]	0 ^c	.	.	0	.

Parameter Estimates

Q7_OverallSatisfaction ^a		95% Confidence Interval for Exp (B)		
		Exp(B)	Lower Bound	Upper Bound
	[Q18_BuyDueToDesign=4.00]	.	.	.
	[Q18_BuyDueToDesign=5.00]	.	.	.
	[Q8_Quality=2.00]	.	.	.
	[Q8_Quality=3.00]	.000	.000	^b .
	[Q8_Quality=4.00]	.	.	.
	[Q8_Quality=5.00]	.	.	.
	[Q9_ValueOfMoney=2.00]	.	.	.
	[Q9_ValueOfMoney=3.00]	.	.	.
	[Q9_ValueOfMoney=4.00]	.	.	.
	[Q9_ValueOfMoney=5.00]	.	.	.
	[Q11_CustomerService=1.00]	.	.	.
	[Q11_CustomerService=3.00]	.	.	.
	[Q11_CustomerService=4.00]	.	.	.
	[Q11_CustomerService=5.00]	.	.	.
	[Q12_Recommendation=.00]	.	.	.
	[Q12_Recommendation=6.00]	.	.	.
	[Q12_Recommendation=7.00]	.	.	.
	[Q12_Recommendation=8.00]	.	.	.
	[Q12_Recommendation=9.00]	.	.	.
	[Q12_Recommendation=10.00]	.	.	.
2.00	Intercept			
	[Q1_AgeGroup=2.00]	4292.152	.000	^b .
	[Q1_AgeGroup=3.00]	41583.514	.000	^b .
	[Q1_AgeGroup=7.00]	.	.	.
	[Q4_BuyFrequency=1.00]	4292.152	.000	^b .
	[Q4_BuyFrequency=2.00]	1.000	.000	^b .
	[Q4_BuyFrequency=6.00]	.	.	.

Parameter Estimates

Q7_OverallSatisfaction ^a		B	Std. Error	Wald	df	Sig.
[Q14_BuyDueToFashion=1.00]		21.271	10959.425	.000	1	.998
[Q14_BuyDueToFashion=2.00]		0 ^c	.	.	0	.
[Q14_BuyDueToFashion=3.00]		.000	441.233	.000	1	1.000
[Q14_BuyDueToFashion=4.00]		8.365	120.920	.005	1	.945
[Q14_BuyDueToFashion=5.00]		0 ^c	.	.	0	.
[Q15_SpendMoney=1.00]		-12.906	.000	.	1	.
[Q15_SpendMoney=2.00]		-10.635	5456.051	.000	1	.998
[Q15_SpendMoney=3.00]		-10.635	5480.621	.000	1	.998
[Q15_SpendMoney=4.00]		0 ^c	.	.	0	.
[Q15_SpendMoney=5.00]		0 ^c	.	.	0	.
[Q16_ImportanceOfPrice=1.00]		.000	496.235	.000	1	1.000
[Q16_ImportanceOfPrice=2.00]		2.271	5481.512	.000	1	1.000
[Q16_ImportanceOfPrice=3.00]		0 ^c	.	.	0	.
[Q16_ImportanceOfPrice=4.00]		0 ^c	.	.	0	.
[Q17_ImportanceOfDesign=2.00]		0 ^c	.	.	0	.
[Q17_ImportanceOfDesign=4.00]		-8.365	609.278	.000	1	.989
[Q17_ImportanceOfDesign=5.00]		0 ^c	.	.	0	.
[Q18_BuyDueToDesign=2.00]		0 ^c	.	.	0	.
[Q18_BuyDueToDesign=3.00]		-10.635	5456.289	.000	1	.998
[Q18_BuyDueToDesign=4.00]		0 ^c	.	.	0	.
[Q18_BuyDueToDesign=5.00]		0 ^c	.	.	0	.
[Q8_Quality=2.00]		0 ^c	.	.	0	.
[Q8_Quality=3.00]		10.635	5455.892	.000	1	.998
[Q8_Quality=4.00]		0 ^c	.	.	0	.
[Q8_Quality=5.00]		0 ^c	.	.	0	.

Parameter Estimates

Q7_OverallSatisfaction ^a	Exp(B)	95% Confidence Interval for Exp (B)	
		Lower Bound	Upper Bound
[Q14_BuyDueToFashion=1.00]	1729188600.2	.000	. ^b
[Q14_BuyDueToFashion=2.00]	.	.	.
[Q14_BuyDueToFashion=3.00]	1.000	.000	. ^b
[Q14_BuyDueToFashion=4.00]	4292.152	5.079E-100	3.627E+106
[Q14_BuyDueToFashion=5.00]	.	.	.
[Q15_SpendMoney=1.00]	2.482E-6	2.482E-6	2.482E-6
[Q15_SpendMoney=2.00]	2.405E-5	.000	. ^b
[Q15_SpendMoney=3.00]	2.405E-5	.000	. ^b
[Q15_SpendMoney=4.00]	.	.	.
[Q15_SpendMoney=5.00]	.	.	.
[Q16_ImportanceOfPrice=1.00]	1.000	.000	. ^b
[Q16_ImportanceOfPrice=2.00]	9.688	.000	. ^b
[Q16_ImportanceOfPrice=3.00]	.	.	.
[Q16_ImportanceOfPrice=4.00]	.	.	.
[Q17_ImportanceOfDesign=2.00]	.	.	.
[Q17_ImportanceOfDesign=4.00]	.000	.000	. ^b
[Q17_ImportanceOfDesign=5.00]	.	.	.
[Q18_BuyDueToDesign=2.00]	.	.	.
[Q18_BuyDueToDesign=3.00]	2.405E-5	.000	. ^b
[Q18_BuyDueToDesign=4.00]	.	.	.
[Q18_BuyDueToDesign=5.00]	.	.	.
[Q8_Quality=2.00]	.	.	.
[Q8_Quality=3.00]	41583.514	.000	. ^b
[Q8_Quality=4.00]	.	.	.
[Q8_Quality=5.00]	.	.	.

Parameter Estimates

Q7_OverallSatisfaction ^a		B	Std. Error	Wald	df	Sig.
	[Q9_ValueOfMoney=2.00]	0 ^c	.	.	0	.
	[Q9_ValueOfMoney=3.00]	0 ^c	.	.	0	.
	[Q9_ValueOfMoney=4.00]	0 ^c	.	.	0	.
	[Q9_ValueOfMoney=5.00]	0 ^c	.	.	0	.
	[Q11_CustomerService=1.00]	0 ^c	.	.	0	.
	[Q11_CustomerService=3.00]	0 ^c	.	.	0	.
	[Q11_CustomerService=4.00]	0 ^c	.	.	0	.
	[Q11_CustomerService=5.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=6.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=7.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=8.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=9.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=10.00]	0 ^c	.	.	0	.
3.00	Intercept	2.234	223.051	.000	1	.992
	[Q1_AgeGroup=2.00]	-13.643	343.165	.002	1	.968
	[Q1_AgeGroup=3.00]	-19.368	10911.839	.000	1	.999
	[Q1_AgeGroup=7.00]	0 ^c	.	.	0	.
	[Q4_BuyFrequency=1.00]	-2.639	220.612	.000	1	.990
	[Q4_BuyFrequency=2.00]	.000	357.009	.000	1	1.000
	[Q4_BuyFrequency=6.00]	0 ^c	.	.	0	.
	[Q14_BuyDueToFashion=1.00]	5.278	21826.803	.000	1	1.000
	[Q14_BuyDueToFashion=2.00]	0 ^c	.	.	0	.
	[Q14_BuyDueToFashion=3.00]	11.004	241.591	.002	1	.964
	[Q14_BuyDueToFashion=4.00]	8.365	86.765	.009	1	.923
	[Q14_BuyDueToFashion=5.00]	0 ^c	.	.	0	.

Parameter Estimates

Q7_OverallSatisfaction ^a		95% Confidence Interval for Exp (B)		
		Exp(B)	Lower Bound	Upper Bound
	[Q9_ValueOfMoney=2.00]	.	.	.
	[Q9_ValueOfMoney=3.00]	.	.	.
	[Q9_ValueOfMoney=4.00]	.	.	.
	[Q9_ValueOfMoney=5.00]	.	.	.
	[Q11_CustomerService=1.00]	.	.	.
	[Q11_CustomerService=3.00]	.	.	.
	[Q11_CustomerService=4.00]	.	.	.
	[Q11_CustomerService=5.00]	.	.	.
	[Q12_Recommendation=.00]	.	.	.
	[Q12_Recommendation=6.00]	.	.	.
	[Q12_Recommendation=7.00]	.	.	.
	[Q12_Recommendation=8.00]	.	.	.
	[Q12_Recommendation=9.00]	.	.	.
	[Q12_Recommendation=10.00]	.	.	.
3.00	Intercept			
	[Q1_AgeGroup=2.00]	1.189E-6	9.383E-299	1.506E+286
	[Q1_AgeGroup=3.00]	3.878E-9	.000	^b .
	[Q1_AgeGroup=7.00]	.	.	.
	[Q4_BuyFrequency=1.00]	.071	1.172E-189	4.354E+186
	[Q4_BuyFrequency=2.00]	1.000	1.299E-304	7.696E+303
	[Q4_BuyFrequency=6.00]	.	.	.
	[Q14_BuyDueToFashion=1.00]	195.971	.000	^b .
	[Q14_BuyDueToFashion=2.00]	.	.	.
	[Q14_BuyDueToFashion=3.00]	60085.682	1.369E-201	2.637E+210
	[Q14_BuyDueToFashion=4.00]	4292.152	6.006E-71	3.067E+77
	[Q14_BuyDueToFashion=5.00]	.	.	.

Parameter Estimates

Q7_OverallSatisfaction ^a	B	Std. Error	Wald	df	Sig.
[Q15_SpendMoney=1.00]	14.090	23619.143	.000	1	1.000
[Q15_SpendMoney=2.00]	8.365	10909.254	.000	1	.999
[Q15_SpendMoney=3.00]	8.365	10912.688	.000	1	.999
[Q15_SpendMoney=4.00]	0 ^c	.	.	0	.
[Q15_SpendMoney=5.00]	0 ^c	.	.	0	.
[Q16_ImportanceOfPrice=1.00]	11.004	290.084	.001	1	.970
[Q16_ImportanceOfPrice=2.00]	-5.726	10913.966	.000	1	1.000
[Q16_ImportanceOfPrice=3.00]	0 ^c	.	.	0	.
[Q16_ImportanceOfPrice=4.00]	0 ^c	.	.	0	.
[Q17_ImportanceOfDesign=2.00]	0 ^c	.	.	0	.
[Q17_ImportanceOfDesign=4.00]	-8.365	327.163	.001	1	.980
[Q17_ImportanceOfDesign=5.00]	0 ^c	.	.	0	.
[Q18_BuyDueToDesign=2.00]	0 ^c	.	.	0	.
[Q18_BuyDueToDesign=3.00]	8.365	10909.284	.000	1	.999
[Q18_BuyDueToDesign=4.00]	0 ^c	.	.	0	.
[Q18_BuyDueToDesign=5.00]	0 ^c	.	.	0	.
[Q8_Quality=2.00]	0 ^c	.	.	0	.
[Q8_Quality=3.00]	-8.365	10909.175	.000	1	.999
[Q8_Quality=4.00]	0 ^c	.	.	0	.
[Q8_Quality=5.00]	0 ^c	.	.	0	.
[Q9_ValueOfMoney=2.00]	0 ^c	.	.	0	.
[Q9_ValueOfMoney=3.00]	0 ^c	.	.	0	.
[Q9_ValueOfMoney=4.00]	0 ^c	.	.	0	.
[Q9_ValueOfMoney=5.00]	0 ^c	.	.	0	.
[Q11_CustomerService=1.00]	0 ^c	.	.	0	.
[Q11_CustomerService=3.00]	0 ^c	.	.	0	.

Parameter Estimates

Q7_OverallSatisfaction ^a	Exp(B)	95% Confidence Interval for Exp (B)	
		Lower Bound	Upper Bound
[Q15_SpendMoney=1.00]	1315994.980	.000	. ^b
[Q15_SpendMoney=2.00]	4292.152	.000	. ^b
[Q15_SpendMoney=3.00]	4292.152	.000	. ^b
[Q15_SpendMoney=4.00]	.	.	.
[Q15_SpendMoney=5.00]	.	.	.
[Q16_ImportanceOfPrice=1.00]	60085.682	7.220E-243	5.001E+251
[Q16_ImportanceOfPrice=2.00]	.003	.000	. ^b
[Q16_ImportanceOfPrice=3.00]	.	.	.
[Q16_ImportanceOfPrice=4.00]	.	.	.
[Q17_ImportanceOfDesign=2.00]	.	.	.
[Q17_ImportanceOfDesign=4.00]	.000	7.687E-283	7.062E+274
[Q17_ImportanceOfDesign=5.00]	.	.	.
[Q18_BuyDueToDesign=2.00]	.	.	.
[Q18_BuyDueToDesign=3.00]	4292.152	.000	. ^b
[Q18_BuyDueToDesign=4.00]	.	.	.
[Q18_BuyDueToDesign=5.00]	.	.	.
[Q8_Quality=2.00]	.	.	.
[Q8_Quality=3.00]	.000	.000	. ^b
[Q8_Quality=4.00]	.	.	.
[Q8_Quality=5.00]	.	.	.
[Q9_ValueOfMoney=2.00]	.	.	.
[Q9_ValueOfMoney=3.00]	.	.	.
[Q9_ValueOfMoney=4.00]	.	.	.
[Q9_ValueOfMoney=5.00]	.	.	.
[Q11_CustomerService=1.00]	.	.	.
[Q11_CustomerService=3.00]	.	.	.

Parameter Estimates

Q7_OverallSatisfaction ^a		B	Std. Error	Wald	df	Sig.
	[Q11_CustomerService=4.00]	0 ^c	.	.	0	.
	[Q11_CustomerService=5.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=6.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=7.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=8.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=9.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=10.00]	0 ^c	.	.	0	.
4.00	Intercept	-12.233	236.954	.003	1	.959
	[Q1_AgeGroup=2.00]	23.264	340.828	.005	1	.946
	[Q1_AgeGroup=3.00]	-13.331	7046.421	.000	1	.998
	[Q1_AgeGroup=7.00]	0 ^c	.	.	0	.
	[Q4_BuyFrequency=1.00]	18.298	236.036	.006	1	.938
	[Q4_BuyFrequency=2.00]	.000	344.816	.000	1	1.000
	[Q4_BuyFrequency=6.00]	0 ^c	.	.	0	.
	[Q14_BuyDueToFashion=1.00]	-46.529	14094.065	.000	1	.997
	[Q14_BuyDueToFashion=2.00]	0 ^c	.	.	0	.
	[Q14_BuyDueToFashion=3.00]	-4.967	241.768	.000	1	.984
	[Q14_BuyDueToFashion=4.00]	13.331	43.210	.095	1	.758
	[Q14_BuyDueToFashion=5.00]	0 ^c	.	.	0	.
	[Q15_SpendMoney=1.00]	49.927	14519.045	.000	1	.997
	[Q15_SpendMoney=2.00]	18.298	7042.319	.000	1	.998
	[Q15_SpendMoney=3.00]	18.298	7048.729	.000	1	.998
	[Q15_SpendMoney=4.00]	0 ^c	.	.	0	.
	[Q15_SpendMoney=5.00]	0 ^c	.	.	0	.
	[Q16_ImportanceOfPrice=1.00]	-4.967	253.346	.000	1	.984

Parameter Estimates

Q7_OverallSatisfication ^a		Exp(B)	95% Confidence Interval for Exp (B)	
			Lower Bound	Upper Bound
	[Q11_CustomerService=4.00]	.	.	.
	[Q11_CustomerService=5.00]	.	.	.
	[Q12_Recommendation=.00]	.	.	.
	[Q12_Recommendation=6.00]	.	.	.
	[Q12_Recommendation=7.00]	.	.	.
	[Q12_Recommendation=8.00]	.	.	.
	[Q12_Recommendation=9.00]	.	.	.
	[Q12_Recommendation=10.00]	.	.	.
4.00	Intercept			
	[Q1_AgeGroup=2.00]	12692829575	9.787E-281	1.646E+300
	[Q1_AgeGroup=3.00]	1.623E-6	.000	. ^b
	[Q1_AgeGroup=7.00]	.	.	.
	[Q4_BuyFrequency=1.00]	88429531.612	1.077E-193	7.259E+208
	[Q4_BuyFrequency=2.00]	1.000	3.103E-294	3.223E+293
	[Q4_BuyFrequency=6.00]	.	.	.
	[Q14_BuyDueToFashion=1.00]	6.207E-21	.000	. ^b
	[Q14_BuyDueToFashion=2.00]	.	.	.
	[Q14_BuyDueToFashion=3.00]	.007	1.121E-208	4.329E+203
	[Q14_BuyDueToFashion=4.00]	616078.709	1.021E-31	3.716E+42
	[Q14_BuyDueToFashion=5.00]	.	.	.
	[Q15_SpendMoney=1.00]	4.818E+21	.000	. ^b
	[Q15_SpendMoney=2.00]	88429531.573	.000	. ^b
	[Q15_SpendMoney=3.00]	88429531.573	.000	. ^b
	[Q15_SpendMoney=4.00]	.	.	.
	[Q15_SpendMoney=5.00]	.	.	.
	[Q16_ImportanceOfPrice=1.00]	.007	1.564E-218	3.104E+213

Parameter Estimates

Q7_OverallSatisfaction ^a		B	Std. Error	Wald	df	Sig.
	[Q16_ImportanceOfPrice=2.00]	-36.595	7047.179	.000	1	.996
	[Q16_ImportanceOfPrice=3.00]	0 ^c	.	.	0	.
	[Q16_ImportanceOfPrice=4.00]	0 ^c	.	.	0	.
	[Q17_ImportanceOfDesign=2.00]	0 ^c	.	.	0	.
	[Q17_ImportanceOfDesign=4.00]	-13.331	337.883	.002	1	.969
	[Q17_ImportanceOfDesign=5.00]	0 ^c	.	.	0	.
	[Q18_BuyDueToDesign=2.00]	0 ^c	.	.	0	.
	[Q18_BuyDueToDesign=3.00]	18.298	7042.365	.000	1	.998
	[Q18_BuyDueToDesign=4.00]	0 ^c	.	.	0	.
	[Q18_BuyDueToDesign=5.00]	0 ^c	.	.	0	.
	[Q8_Quality=2.00]	0 ^c	.	.	0	.
	[Q8_Quality=3.00]	-18.298	7042.288	.000	1	.998
	[Q8_Quality=4.00]	0 ^c	.	.	0	.
	[Q8_Quality=5.00]	0 ^c	.	.	0	.
	[Q9_ValueOfMoney=2.00]	0 ^c	.	.	0	.
	[Q9_ValueOfMoney=3.00]	0 ^c	.	.	0	.
	[Q9_ValueOfMoney=4.00]	0 ^c	.	.	0	.
	[Q9_ValueOfMoney=5.00]	0 ^c	.	.	0	.
	[Q11_CustomerService=1.00]	0 ^c	.	.	0	.
	[Q11_CustomerService=3.00]	0 ^c	.	.	0	.
	[Q11_CustomerService=4.00]	0 ^c	.	.	0	.
	[Q11_CustomerService=5.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=6.00]	0 ^c	.	.	0	.

Parameter Estimates

Q7_OverallSatisfaction ^a		95% Confidence Interval for Exp (B)		
		Exp(B)	Lower Bound	Upper Bound
	[Q16_ImportanceOfPrice=2.00]	1.279E-16	.000	. ^b
	[Q16_ImportanceOfPrice=3.00]	.	.	.
	[Q16_ImportanceOfPrice=4.00]	.	.	.
	[Q17_ImportanceOfDesign=2.00]	.	.	.
	[Q17_ImportanceOfDesign=4.00]	1.623E-6	4.017E-294	6.559E+281
	[Q17_ImportanceOfDesign=5.00]	.	.	.
	[Q18_BuyDueToDesign=2.00]	.	.	.
	[Q18_BuyDueToDesign=3.00]	88429531.573	.000	. ^b
	[Q18_BuyDueToDesign=4.00]	.	.	.
	[Q18_BuyDueToDesign=5.00]	.	.	.
	[Q8_Quality=2.00]	.	.	.
	[Q8_Quality=3.00]	1.131E-8	.000	. ^b
	[Q8_Quality=4.00]	.	.	.
	[Q8_Quality=5.00]	.	.	.
	[Q9_ValueOfMoney=2.00]	.	.	.
	[Q9_ValueOfMoney=3.00]	.	.	.
	[Q9_ValueOfMoney=4.00]	.	.	.
	[Q9_ValueOfMoney=5.00]	.	.	.
	[Q11_CustomerService=1.00]	.	.	.
	[Q11_CustomerService=3.00]	.	.	.
	[Q11_CustomerService=4.00]	.	.	.
	[Q11_CustomerService=5.00]	.	.	.
	[Q12_Recommendation=.00]	.	.	.
	[Q12_Recommendation=6.00]	.	.	.

Parameter Estimates

Q7_OverallSatisfication ^a		B	Std. Error	Wald	df	Sig.
	[Q12_Recommendation=7.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=8.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=9.00]	0 ^c	.	.	0	.
	[Q12_Recommendation=10.00]	0 ^c	.	.	0	.

Parameter Estimates

Q7_OverallSatisfication ^a		95% Confidence Interval for Exp (B)		
		Exp(B)	Lower Bound	Upper Bound
	[Q12_Recommendation=7.00]	.	.	.
	[Q12_Recommendation=8.00]	.	.	.
	[Q12_Recommendation=9.00]	.	.	.
	[Q12_Recommendation=10.00]	.	.	.

a. The reference category is: 5.00.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

c. This parameter is set to zero because it is redundant.