

Correlations

		Correlations				
		Q1_AgeGroup	Q4_BuyFrequency	Q14_BuyDueToFashion	Q15_SpendMoney	Q16_ImportanceOfPrice
Q1_AgeGroup	Pearson Correlation	1	-.384	-.374	.114	.472
	Sig. (2-tailed)		.143	.153	.674	.065
	N	16	16	16	16	16
Q4_BuyFrequency	Pearson Correlation	-.384	1	.558*	.412	-.067
	Sig. (2-tailed)	.143		.025	.112	.805
	N	16	16	16	16	16
Q14_BuyDueToFashion	Pearson Correlation	-.374	.558*	1	.187	-.539*
	Sig. (2-tailed)	.153	.025		.489	.031
	N	16	16	16	16	16
Q15_SpendMoney	Pearson Correlation	.114	.412	.187	1	.261
	Sig. (2-tailed)	.674	.112	.489		.328
	N	16	16	16	16	16
Q16_ImportanceOfPrice	Pearson Correlation	.472	-.067	-.539*	.261	1
	Sig. (2-tailed)	.065	.805	.031	.328	
	N	16	16	16	16	16
Q17_ImportanceOfDesign	Pearson Correlation	-.686**	.339	.644**	-.108	-.583*
	Sig. (2-tailed)	.003	.199	.007	.692	.018
	N	16	16	16	16	16
Q18_BuyDueToDesign	Pearson Correlation	-.519*	.388	.774**	-.227	-.616*
	Sig. (2-tailed)	.039	.138	<.001	.397	.011
	N	16	16	16	16	16
Q7_OverallSatisfaction	Pearson Correlation	-.213	.378	.160	.371	.430
	Sig. (2-tailed)	.429	.149	.555	.157	.097
	N	16	16	16	16	16

Correlations

		Q17_Importance OfDesign	Q18_BuyDueTo Design	Q7_OverallSatisi fication	Q8_Quality	Q9_ValueOfMon ey	Q11_CustomerS ervice
Q1_AgeGroup	Pearson Correlation	-.686 **	-.519 *	-.213	-.607 *	-.549 *	.041
	Sig. (2-tailed)	.003	.039	.429	.013	.028	.881
	N	16	16	16	16	16	16
Q4_BuyFrequence	Pearson Correlation	.339	.388	.378	.273	.343	.474
	Sig. (2-tailed)	.199	.138	.149	.307	.194	.064
	N	16	16	16	16	16	16
Q14_BuyDueToFashion	Pearson Correlation	.644 **	.774 **	.160	.320	.339	.694 **
	Sig. (2-tailed)	.007	<.001	.555	.227	.199	.003
	N	16	16	16	16	16	16
Q15_SpendMoney	Pearson Correlation	-.108	-.227	.371	.000	.090	.453
	Sig. (2-tailed)	.692	.397	.157	1.000	.740	.078
	N	16	16	16	16	16	16
Q16_ImportanceOfPrice	Pearson Correlation	-.583 *	-.616 *	.430	.000	.212	.072
	Sig. (2-tailed)	.018	.011	.097	1.000	.431	.792
	N	16	16	16	16	16	16
Q17_ImportanceOfDesign	Pearson Correlation	1	.622 *	-.077	.507 *	.282	.213
	Sig. (2-tailed)		.010	.778	.045	.291	.427
	N	16	16	16	16	16	16
Q18_BuyDueToDesign	Pearson Correlation	.622 *	1	.055	.566 *	.409	.366
	Sig. (2-tailed)	.010		.840	.022	.116	.164
	N	16	16	16	16	16	16
Q7_OverallSatisfication	Pearson Correlation	-.077	.055	1	.519 *	.756 **	.573 *
	Sig. (2-tailed)	.778	.840		.040	<.001	.020
	N	16	16	16	16	16	16

Correlations

		Q12_Recommen dation
Q1_AgeGroup	Pearson Correlation	-.137
	Sig. (2-tailed)	.614
	N	16
Q4_BuyFrequence	Pearson Correlation	.172
	Sig. (2-tailed)	.523
	N	16
Q14_BuyDueToFashion	Pearson Correlation	.204
	Sig. (2-tailed)	.449
	N	16
Q15_SpendMoney	Pearson Correlation	.364
	Sig. (2-tailed)	.165
	N	16
Q16_ImportanceOfPrice	Pearson Correlation	.341
	Sig. (2-tailed)	.197
	N	16
Q17_ImportanceOfDesign	Pearson Correlation	.102
	Sig. (2-tailed)	.706
	N	16
Q18_BuyDueToDesign	Pearson Correlation	.110
	Sig. (2-tailed)	.685
	N	16
Q7_OverallSatisfication	Pearson Correlation	.851 **
	Sig. (2-tailed)	<.001
	N	16

Correlations

		Q1_AgeGroup	Q4_BuyFrequency	Q14_BuyDueTo Fashion	Q15_SpendMoney	Q16_Importance OfPrice
Q8_Quality	Pearson Correlation	-.607*	.273	.320	.000	.000
	Sig. (2-tailed)	.013	.307	.227	1.000	1.000
	N	16	16	16	16	16
Q9_ValueOfMoney	Pearson Correlation	-.549*	.343	.339	.090	.212
	Sig. (2-tailed)	.028	.194	.199	.740	.431
	N	16	16	16	16	16
Q11_CustomerService	Pearson Correlation	.041	.474	.694**	.453	.072
	Sig. (2-tailed)	.881	.064	.003	.078	.792
	N	16	16	16	16	16
Q12_Recommendation	Pearson Correlation	-.137	.172	.204	.364	.341
	Sig. (2-tailed)	.614	.523	.449	.165	.197
	N	16	16	16	16	16

Correlations

		Q17_Importance OfDesign	Q18_BuyDueTo Design	Q7_OverallSatis fication	Q8_Quality	Q9_ValueOfMon ey	Q11_CustomerS ervice
Q8_Quality	Pearson Correlation	.507*	.566*	.519*	1	.816**	.241
	Sig. (2-tailed)	.045	.022	.040		<.001	.369
	N	16	16	16	16	16	16
Q9_ValueOfMoney	Pearson Correlation	.282	.409	.756**	.816**	1	.465
	Sig. (2-tailed)	.291	.116	<.001	<.001		.069
	N	16	16	16	16	16	16
Q11_CustomerService	Pearson Correlation	.213	.366	.573*	.241	.465	1
	Sig. (2-tailed)	.427	.164	.020	.369	.069	
	N	16	16	16	16	16	16
Q12_Recommendation	Pearson Correlation	.102	.110	.851**	.577*	.691**	.601*
	Sig. (2-tailed)	.706	.685	<.001	.019	.003	.014
	N	16	16	16	16	16	16

Correlations

		Q12_Recommen dation
Q8_Quality	Pearson Correlation	.577 [*]
	Sig. (2-tailed)	.019
	N	16
Q9_ValueOfMoney	Pearson Correlation	.691 ^{**}
	Sig. (2-tailed)	.003
	N	16
Q11_CustomerService	Pearson Correlation	.601 [*]
	Sig. (2-tailed)	.014
	N	16
Q12_Recommendation	Pearson Correlation	1
	Sig. (2-tailed)	
	N	16

^{**}. Correlation is significant at the 0.01 level (2-tailed).

^{*}. Correlation is significant at the 0.05 level (2-tailed).

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Q12_Recommendation, Q17_ImportanceOfDesign, Q4_BuyFrequency, Q15_SpendMoney, Q16_ImportanceOfPrice, Q11_CustomerService, Q9_ValueOfMoney, Q18_BuyDueToDesign, Q8_Quality, Q14_BuyDueToFashion, Q1_AgeGroup ^b	.	Enter

a. Dependent Variable: Q7_OverallSatisfaction

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.981 ^a	.962	.858	.40181

a. Predictors: (Constant), Q12_Recommendation, Q17_ImportanceOfDesign, Q4_BuyFrequency, Q15_SpendMoney, Q16_ImportanceOfPrice, Q11_CustomerService, Q9_ValueOfMoney, Q18_BuyDueToDesign, Q8_Quality, Q14_BuyDueToFashion, Q1_AgeGroup

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.354	11	1.487	9.209	.023 ^b
	Residual	.646	4	.161		
	Total	17.000	15			

a. Dependent Variable: Q7_OverallSatisfaction

b. Predictors: (Constant), Q12_Recommendation, Q17_ImportanceOfDesign, Q4_BuyFrequency, Q15_SpendMoney, Q16_ImportanceOfPrice, Q11_CustomerService, Q9_ValueOfMoney, Q18_BuyDueToDesign, Q8_Quality, Q14_BuyDueToFashion, Q1_AgeGroup

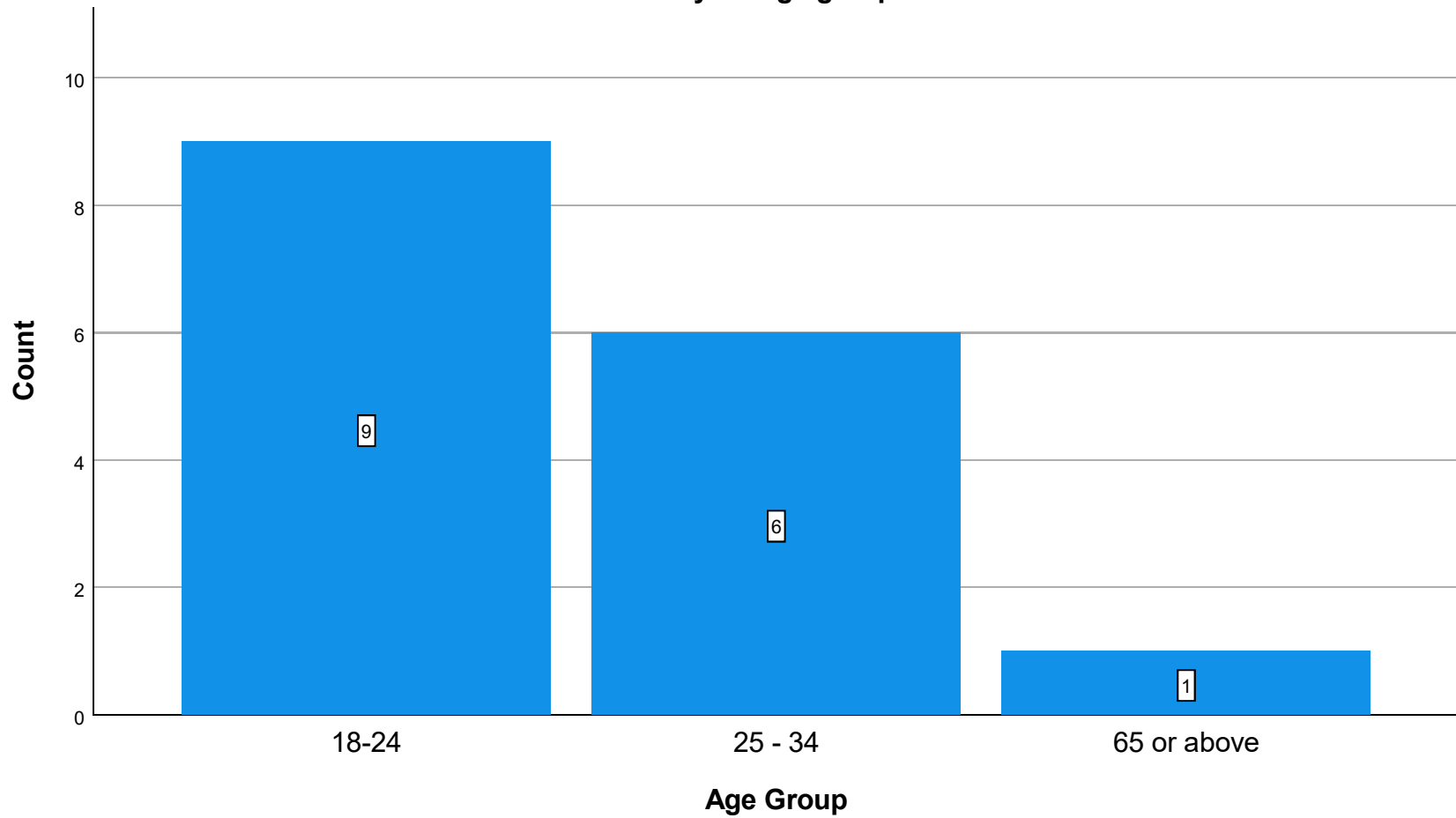
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.730	2.307		3.351	.029
	Q1_AgeGroup	-.595	.356	-.699	-1.674	.170
	Q4_BuyFrequency	.088	.081	.208	1.086	.338
	Q14_BuyDueToFashion	.347	.390	.351	.889	.424
	Q15_SpendMoney	-.325	.179	-.347	-1.816	.143
	Q16_ImportanceOfPrice	.081	.438	.069	.185	.862
	Q17_ImportanceOfDesign	-1.085	.365	-.832	-2.972	.041
	Q18_BuyDueToDesign	-.764	.463	-.613	-1.650	.174
	Q8_Quality	.682	.414	.618	1.646	.175
	Q9_ValueOfMoney	-.455	.512	-.433	-.889	.424
	Q11_CustomerService	.519	.309	.559	1.679	.168
	Q12_Recommendation	.227	.093	.510	2.443	.071

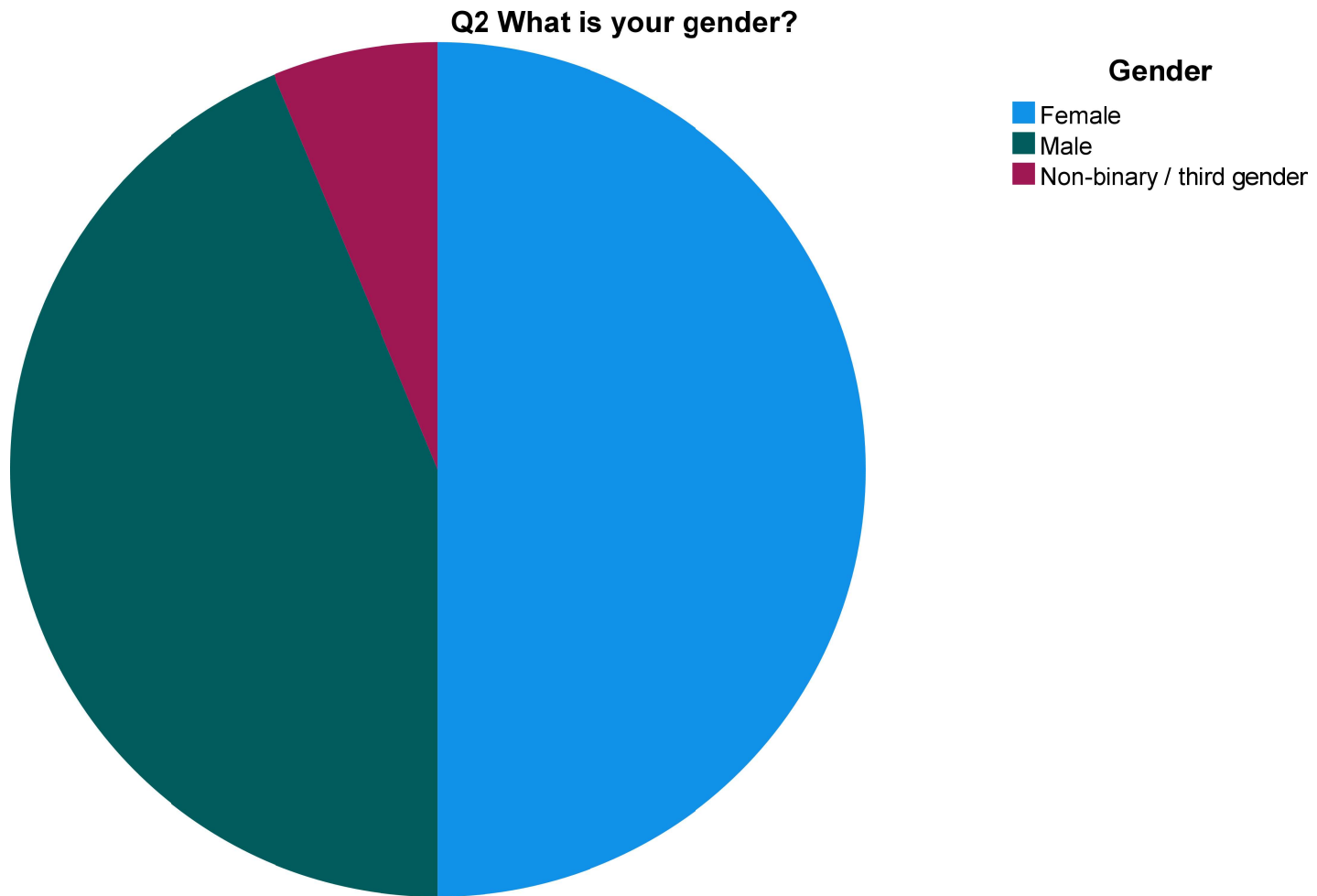
a. Dependent Variable: Q7_OverallSatisfaction

GGraph

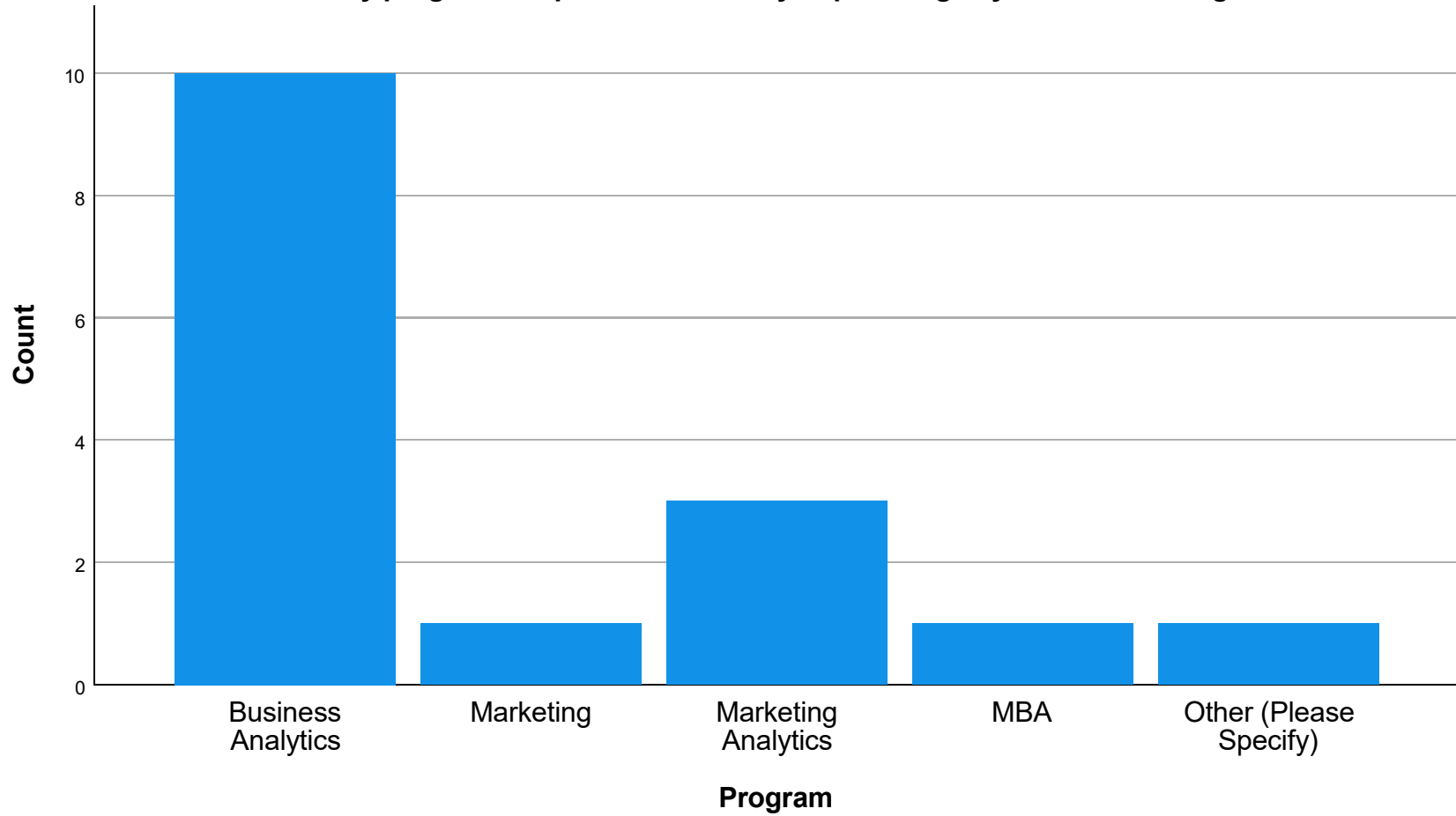
Q1 What is your age group?



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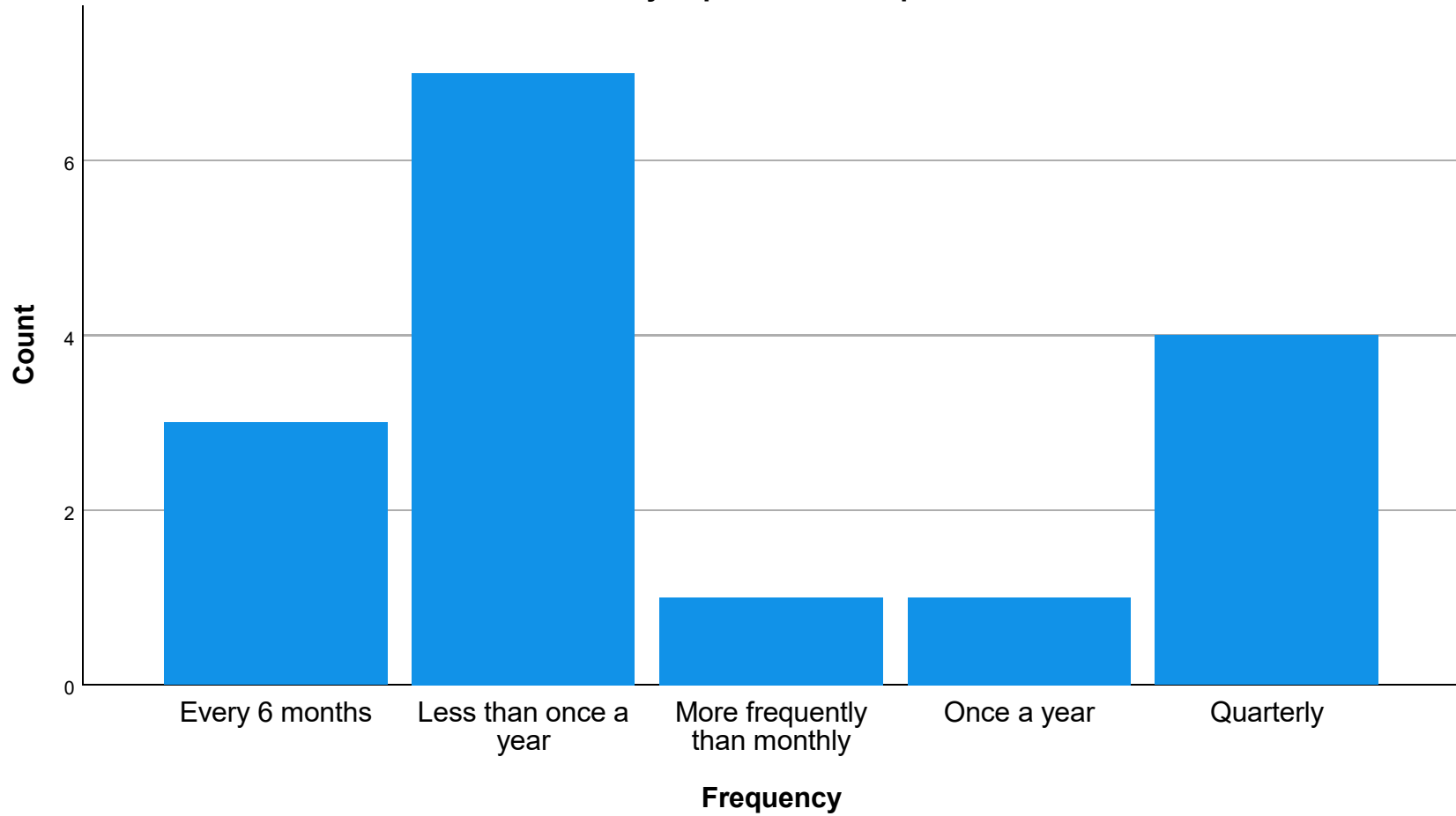


Q3 Which study program or specialization are you pursuing in your master's degree?



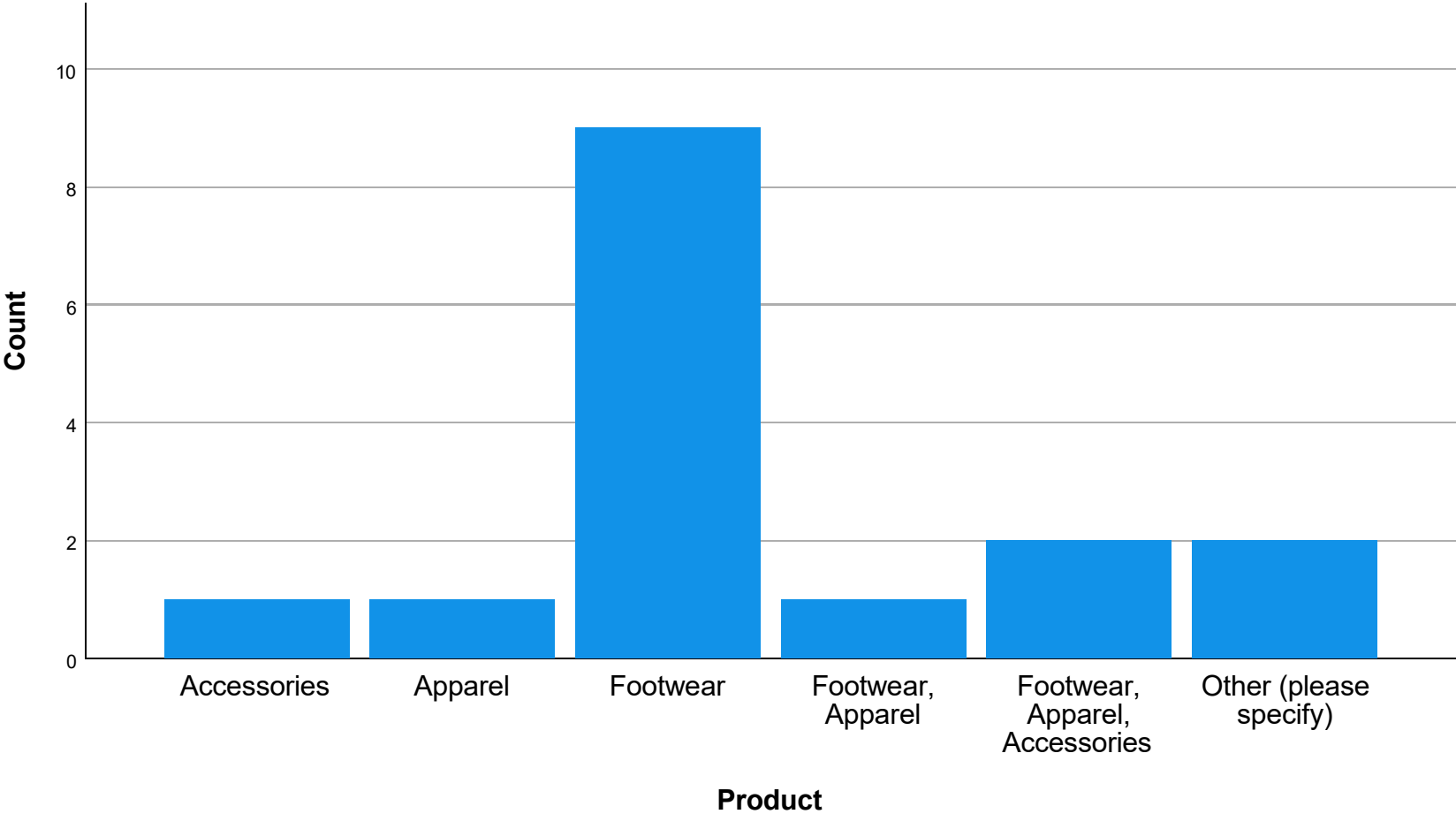
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Q4 How often do you purchase Nike products?



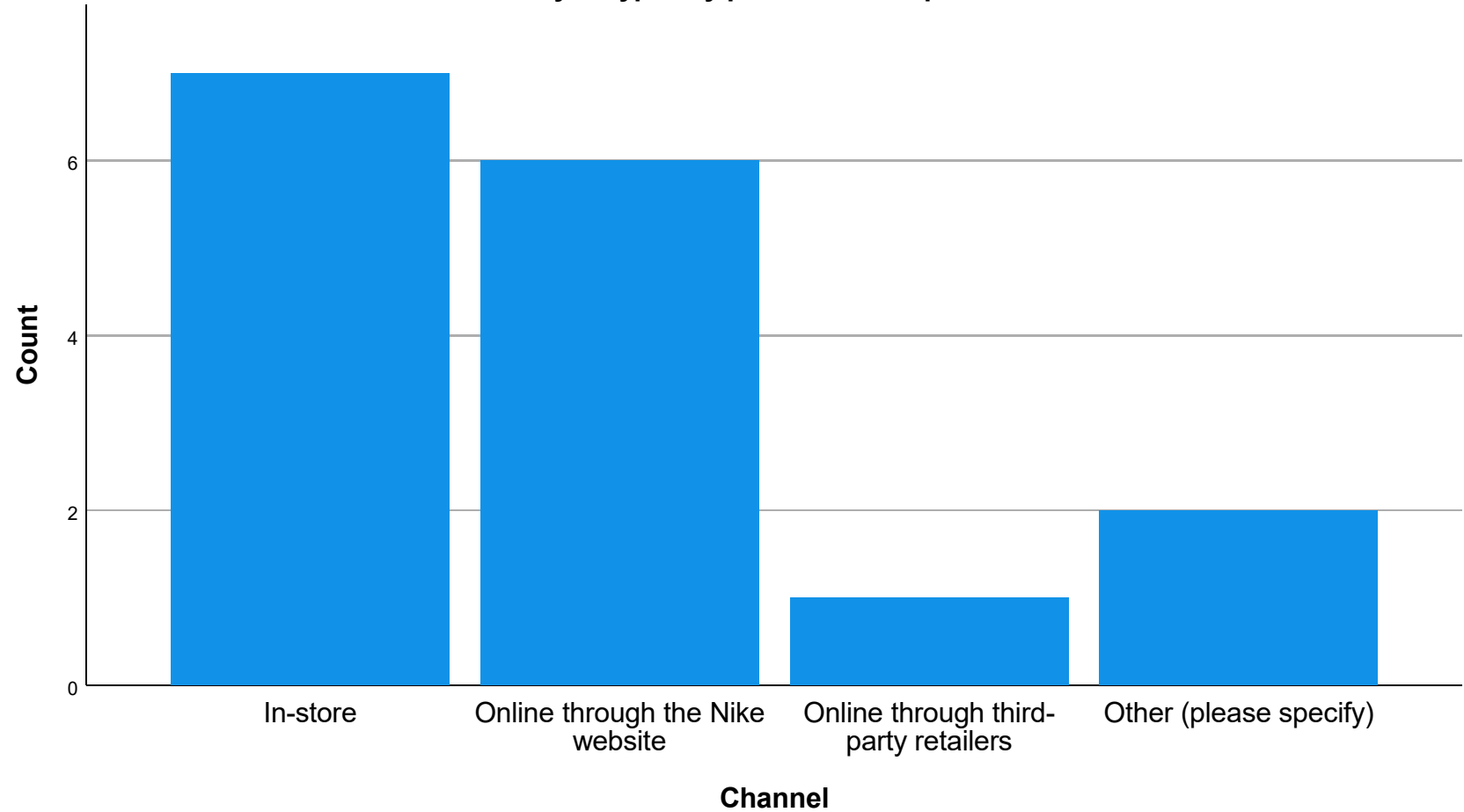
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Q5 Which of the following Nike products have you purchased in the past year?

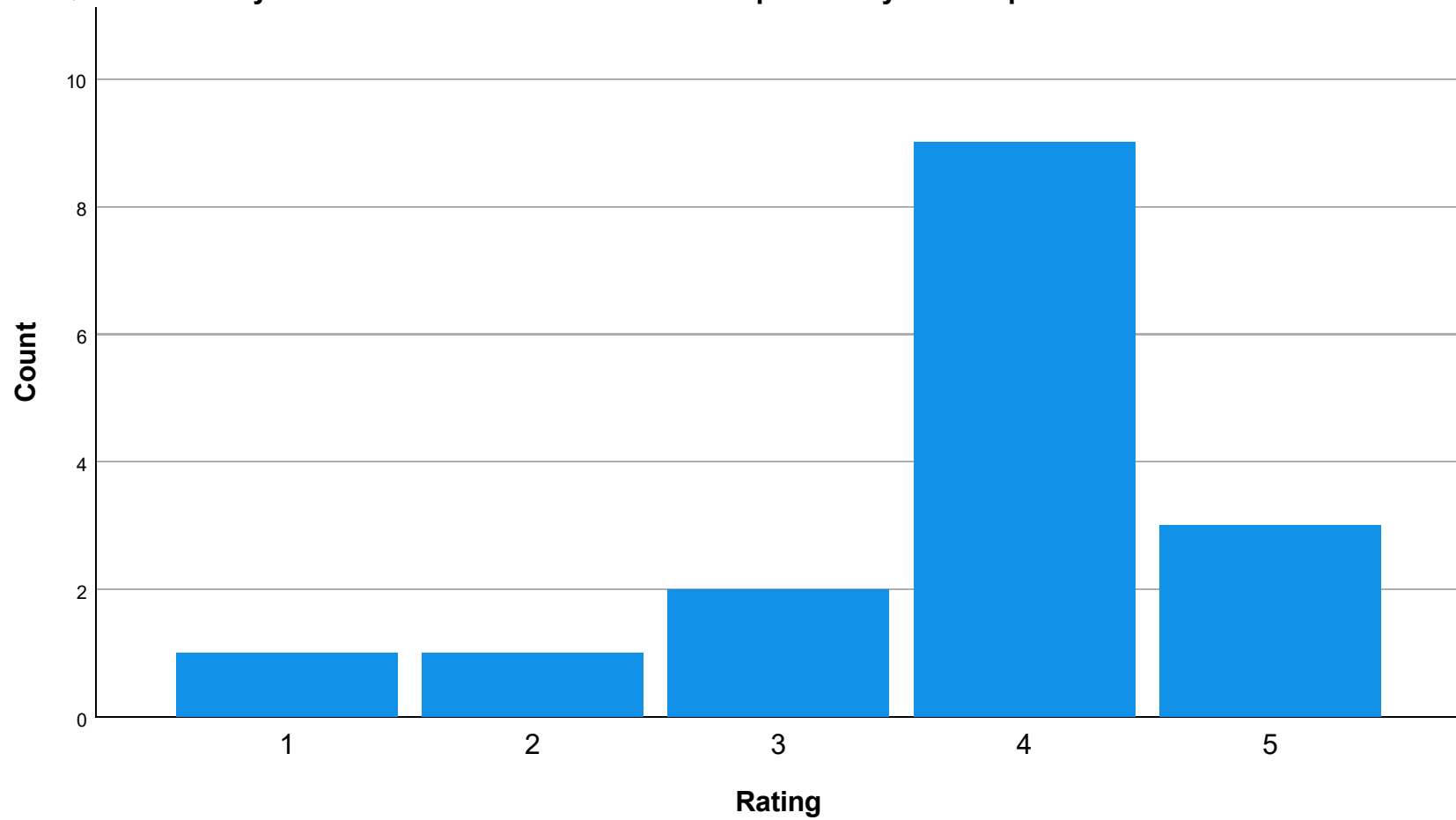


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Q6 How do you typically purchase Nike products?

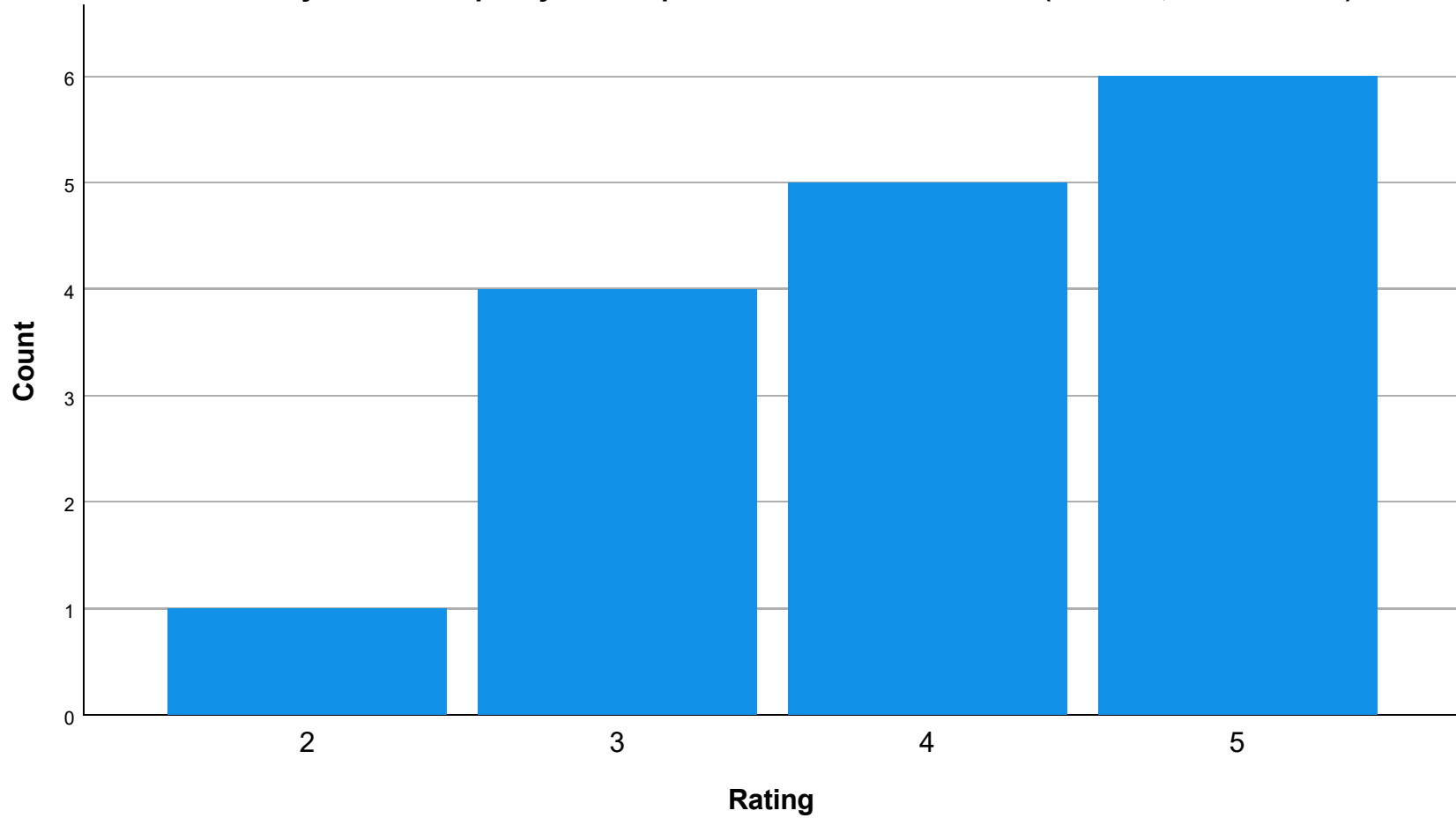


Q7 Please rate your overall satisfaction with the Nike products you have purchased on a scale of 1 to 5



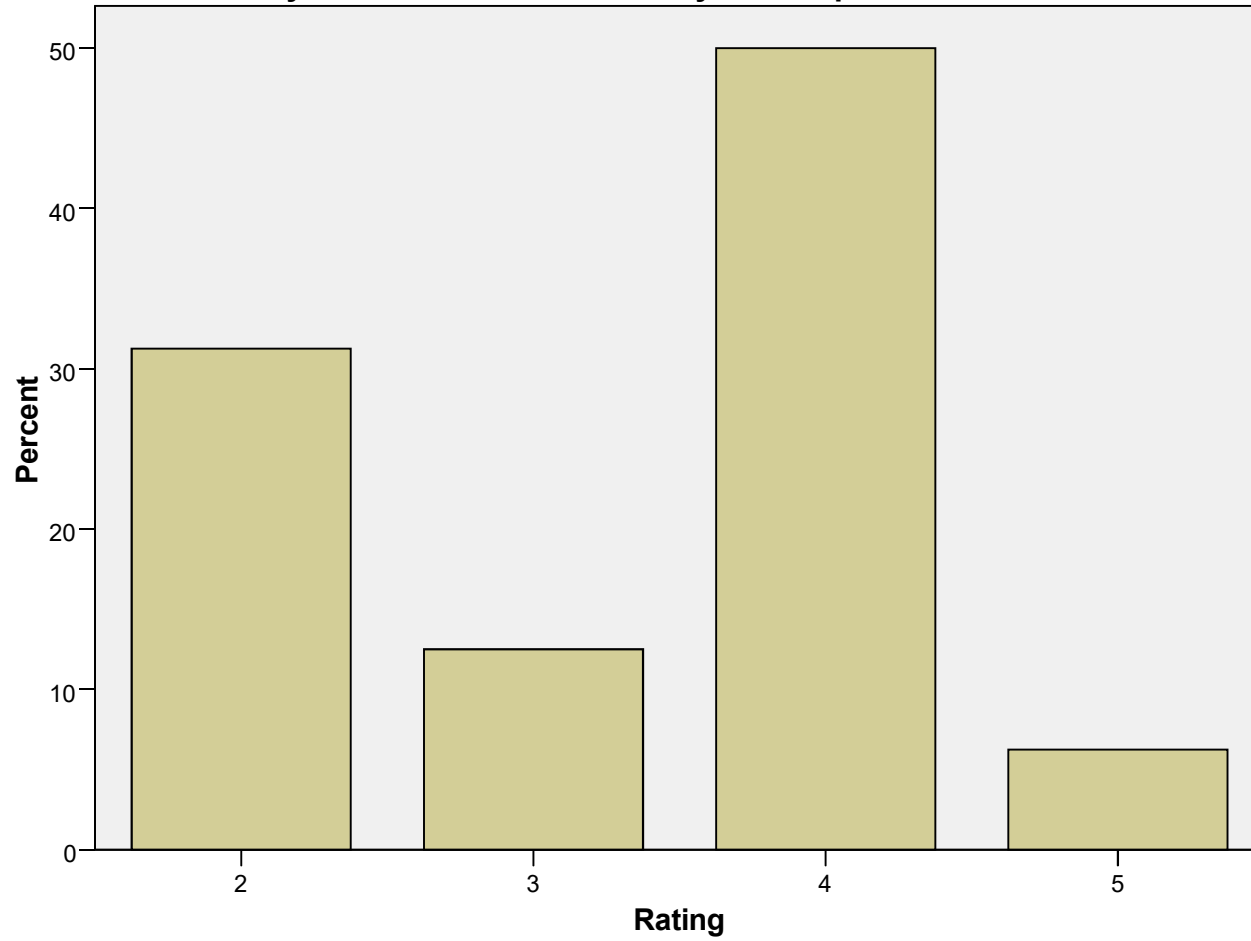
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Q8 How would you rate the quality of Nike products on a scale of 1 to 5 (1 = Poor, 5 = Excellent)



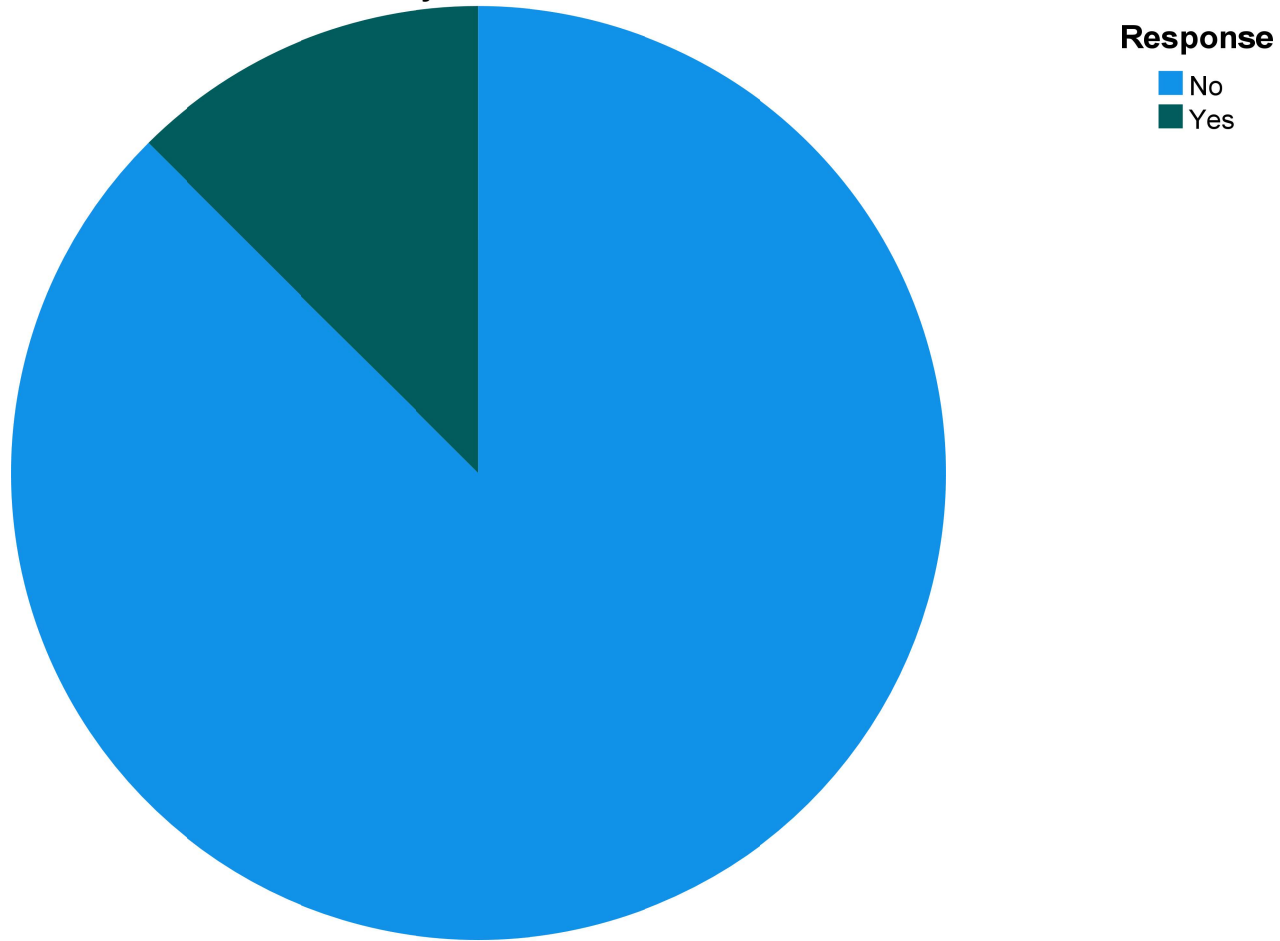
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Q9 How would you rate the value for money of Nike products on a scale of 1 to 5 (1 = Poor, 5 = Excellent)



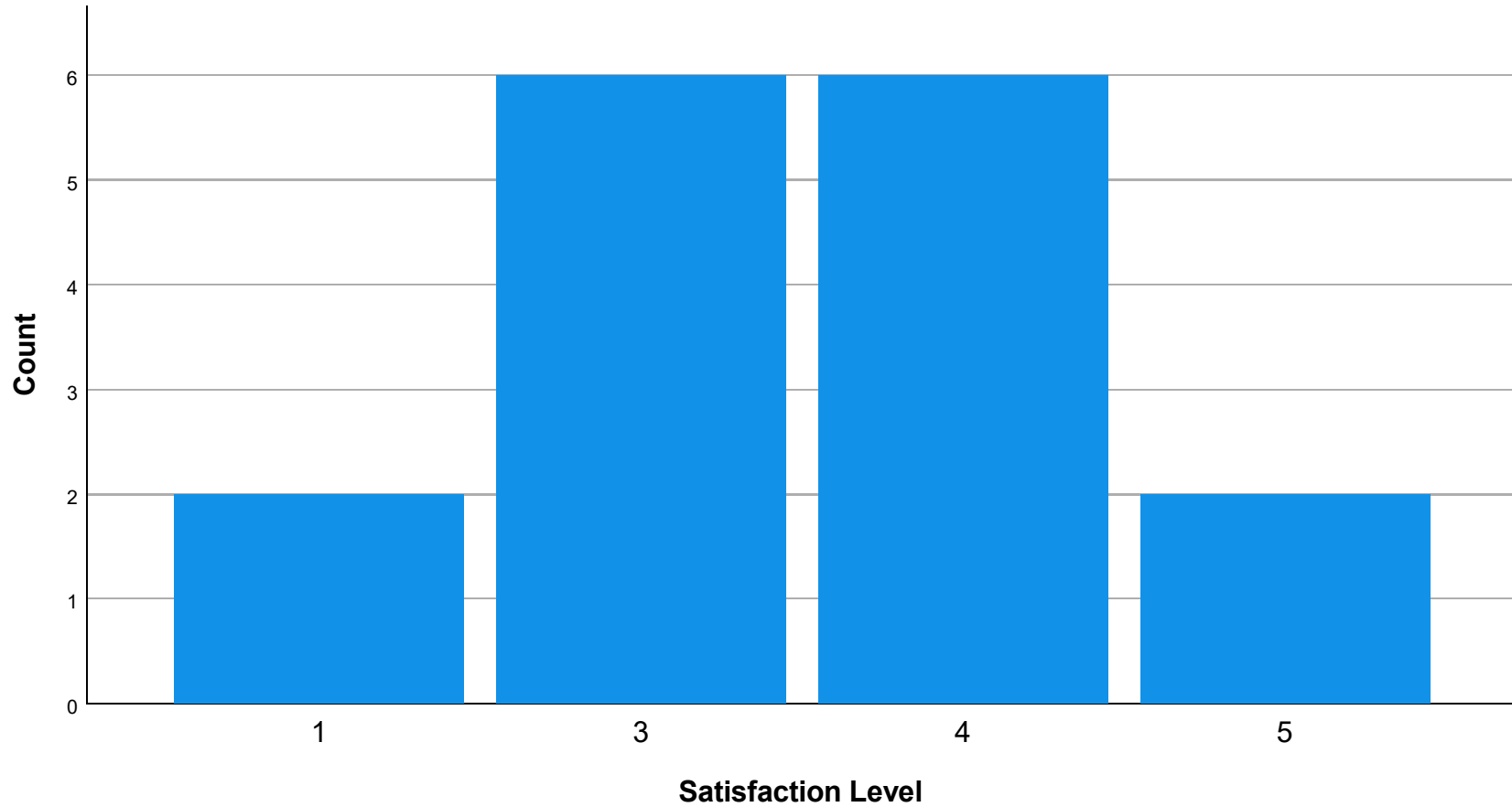
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Q 10 Have you ever contacted Nike's customer service?



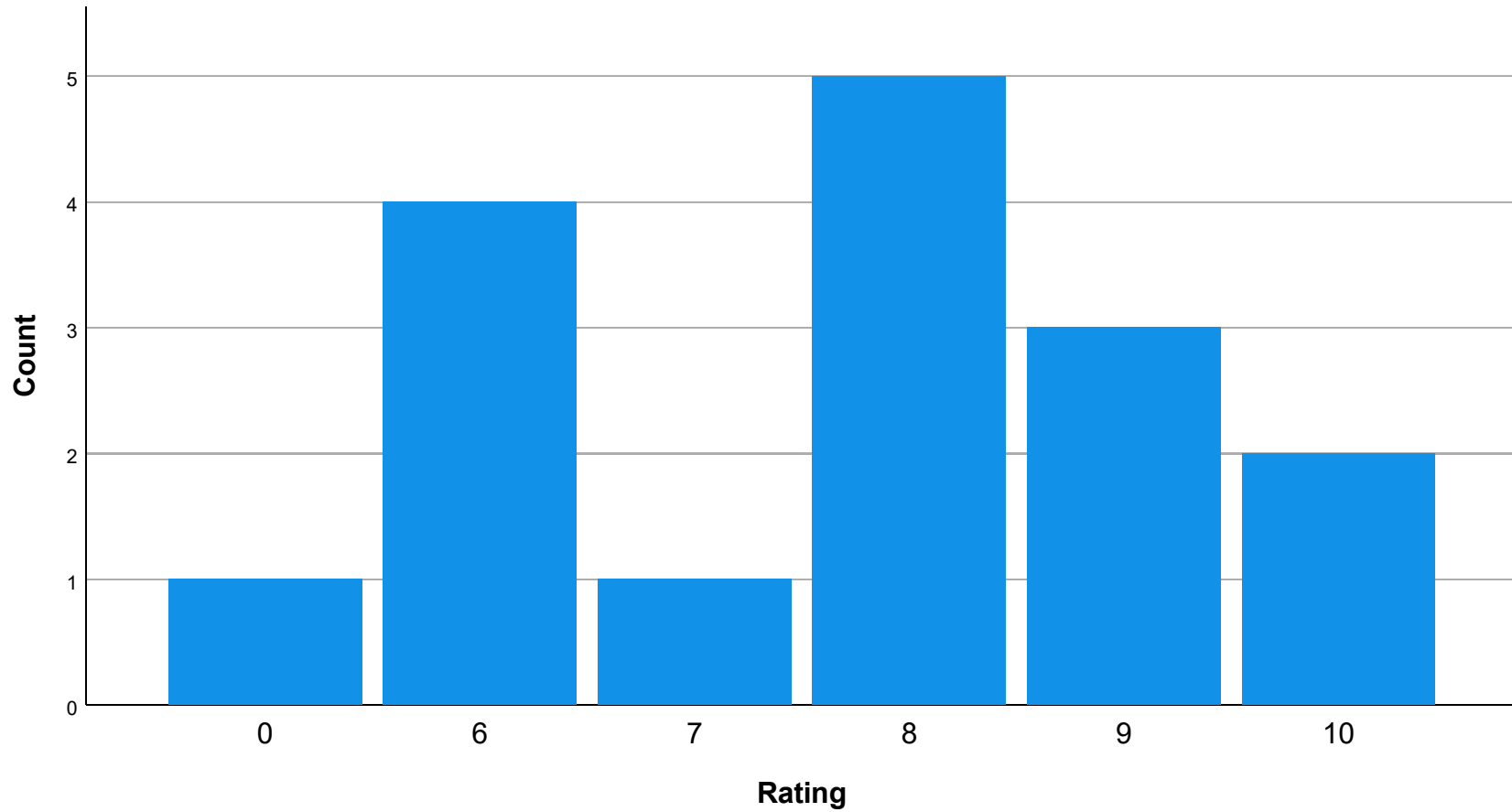
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Q11 Please rate your overall satisfaction with Nike's customer service on a scale of 1 to 5 (1 = Very Dissatisfied, 5 = Very Satisfied).



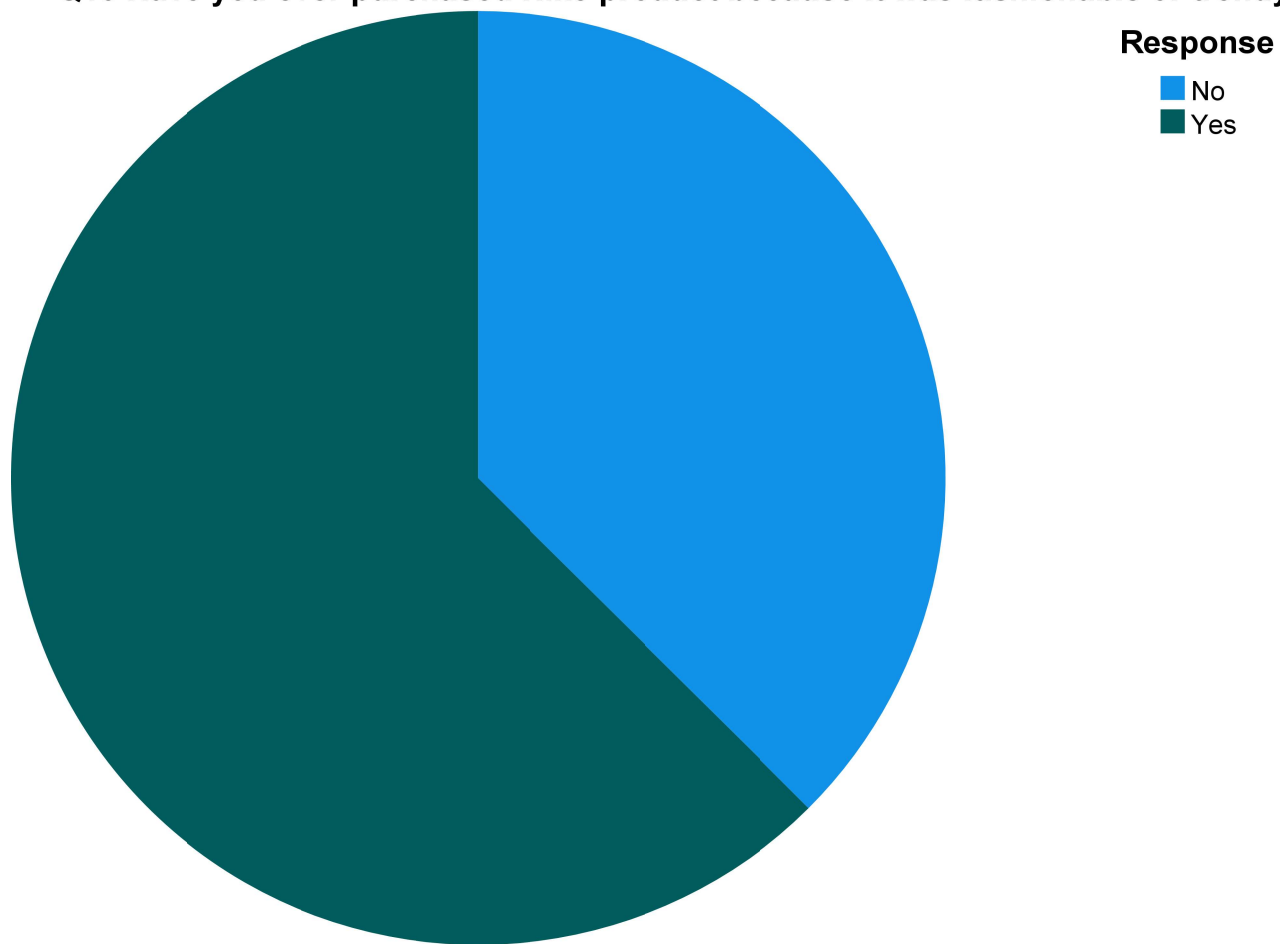
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Q12 On a scale of 0 to 10, how likely are you to recommend Nike to a friend or colleague? (0 = Not likely at all, 10 = Extremely likely)



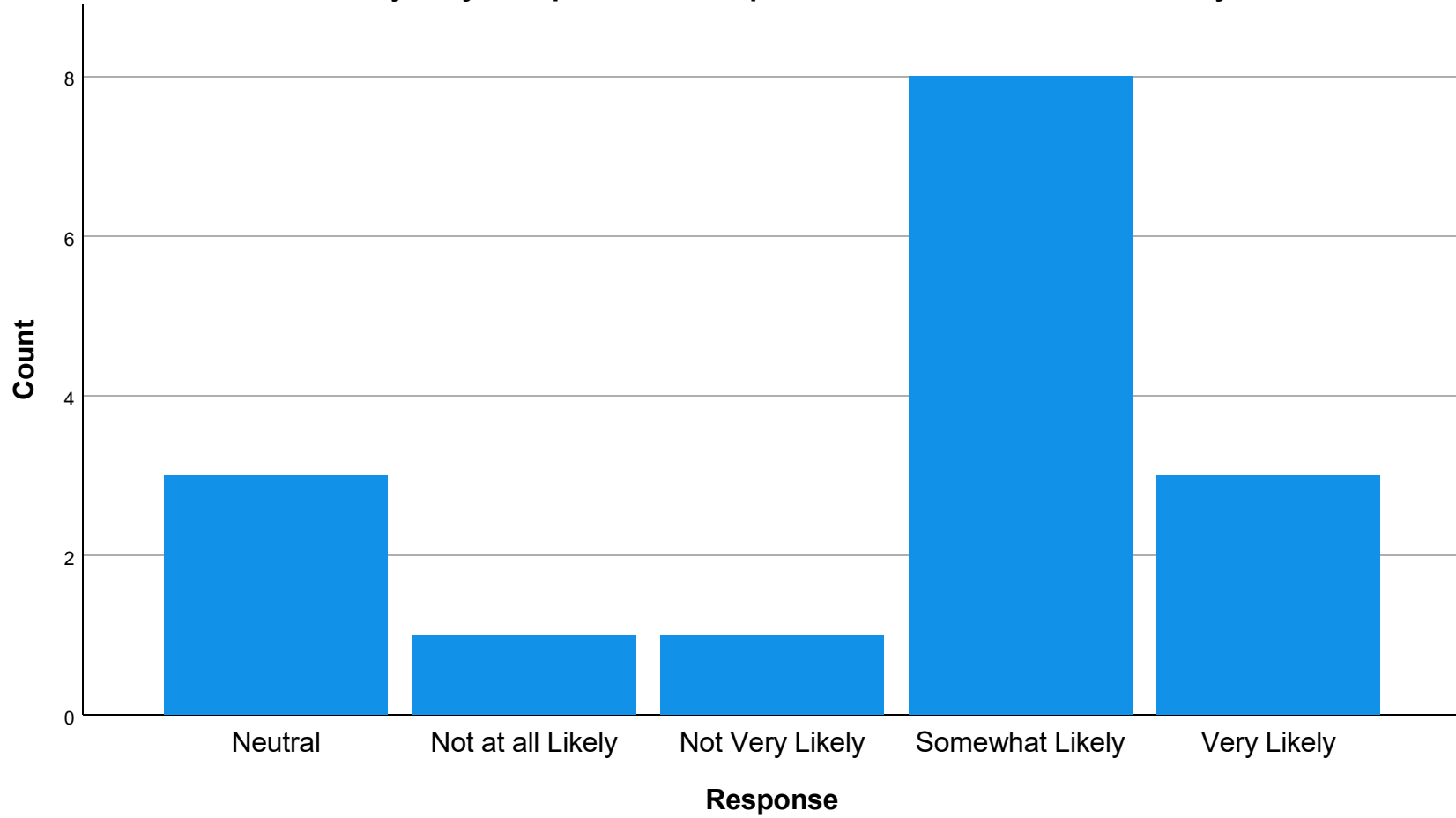
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Q13 Have you ever purchased Nike product because it was fashionable or trendy?



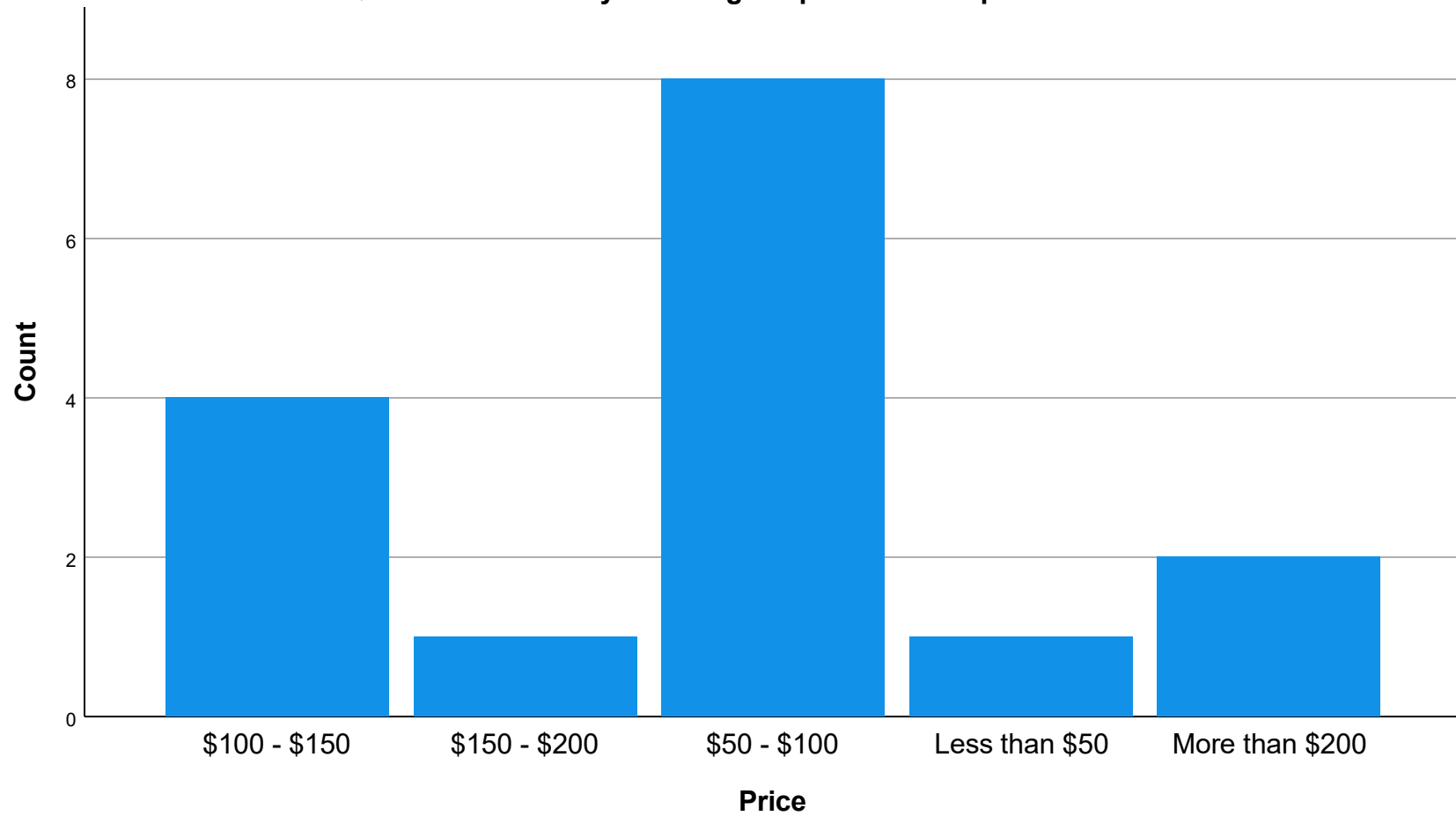
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Q14 How likely are you to purchase Nike product that is fashionable or trendy?



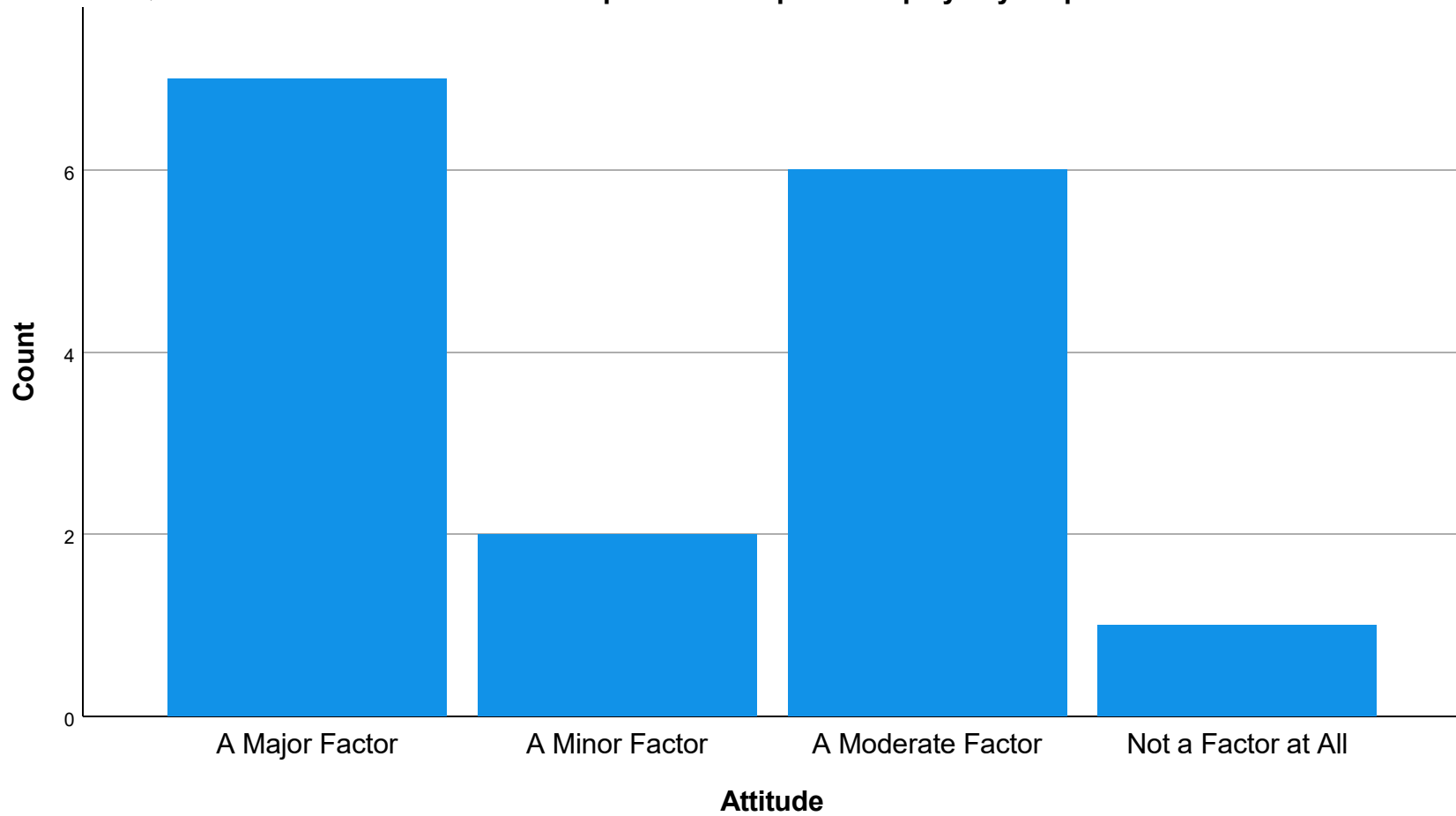
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Q15 How much are you willing to spend on Nike products?



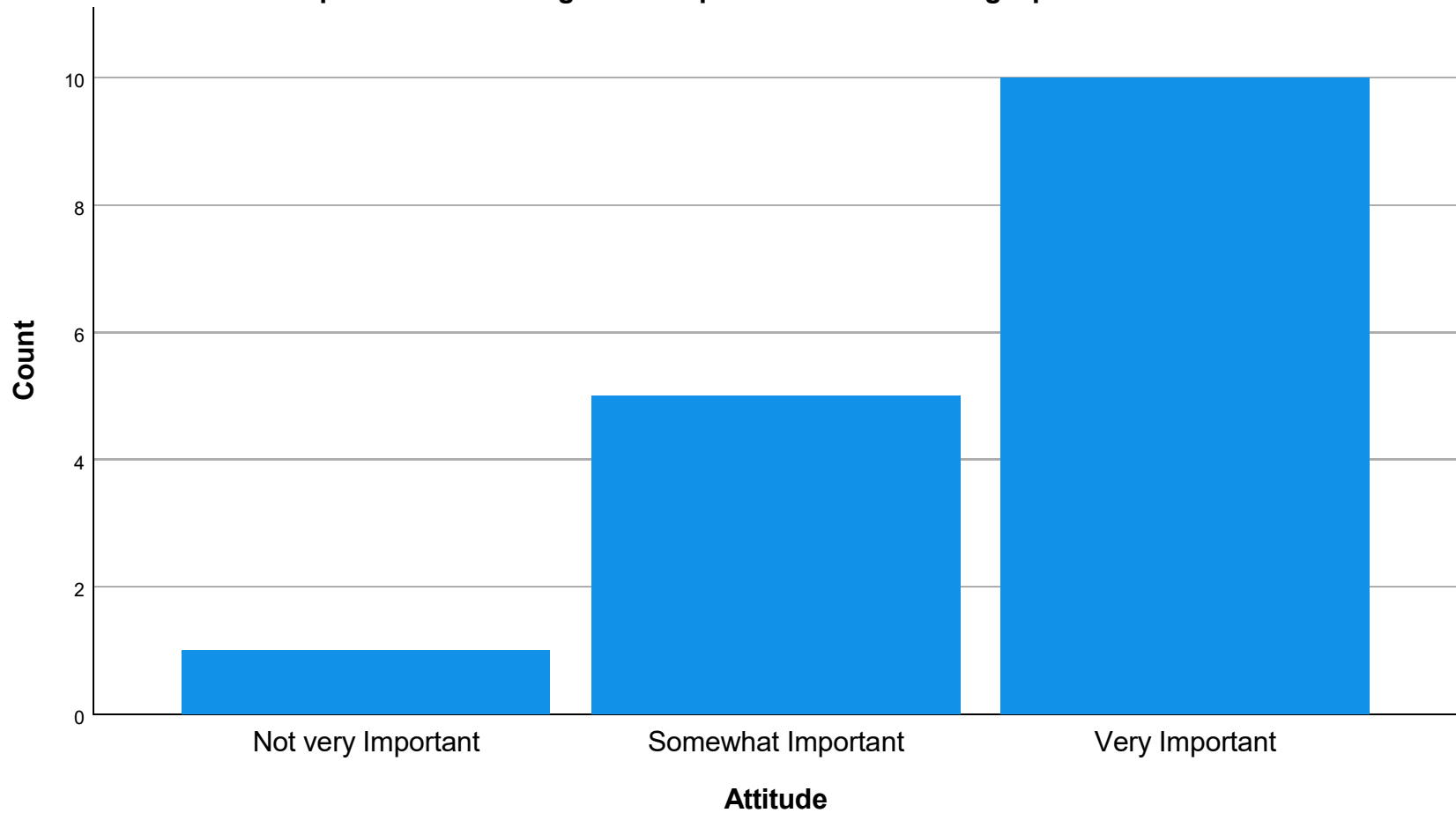
GGraph

Q16 How much of a factor does the price of Nike products play in your purchase decision?



GGraph

Q17 How important is the design of Nike products when making a purchase decision?



Q18 How likely are you to purchase Nike products if they have a design that aligns with current fashion trends?

