

# Results

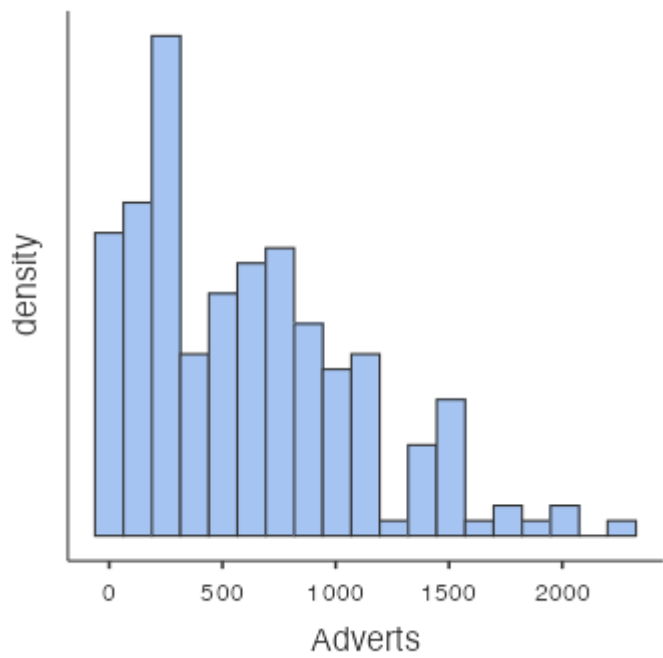
## Descriptives

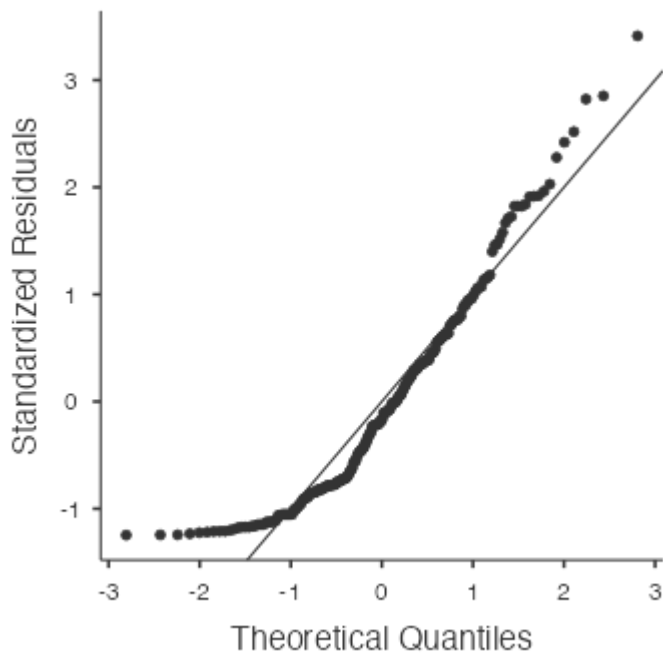
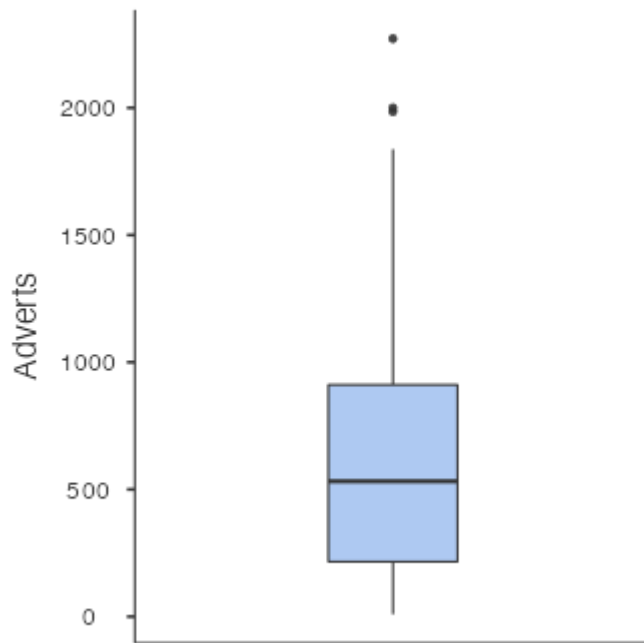
Descriptives

	Adverts	Sales	Airplay	Image
N	200	200	200	200
Missing	0	0	0	0
Mean	614	193	27.5	6.77
Median	532	200	28.0	7.00
Standard deviation	486	80.7	12.3	1.40
Minimum	9.10	10.0	0.00	1.00
Maximum	2272	360	63.0	10.0
Skewness	0.853	0.0439	0.0597	-1.29
Std. error skewness	0.172	0.172	0.172	0.172
Kurtosis	0.236	-0.680	-0.0342	3.74
Std. error kurtosis	0.342	0.342	0.342	0.342
Shapiro-Wilk W	0.925	0.985	0.993	0.877
Shapiro-Wilk p	<.001	0.030	0.408	<.001

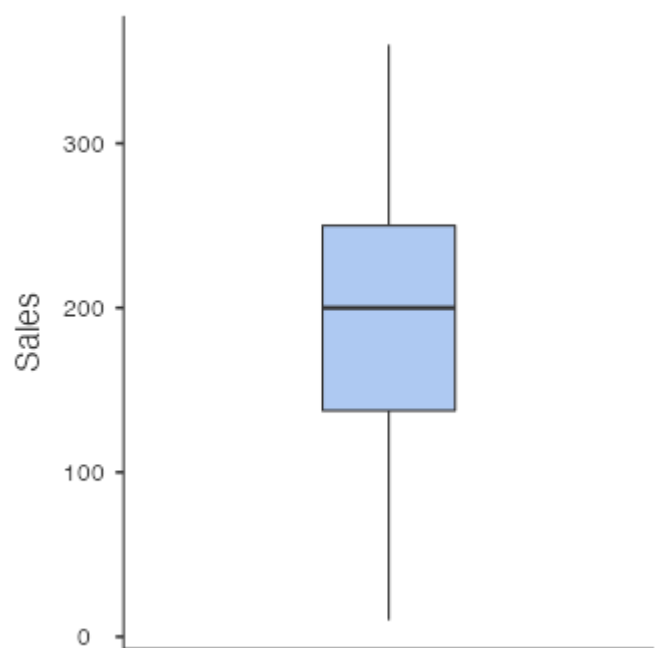
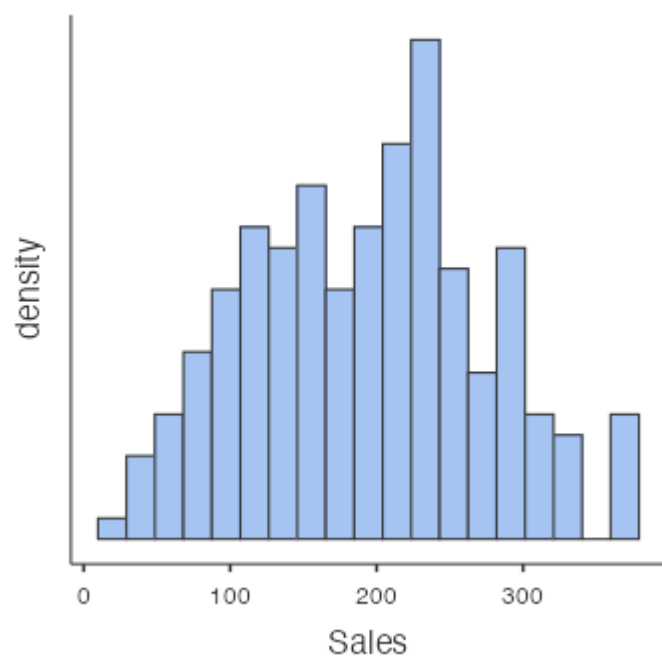
## Plots

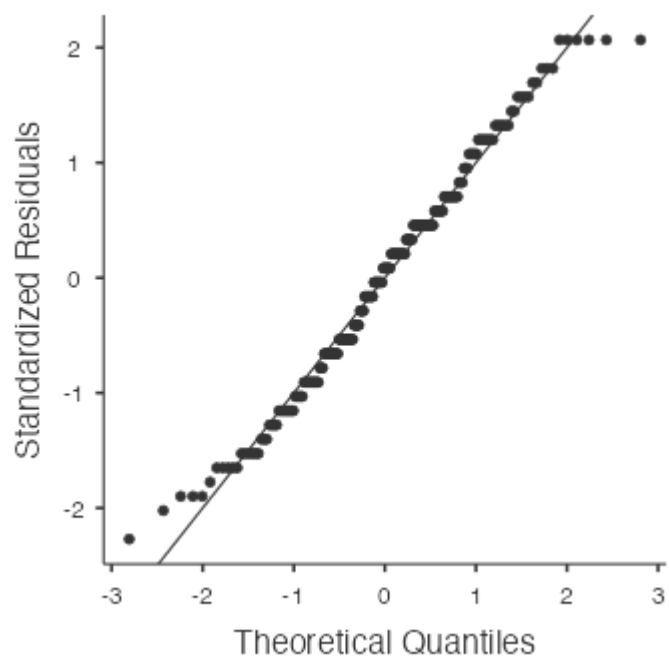
### Adverts



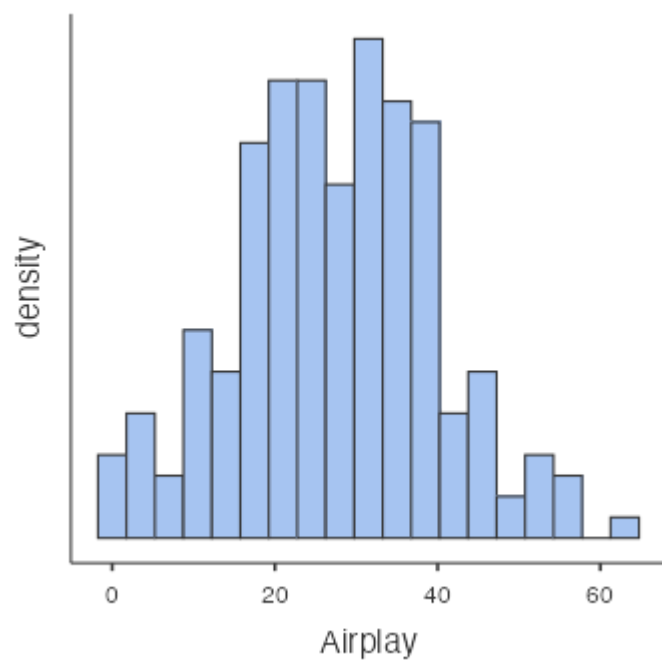


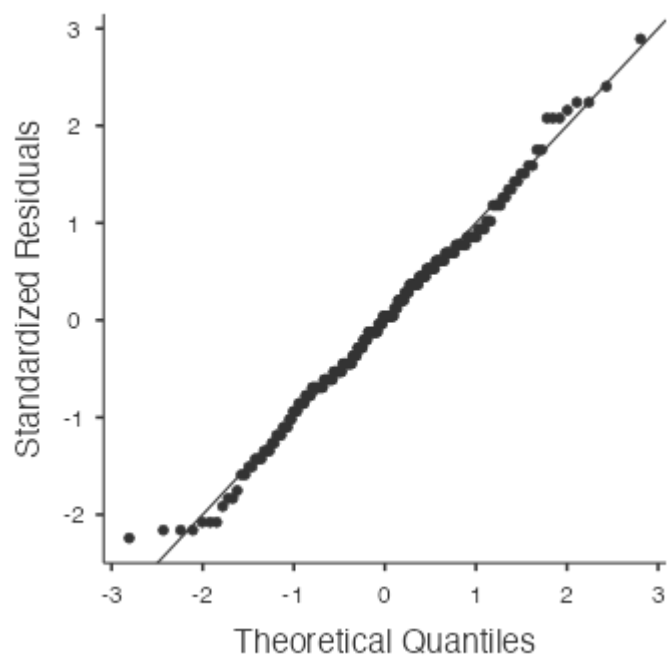
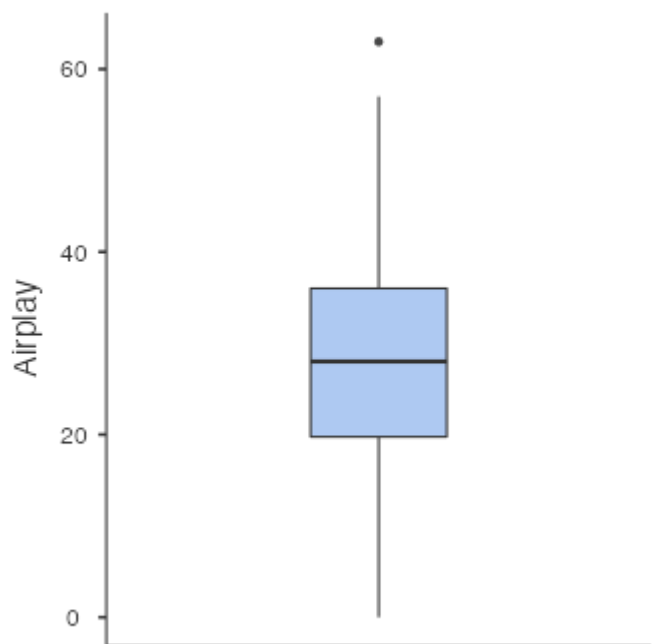
**Sales**



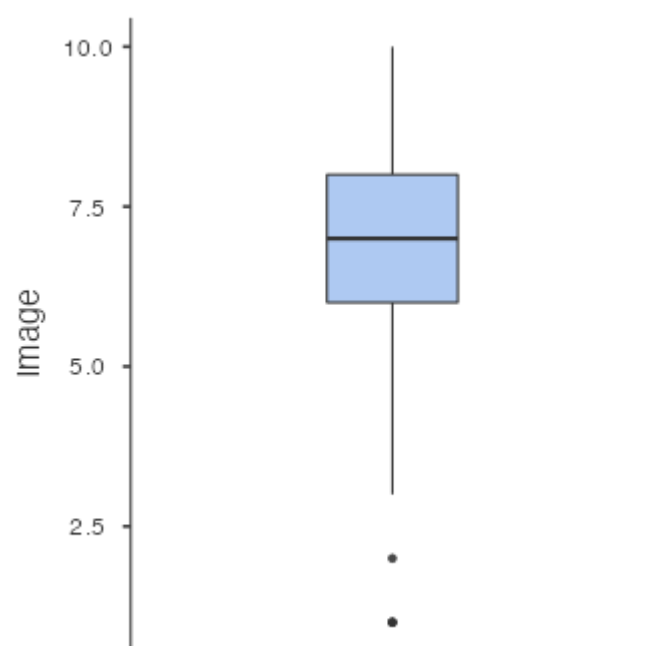
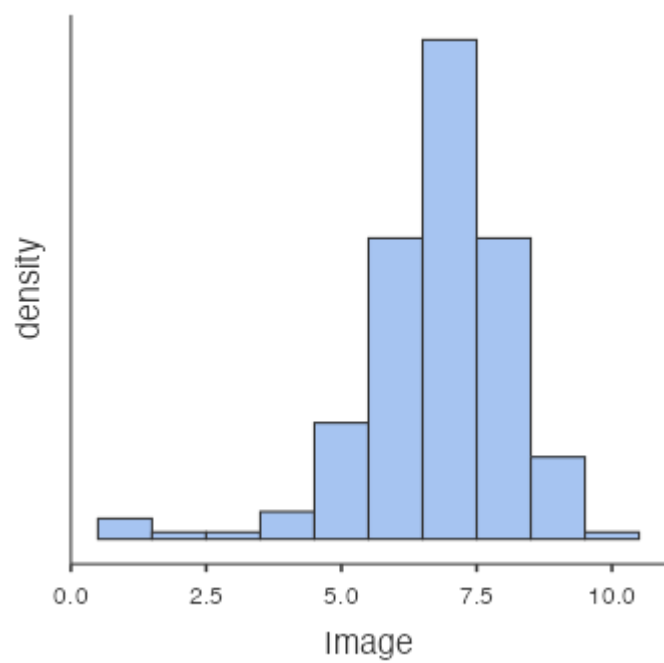


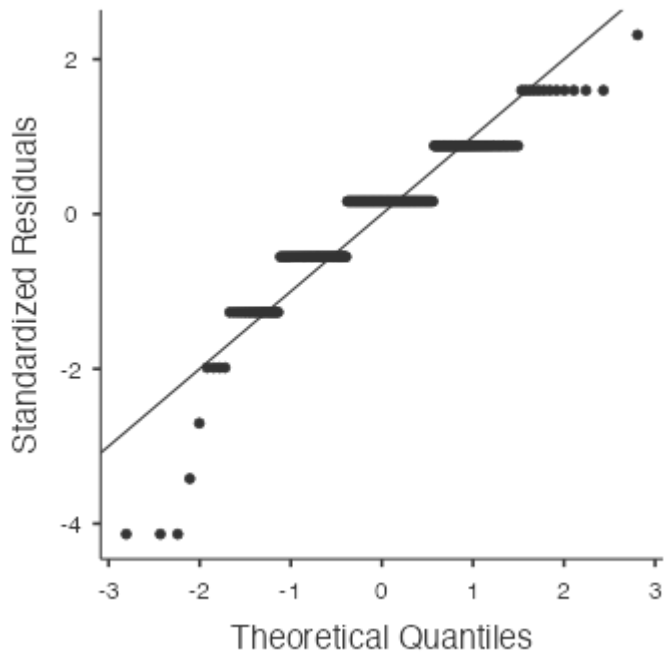
**Airplay**





Image





## Linear Regression

Model Fit Measures

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	AIC	Overall Model Test			
					F	df1	df2	p
1	0.578	0.335	0.331	2247	99.6	1	198	<.001
2	0.815	0.665	0.660	2114	129.5	3	196	<.001

Model Comparisons

Comparison							
Model	Model	ΔR <sup>2</sup>	F	df1	df2	p	
1	- 2	0.330	96.4	2	196	<.001	

## Model Specific ResultsModel 1Model 2

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Adverts	433688	1	433688	99.6	<.001
Residuals	862264	198	4355		

Note. Type 3 sum of squares

Model Coefficients - Sales

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate
			Lower	Upper			
Intercept	134.1399	7.53657	119.2777	149.002	17.80	<.001	
Adverts	0.0961	0.00963	0.0771	0.115	9.98	<.001	0.578

Data Summary

Cook's Distance

Mean	Median	SD	Range	
			Min	Max
0.00442	0.00158	0.00741	3.15e-8	0.0572

Assumption Checks

Durbin–Watson Test for Autocorrelation

Autocorrelation	DW Statistic	p
-0.0439	2.03	0.848

[3]

Collinearity Statistics

	VIF	Tolerance
Adverts	1.00	1.00

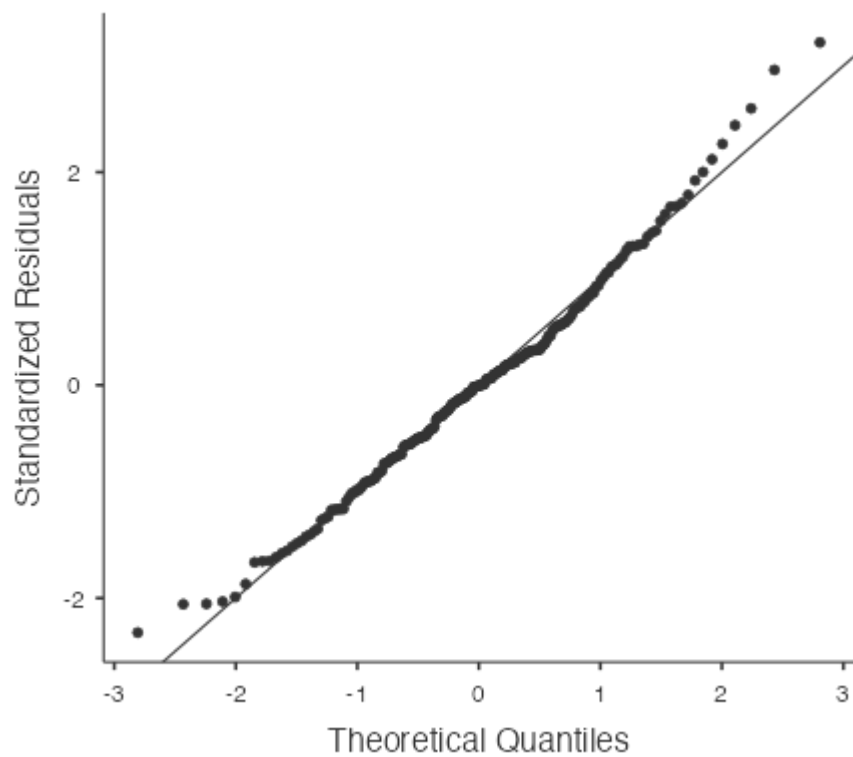
[3]

Normality Test (Shapiro-Wilk)

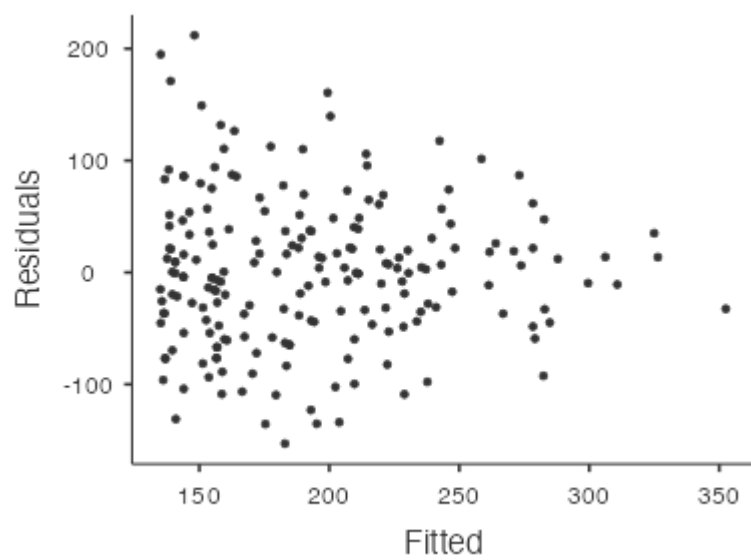
Statistic	p
0.990	0.176

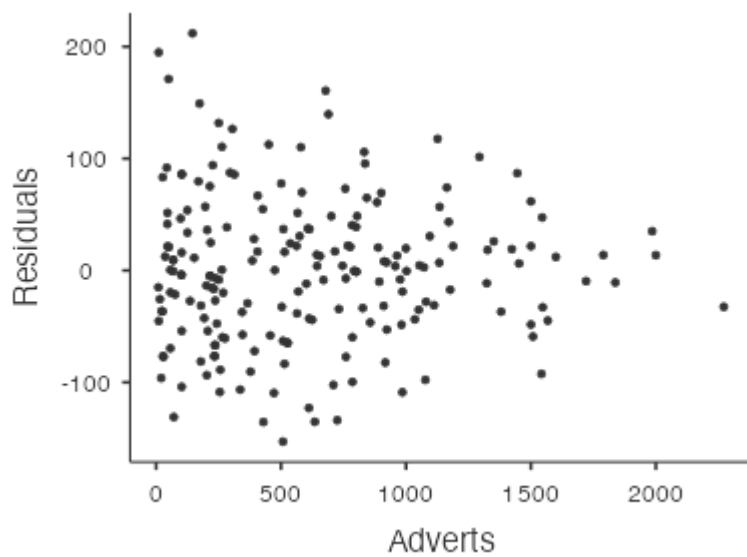
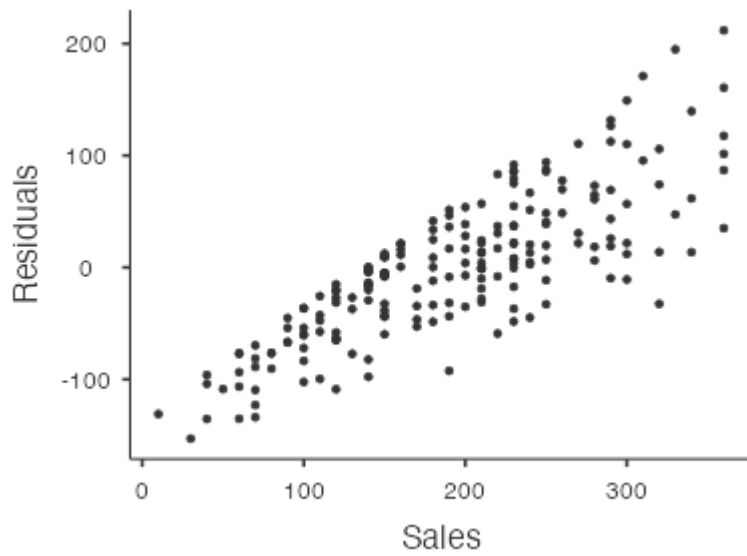
Q-Q Plot





### Residuals Plots





Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Adverts	333332	1	333332	150.3	<.001
Airplay	325860	1	325860	147.0	<.001
Image	45853	1	45853	20.7	<.001
Residuals	434575	196	2217		

Note. Type 3 sum of squares

[3]

Model Coefficients - Sales

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate
			Lower	Upper			
Intercept	-26.6130	17.35000	-60.8296	7.6037	-1.53	0.127	
Adverts	0.0849	0.00692	0.0712	0.0985	12.26	<.001	0.511
Airplay	3.3674	0.27777	2.8196	3.9152	12.12	<.001	0.512
Image	11.0863	2.43785	6.2786	15.8941	4.55	<.001	0.192

Data Summary

Cook's Distance

Mean	Median	SD	Range	
			Min	Max
0.00520	0.00166	0.00962	4.05e-7	0.0708

Assumption Checks

Durbin–Watson Test for Autocorrelation

Autocorrelation	DW Statistic	p
0.00270	1.95	0.760

[3]

Collinearity Statistics

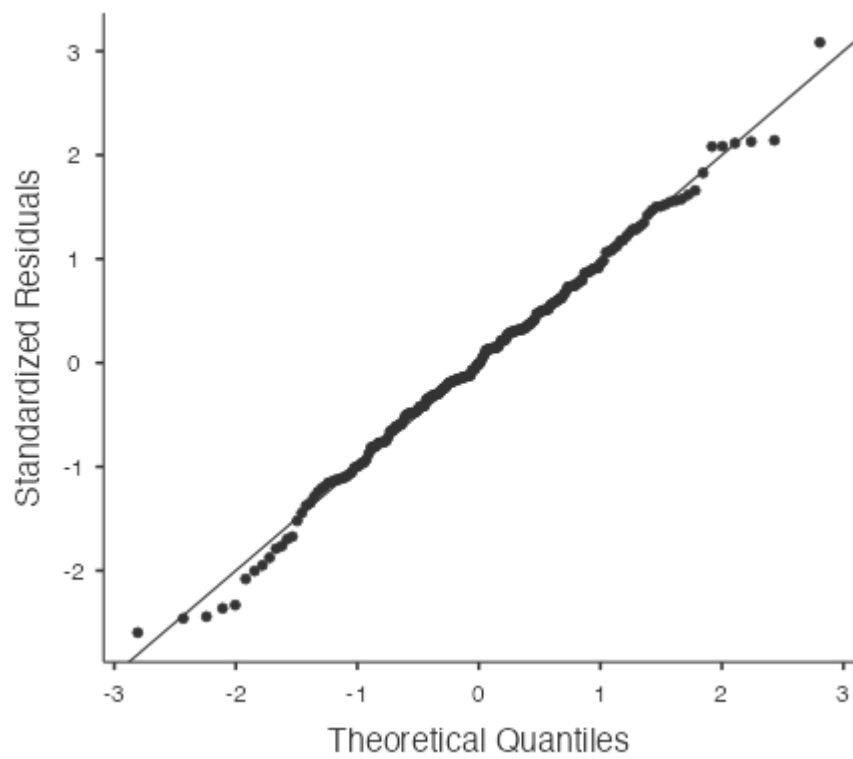
	VIF	Tolerance
Adverts	1.01	0.986
Airplay	1.04	0.959
Image	1.04	0.963

[3]

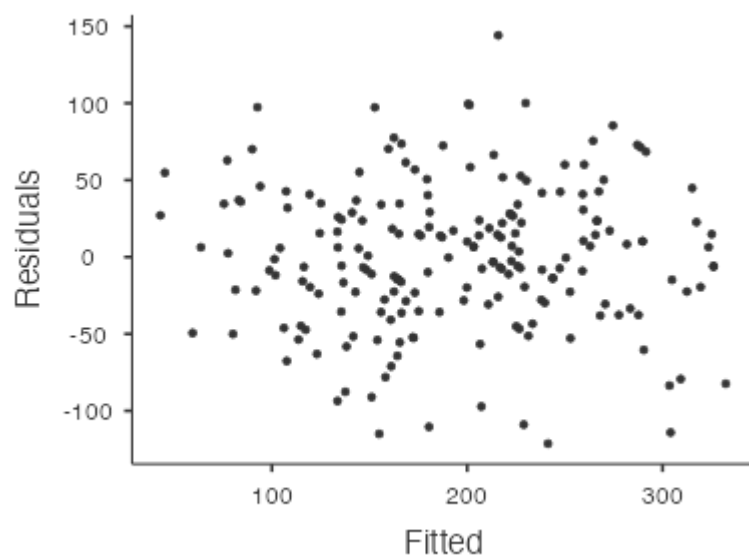
Normality Test (Shapiro-Wilk)

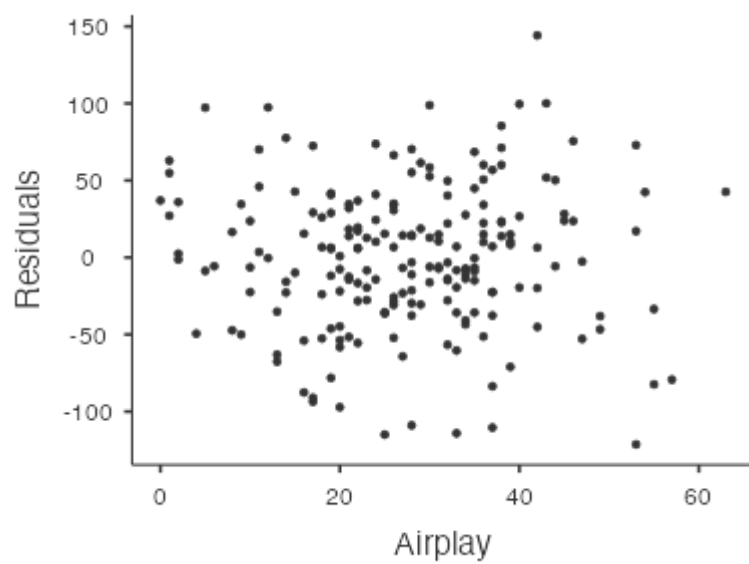
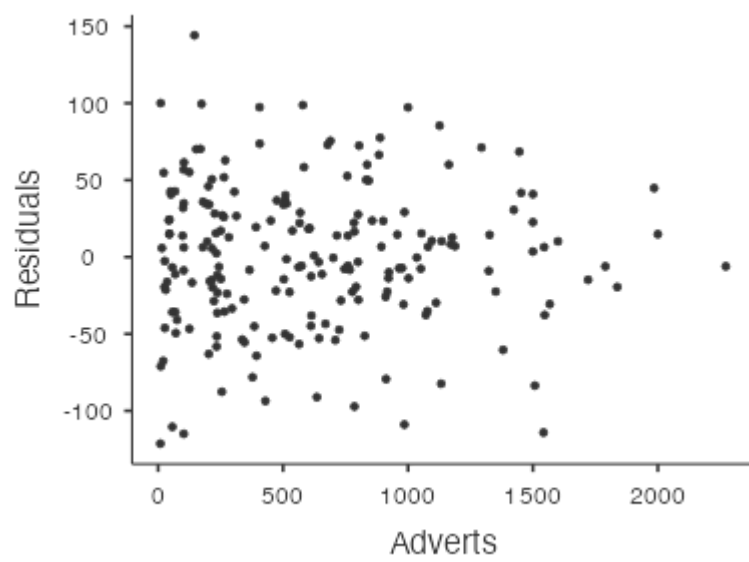
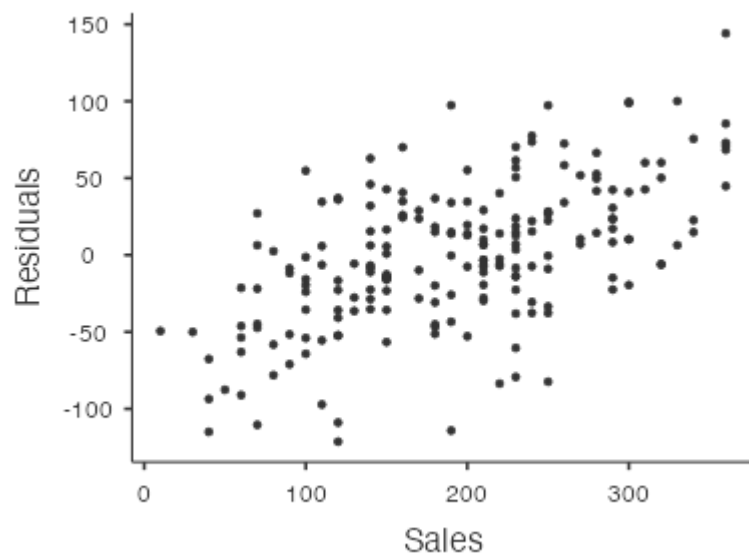
Statistic	p
0.995	0.725

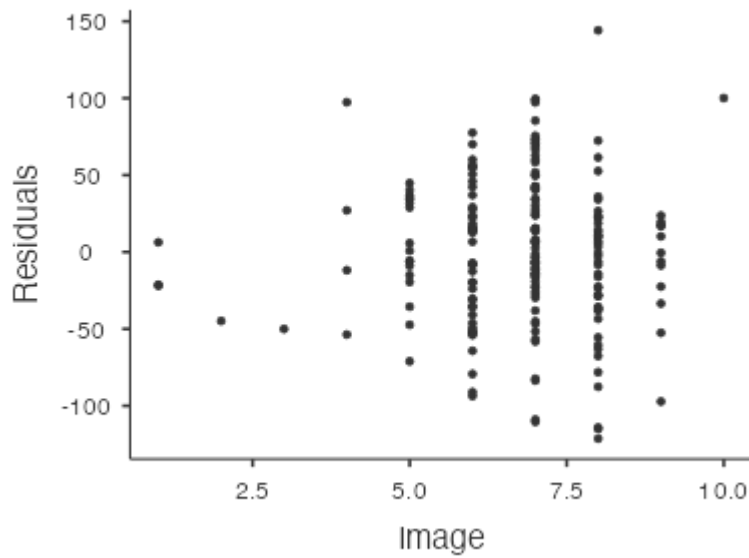
Q-Q Plot



#### Residuals Plots







## References

- [1] The jamovi project (2021). *jamovi*. (Version 2.2) [Computer Software]. Retrieved from <https://www.jamovi.org>.
- [2] R Core Team (2021). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from <https://cran.r-project.org>. (R packages retrieved from MRAN snapshot 2021-04-01).
- [3] Fox, J., & Weisberg, S. (2020). *car: Companion to Applied Regression*. [R package]. Retrieved from <https://cran.r-project.org/package=car>.