

Univariate Analysis of Variance

Between-Subjects Factors

		Value Label	N
markets	1	Belgium	60
	2	Germany	60
	3	Netherlands	60
product_type	1	regular	90
	2	diet	90

Descriptive Statistics

Dependent Variable: sales

markets	product_type	Mean	Std. Deviation	N
Belgium	regular	2441.51200	1040.035604	30
	diet	2692.10667	918.689996	30
	Total	2566.80933	981.060140	60
Germany	regular	1408.00733	832.913707	30
	diet	1186.88180	885.236238	30
	Total	1297.44457	859.421487	60
Netherlands	regular	1394.41467	800.461789	30
	diet	1936.00133	807.692069	30
	Total	1665.20800	842.713563	60
Total	regular	1747.97800	1015.143139	90
	diet	1938.32993	1060.558476	90
	Total	1843.15397	1039.585791	180

Tests of Between-Subjects Effects

Dependent Variable: sales

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	57263590.950 ^a	5	11452718.190	14.632	.000	.296
Intercept	611498978.071	1	611498978.071	781.275	.000	.818
markets	51188436.360	2	25594218.180	32.700	.000	.273
product_type	1630523.634	1	1630523.634	2.083	.151	.012
markets * product_type	4444630.956	2	2222315.478	2.839	.061	.032
Error	136188621.452	174	782693.227			
Total	804951190.473	180				
Corrected Total	193452212.401	179				

a. R Squared = .296 (Adjusted R Squared = .276)

Estimated Marginal Means

Pairwise Comparisons

Dependent Variable: sales

product_ type	(I) markets	(J) markets	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
						Lower Bound	Upper Bound
regular	Belgium	Germany	1033.505*	228.428	.000	582.657	1484.352
		Netherlands	1047.097*	228.428	.000	596.250	1497.945
	Germany	Belgium	-1033.505*	228.428	.000	-1484.352	-582.657
		Netherlands	13.593	228.428	.953	-437.255	464.440
	Netherlands	Belgium	-1047.097*	228.428	.000	-1497.945	-596.250
		Germany	-13.593	228.428	.953	-464.440	437.255
diet	Belgium	Germany	1505.225*	228.428	.000	1054.378	1956.072
		Netherlands	756.105*	228.428	.001	305.258	1206.953
	Germany	Belgium	-1505.225*	228.428	.000	-1956.072	-1054.378
		Netherlands	-749.120*	228.428	.001	-1199.967	-298.272
	Netherlands	Belgium	-756.105*	228.428	.001	-1206.953	-305.258
		Germany	749.120*	228.428	.001	298.272	1199.967

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Pairwise Comparisons

Dependent Variable: sales

markets	(I) product_type	(J) product_type	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
						Lower Bound	Upper Bound
Belgium	regular	diet	-250.595	228.428	.274	-701.442	200.253
	diet	regular	250.595	228.428	.274	-200.253	701.442
Germany	regular	diet	221.126	228.428	.334	-229.722	671.973
	diet	regular	-221.126	228.428	.334	-671.973	229.722
Netherlan ds	regular	diet	-541.587*	228.428	.019	-992.434	-90.739
	diet	regular	541.587*	228.428	.019	90.739	992.434

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Profile Plots

