**Frequencies**

|  |  |  |
| --- | --- | --- |
| **Notes** |  |  |
| Output Created |  | 07-AUG-2025 10:54:47 |
| Comments |  |  |
| Input | Data | C:\Users\gangigua\OneDrive - Automatic Data Processing Inc\Desktop\School Bag\_Survey\_1.sav |
| Active Dataset | DataSet1 |
| Filter | <none> |
| Weight | <none> |
| Split File | <none> |
| N of Rows in Working Data File | 50 |
| Missing Value Handling | Definition of Missing | User-defined missing values are treated as missing. |
| Cases Used | Statistics are based on all cases with valid data. |
| Syntax |  | FREQUENCIES VARIABLES=Purchase\_Frequency Child\_Age Purchase\_platform WIllingness\_to\_buy\_new\_localbrand BagType Willingness\_to\_spend /STATISTICS=MEAN /PIECHART PERCENT /ORDER=ANALYSIS. |
| Resources | Processor Time | 00:00:00.22 |
| Elapsed Time | 00:00:00.57 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Statistics** |  |  |  |  |  |  |
|  |  | Frequency\_of\_Purchase | Child\_Age? | Place\_of\_Purchase | WIllingness\_to\_purchase\_NewBrand | Current\_BagType? |
| N | Valid | 50 | 50 | 50 | 50 | 50 |
| Missing | 0 | 0 | 0 | 0 | 0 |
| Mean |  |  |  |  | 3.92 |  |

|  |  |  |
| --- | --- | --- |
| **Statistics** |  |  |
|  |  | Amount usually spent on Bags |
| N | Valid | 50 |
| Missing | 0 |
| Mean |  |  |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Frequency\_of\_Purchase** |  |  |  |  |  |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | During school reopening | 6 | 12.0 | 12.0 | 12.0 |
| Every 6 months | 2 | 4.0 | 4.0 | 16.0 |
| Once a year | 22 | 44.0 | 44.0 | 60.0 |
| Only when damaged | 20 | 40.0 | 40.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Child\_Age?** |  |  |  |  |  |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 10-12 years | 9 | 18.0 | 18.0 | 18.0 |
| 13+ years | 8 | 16.0 | 16.0 | 34.0 |
| 4-6 years | 17 | 34.0 | 34.0 | 68.0 |
| 7-9 years | 16 | 32.0 | 32.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Place\_of\_Purchase** |  |  |  |  |  |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Branded Stores | 10 | 20.0 | 20.0 | 20.0 |
| Local Shops | 11 | 22.0 | 22.0 | 42.0 |
| Online | 22 | 44.0 | 44.0 | 86.0 |
| Stores/ Super Markets | 7 | 14.0 | 14.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **WIllingness\_to\_purchase\_NewBrand** |  |  |  |  |  |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Very Unlikely | 2 | 4.0 | 4.0 | 4.0 |
| 2 | 3 | 6.0 | 6.0 | 10.0 |
| 3 | 13 | 26.0 | 26.0 | 36.0 |
| 4 | 11 | 22.0 | 22.0 | 58.0 |
| Very Likely | 21 | 42.0 | 42.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Current\_BagType?** |  |  |  |  |  |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Back pack | 38 | 76.0 | 76.0 | 76.0 |
| Others | 2 | 4.0 | 4.0 | 80.0 |
| Shoulder Bag | 8 | 16.0 | 16.0 | 96.0 |
| Trolley Bag | 2 | 4.0 | 4.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Amount usually spent on Bags** |  |  |  |  |  |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | ₹1000–₹1500 | 10 | 20.0 | 20.0 | 20.0 |
| ₹500–₹1000 | 23 | 46.0 | 46.0 | 66.0 |
| Above ₹1500 | 12 | 24.0 | 24.0 | 90.0 |
| Less than ₹500 | 5 | 10.0 | 10.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 |  |

**Pie Chart**

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