**Correlations**

|  |  |  |
| --- | --- | --- |
| **Notes** |  |  |
| Output Created |  | 07-AUG-2025 10:42:55 |
| 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 for each pair of variables are based on all the cases with valid data for that pair. |
| Syntax |  | CORRELATIONS /VARIABLES=Imp\_AttractiveDesign Imp\_quality Imp\_Price /PRINT=TWOTAIL NOSIG FULL /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE. |
| Resources | Processor Time | 00:00:00.03 |
| Elapsed Time | 00:00:00.02 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Descriptive Statistics** |  |  |  |
|  | Mean | Std. Deviation | N |
| Importance of Attractive Design | 3.86 | 1.143 | 50 |
| Importance of Quality and Durability | 4.52 | .839 | 50 |
| Importance of Price | 4.16 | .976 | 50 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Correlations** |  |  |  |  |
|  |  | Importance of Attractive Design | Importance of Quality and Durability | Importance of Price |
| Importance of Attractive Design | Pearson Correlation | 1 | .269 | .386\*\* |
| Sig. (2-tailed) |  | .059 | .006 |
| N | 50 | 50 | 50 |
| Importance of Quality and Durability | Pearson Correlation | .269 | 1 | .370\*\* |
| Sig. (2-tailed) | .059 |  | .008 |
| N | 50 | 50 | 50 |
| Importance of Price | Pearson Correlation | .386\*\* | .370\*\* | 1 |
| Sig. (2-tailed) | .006 | .008 |  |
| N | 50 | 50 | 50 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |  |  |  |  |

**Pearson Correlations**  ██ **Highly Positive:** *(None)* ██ **Positive:** *(Importance of Attractive Design <---> Importance of Quality and Durability), (Importance of Attractive Design <---> Importance of Price), (Importance of Quality and Durability <---> Importance of Price)* ██ **No Linear Correlation:** *(None)* ██ **Negative:** *(None)* ██ **Highly Negative:** *(None)Note: Curated Help is calculated based on actual cell values, not the formatted values.*