**Regression**

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| **Notes** |  |  |
| Output Created |  | 07-AUG-2025 10:06:14 |
| 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 cases with no missing values for any variable used. |
| Syntax |  | REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) TOLERANCE(.0001) /NOORIGIN /DEPENDENT WIllingness\_to\_buy\_new\_localbrand /METHOD=ENTER Any\_Issues. |
| Resources | Processor Time | 00:00:00.00 |
| Elapsed Time | 00:00:00.02 |
| Memory Required | 4288 bytes |
| Additional Memory Required for Residual Plots | 0 bytes |

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| **Variables Entered/Removed**a |  |  |  |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Issues\_facedb | . | Enter |

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| a. Dependent Variable: WIllingness\_to\_purchase\_NewBrand |  |  |  |
| b. All requested variables entered. |  |  |  |

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| **Model Summary** |  |  |  |  |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .687a | .472 | .461 | .837 |

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| a. Predictors: (Constant), Issues\_faced |  |  |  |  |

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| **ANOVA**a |  |  |  |  |  |  |
| Model |  | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 30.044 | 1 | 30.044 | 42.873 | <.001b |
| Residual | 33.636 | 48 | .701 |  |  |
| Total | 63.680 | 49 |  |  |  |

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| a. Dependent Variable: WIllingness\_to\_purchase\_NewBrand |  |  |  |  |  |  |
| b. Predictors: (Constant), Issues\_faced |  |  |  |  |  |  |

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| **Coefficients**a |  |  |  |  |  |  |
| Model |  | Unstandardized Coefficients |  | Standardized Coefficients | t | Sig. |
|  | B | Std. Error | Beta |
| 1 | (Constant) | 3.364 | .146 |  | 23.082 | <.001 |
| Issues\_faced | 1.636 | .250 | .687 | 6.548 | <.001 |

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| a. Dependent Variable: WIllingness\_to\_purchase\_NewBrand |  |  |  |  |  |  |