

Table 1: Multivariate Binary Logistic Regression Defining Influential Movie Genres of Males for Movie Preferences

Variables	Logistic Coefficient	Standard Error	Odds Ratio	95% CI		p-value ^b
				Lower Bound	Upper Bound	
[Action=MaxPrefer]	1.69	0.49	5.417	2.073	14.157	*0.001
[Action=MinPefer]	0.869	0.529	2.385	0.846	6.722	0.1
[Action=No]	***Ref ^a					
[Adventure=MaxPrefer]	1.348	0.541	3.849	1.333	11.111	*0.013
[Adventure=MinPefer]	0.555	1.001	1.741	0.245	12.392	0.58
[Animation=MaxPrefer]	-1.024	0.388	0.359	0.168	0.769	*0.008
[Animation=MinPefer]	-0.687	0.393	0.503	0.233	1.087	0.081
[Biography=MaxPrefer]	0.506	0.885	1.659	0.293	9.405	0.567
[Biography=MinPefer]	1.036	0.861	2.818	0.521	15.238	0.229
[Family=MaxPrefer]	-1.899	0.821	0.15	0.03	0.749	*0.021
[Family=MinPefer]	-1.66	0.808	0.19	0.039	0.926	*0.04
[Comedy=MaxPrefer]	1.299	0.521	3.665	1.321	10.166	*0.013
[Comedy=MinPefer]	0.055	0.695	1.057	0.271	4.124	0.936
[Crime=MaxPrefer]	1.295	0.469	3.65	1.456	9.151	*0.006
[Crime=MinPefer]	0.339	0.473	1.404	0.555	3.55	0.474
[Drama=MaxPrefer]	-0.905	0.428	0.405	0.175	0.935	*0.034
[Drama=MinPefer]	-0.163	0.427	0.849	0.368	1.96	0.702
[Documentary=MaxPrefer]	0.237	0.414	1.267	0.563	2.854	0.567
[Documentary=MinPefer]	-0.459	0.403	0.632	0.287	1.394	0.255
[Fantasy=MaxPrefer]	-0.818	0.655	0.441	0.122	1.594	0.212
[Fantasy=MinPefer]	-0.612	0.649	0.542	0.152	1.937	0.346
[FlimNoir=MaxPrefer]	0.017	0.423	1.017	0.444	2.329	0.968
[FlimNoir=MinPefer]	-0.319	0.362	0.727	0.358	1.479	0.379
[Horror=MaxPrefer]	0.673	0.302	1.96	1.084	3.544	*0.026
[Horror=MinPefer]	0.898	0.298	2.454	1.369	4.4	*0.003
[History=MaxPrefer]	-1.576	1.058	0.207	0.026	1.644	0.136
[History=MinPefer]	-0.786	1.323	0.456	0.034	6.095	0.552
[Mystery=MaxPrefer]	-0.787	0.5	0.455	0.171	1.213	0.116
[Mystery=MinPefer]	-0.317	0.52	0.728	0.263	2.019	0.542
[Musical=MaxPrefer]	-0.148	0.389	0.862	0.402	1.848	0.703
[Musical=MinPefer]	0.224	0.351	1.251	0.628	2.49	0.524
[Romance=MaxPrefer]	-0.927	0.425	0.396	0.172	0.91	*0.029
[Romance=MinPefer]	0.017	0.423	1.017	0.444	2.331	0.967
[SciFi=MaxPrefer]	0.303	0.572	1.354	0.441	4.154	0.597
[SciFi=MinPefer]	0.221	0.604	1.247	0.382	4.071	0.714
[Sport=MaxPrefer]	-1.753	1.173	0.173	0.017	1.728	0.135
[Sport=MinPefer]	-0.562	1.257	0.57	0.048	6.704	0.655
[Thriller=MaxPrefer]	-0.72	0.551	0.487	0.165	1.434	0.192
[Thriller=MinPefer]	-0.809	0.571	0.445	0.146	1.363	0.156
[War=MaxPrefer]	1.582	0.412	4.867	2.17	10.918	*0.000
[War=MinPefer]	0.369	0.404	1.447	0.656	3.194	0.36
[Western=MaxPrefer]	0.551	0.415	1.735	0.77	3.909	0.184
[Western=MinPefer]	0.057	0.357	1.058	0.526	2.129	0.874

Goodness of fit: Chi-square = 532.125, df = 585 (p-value = 0.942)

a. ***The reference class variable's value for all genres is No

b. *Considered p-value <0.05 and marked the corresponding row

Table 2: Multivariate Binary Logistic Regression Defining Influential Movie Genres of Females for Movie Preferences

Variables	Logistic Coefficient	Standard Error	Odds Ratio	95% CI		p-value ^b
				Lower Bound	Upper Bound	
[Action=MaxPrefer]	-1.69	0.49	0.185	0.071	0.482	*0.001
[Action=MinPefer]	-0.869	0.529	0.419	0.149	1.182	0.1
[Action=No]	***Ref ^a					
[Adventure=MaxPrefer]	-1.348	0.541	0.26	0.09	0.75	*0.013
[Adventure=MinPefer]	-0.555	1.001	0.574	0.081	4.088	0.58
[Animation=MaxPrefer]	1.024	0.388	2.783	1.301	5.954	*0.008
[Animation=MinPefer]	0.687	0.393	1.987	0.92	4.293	0.081
[Biography=MaxPrefer]	-0.506	0.885	0.603	0.106	3.416	0.567
[Biography=MinPefer]	-1.036	0.861	0.355	0.066	1.919	0.229
[Family=MaxPrefer]	1.899	0.821	6.676	1.335	33.381	*0.021
[Family=MinPefer]	1.66	0.808	5.257	1.08	25.593	*0.04
[Comedy=MaxPrefer]	-1.299	0.521	0.273	0.098	0.757	*0.013
[Comedy=MinPefer]	-0.055	0.695	0.946	0.242	3.692	0.936
[Crime=MaxPrefer]	-1.295	0.469	0.274	0.109	0.687	*0.006
[Crime=MinPefer]	-0.339	0.473	0.712	0.282	1.801	0.474
[Drama=MaxPrefer]	0.905	0.428	2.471	1.069	5.713	*0.034
[Drama=MinPefer]	0.163	0.427	1.177	0.51	2.717	0.702
[Documentary=MaxPrefer]	-0.237	0.414	0.789	0.35	1.777	0.567
[Documentary=MinPefer]	0.459	0.403	1.582	0.718	3.489	0.255
[Fantasy=MaxPrefer]	0.818	0.655	2.266	0.627	8.188	0.212
[Fantasy=MinPefer]	0.612	0.649	1.844	0.516	6.585	0.346
[FlimNoir=MaxPrefer]	-0.017	0.423	0.983	0.429	2.251	0.968
[FlimNoir=MinPefer]	0.319	0.362	1.375	0.676	2.796	0.379
[Horror=MaxPrefer]	-0.673	0.302	0.51	0.282	0.922	*0.026
[Horror=MinPefer]	-0.898	0.298	0.407	0.227	0.73	*0.003
[History=MaxPrefer]	1.576	1.058	4.837	0.608	38.461	0.136
[History=MinPefer]	0.786	1.323	2.195	0.164	29.364	0.552
[Mystery=MaxPrefer]	0.787	0.5	2.197	0.824	5.856	0.116
[Mystery=MinPefer]	0.317	0.52	1.373	0.495	3.807	0.542
[Musical=MaxPrefer]	0.148	0.389	1.16	0.541	2.486	0.703
[Musical=MinPefer]	-0.224	0.351	0.799	0.402	1.591	0.524
[Romance=MaxPrefer]	0.927	0.425	2.526	1.099	5.808	*0.029
[Romance=MinPefer]	-0.017	0.423	0.983	0.429	2.252	0.967
[SciFi=MaxPrefer]	-0.303	0.572	0.739	0.241	2.267	0.597
[SciFi=MinPefer]	-0.221	0.604	0.802	0.246	2.617	0.714
[Sport=MaxPrefer]	1.753	1.173	5.77	0.579	57.512	0.135
[Sport=MinPefer]	0.562	1.257	1.754	0.149	20.625	0.655
[Thriller=MaxPrefer]	0.72	0.551	2.054	0.697	6.052	0.192
[Thriller=MinPefer]	0.809	0.571	2.245	0.734	6.869	0.156
[War=MaxPrefer]	-1.582	0.412	0.205	0.092	0.461	*0.000
[War=MinPefer]	-0.369	0.404	0.691	0.313	1.526	0.36
[Western=MaxPrefer]	-0.551	0.415	0.576	0.256	1.299	0.184
[Western=MinPefer]	-0.057	0.357	0.945	0.47	1.901	0.874

Goodness of fit: chi-square = 532.125, df = 585 (p-value = 0.942)

a. ***The reference class variable's value for all genres is No

b. *Considered p-value <0.05 and marked the corresponding row