HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

Obs	X9	X10	X13	X14
1	32	4.2	1	1
2	43	4.3	0	1
3	48	5.2	1	2
4	32	3.9	1	1
5	58	6.8	1	3
6	45	4.4	1	2
7	46	5.8	1	1
8	44	4.3	0	2
9	63	5.4	1	3
10	54	5.4	0	2
11	32	4.3	0	1
12	47	5.0	1	2
13	39	4.4	0	1
14	38	5.0	1	1
15	54	5.9	0	3
16	49	4.7	0	3
17	38	4.4	1	2
18	40	5.6	0	2
19	54	5.9	1	3
20	55	6.0	0	3
21	41	4.5	0	2
22	35	3.3	0	1
23	55	5.2	0	3
24	36	3.7	0	1
25	49	4.9	0	2
26	49	5.9	1	3
27	36	3.7	0	1
28	54	5.8	1	3
29	49	5.4	1	3
30	46	5.1	0	2
31	43	3.3	0	1
32	53	5.0	0	3
33	60	6.1	0	3
34	47	3.8	0	1
35	35	4.1	0	1
36	39	3.6	1	1

HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

Obs	X9	X10	X13	X14
37	44	4.8	1	2
38	46	5.1	1	3
39	29	3.9	1	1
40	28	3.3	1	1
41	40	3.7	1	1
42	58	6.7	1	3
43	53	5.9	0	3
44	48	4.8	0	2
45	38	3.2	1	1
46	54	6.0	0	3
47	55	4.9	1	3
48	43	4.7	1	2
49	57	4.9	1	3
50	53	3.8	1	3
51	41	5.0	0	2
52	53	5.2	1	2
53	50	5.5	0	2
54	32	3.7	1	1
55	39	3.7	0	1
56	47	4.2	1	2
57	62	6.2	0	2
58	65	6.0	0	3
59	46	5.6	1	3
60	50	5.0	1	2
61	54	4.8	1	3
62	60	6.1	0	3
63	47	5.3	1	3
64	36	4.2	1	2
65	40	3.4	1	1
66	45	4.9	0	2
67	59	6.0	0	3
68	46	4.5	0	2
69	58	4.3	0	3
70	49	4.8	1	2
71	50	5.4	1	2
72	55	3.9	1	3

HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

Obs	X9	X10	X13	X14
73	51	4.9	0	3
74	60	5.1	1	3
75	41	4.1	0	1
76	49	5.2	1	2
77	42	5.1	0	2
78	47	5.1	1	3
79	39	3.3	1	1
80	56	5.1	0	3
81	59	4.5	0	3
82	47	5.6	1	2
83	41	4.1	0	1
84	37	4.4	0	1
85	53	5.6	0	2
86	43	3.7	1	1
87	51	5.5	0	2
88	36	4.3	0	1
89	34	4.0	1	1
90	60	6.1	0	3
91	49	4.4	1	2
92	39	5.5	0	2
93	43	5.2	1	2
94	36	3.6	0	1
95	31	4.0	1	1
96	25	3.4	1	1
97	60	5.2	1	3
98	38	3.7	0	1
99	42	4.3	0	1
100	33	4.4	0	1

HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

The GLM Procedure

Class Level Information		
Class	**Levels**	**Values**
X14	3	1 2 3
X13	2	0 1

Number of Observations Read	100
Number of Observations Used	100

HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

The GLM Procedure

Dependent Variable: X9 X9 - Usage Level

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	5637.236111	1127.447222	44.87	<.0001
Error	94	2361.763889	25.125148		
Corrected Total	99	7999.000000			

R-Square	Coeff Var	Root MSE	X9 Mean
0.704743	10.87310	5.012499	46.10000

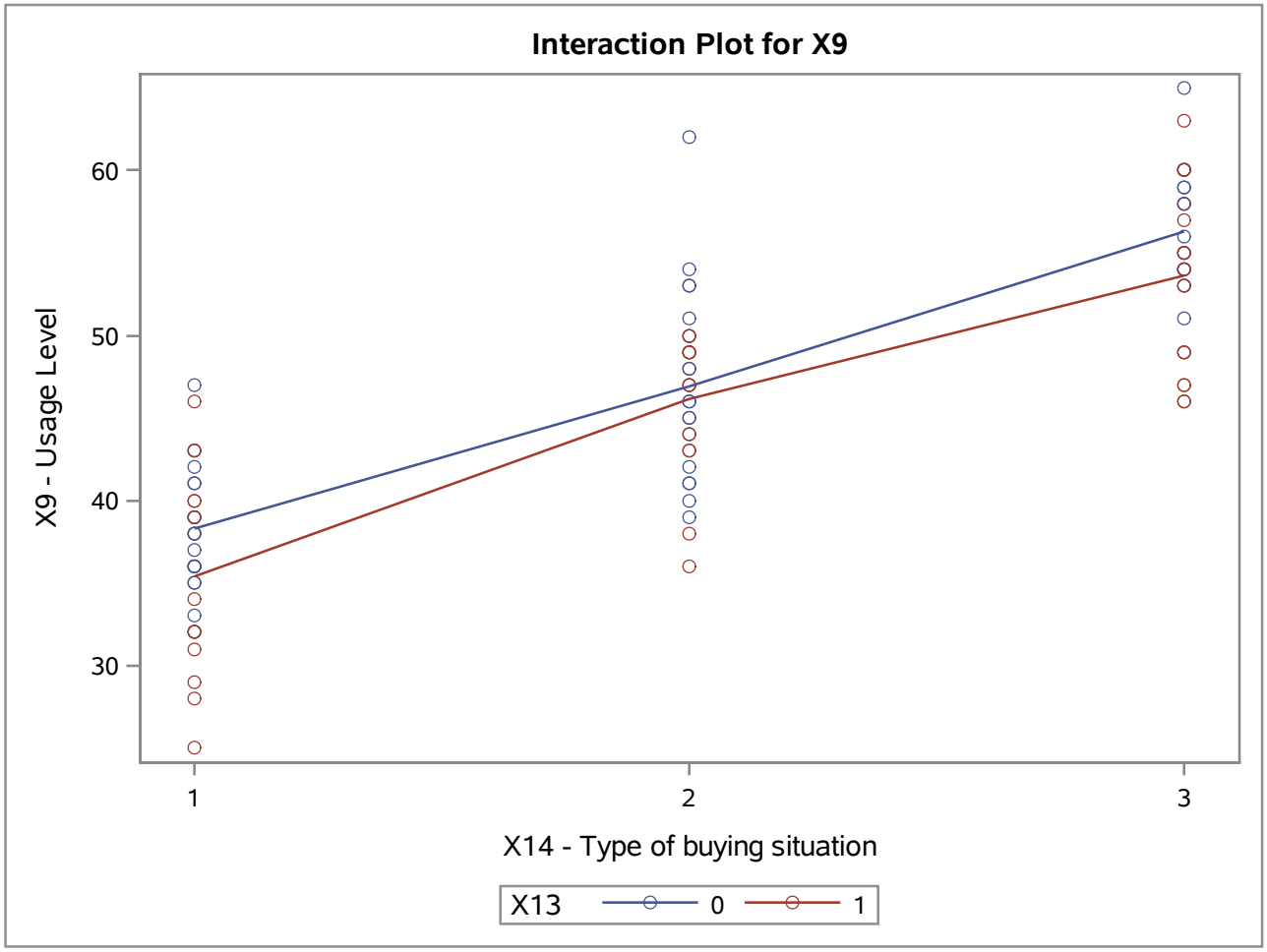
Source	DF	Type I SS	Mean Square	F Value	Pr > F
X14	2	5498.766544	2749.383272	109.43	<.0001
X13	1	116.787771	116.787771	4.65	0.0336
X14*X13	2	21.681796	10.840898	0.43	0.6508

Source	DF	Type III SS	Mean Square	F Value	Pr > F
X14	2	5580.664038	2790.332019	111.06	<.0001
X13	1	114.019231	114.019231	4.54	0.0358
X14*X13	2	21.681796	10.840898	0.43	0.6508

HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

The GLM Procedure

Dependent Variable: X9 X9 - Usage Level



HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

The GLM Procedure

Dependent Variable: X10 X10 - Satisfaction Level

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	40.03076111	8.00615222	23.20	<.0001
Error	94	32.43513889	0.34505467		
Corrected Total	99	72.46590000			

R-Square	Coeff Var	Root MSE	X10 Mean
0.552408	12.31217	0.587414	4.771000

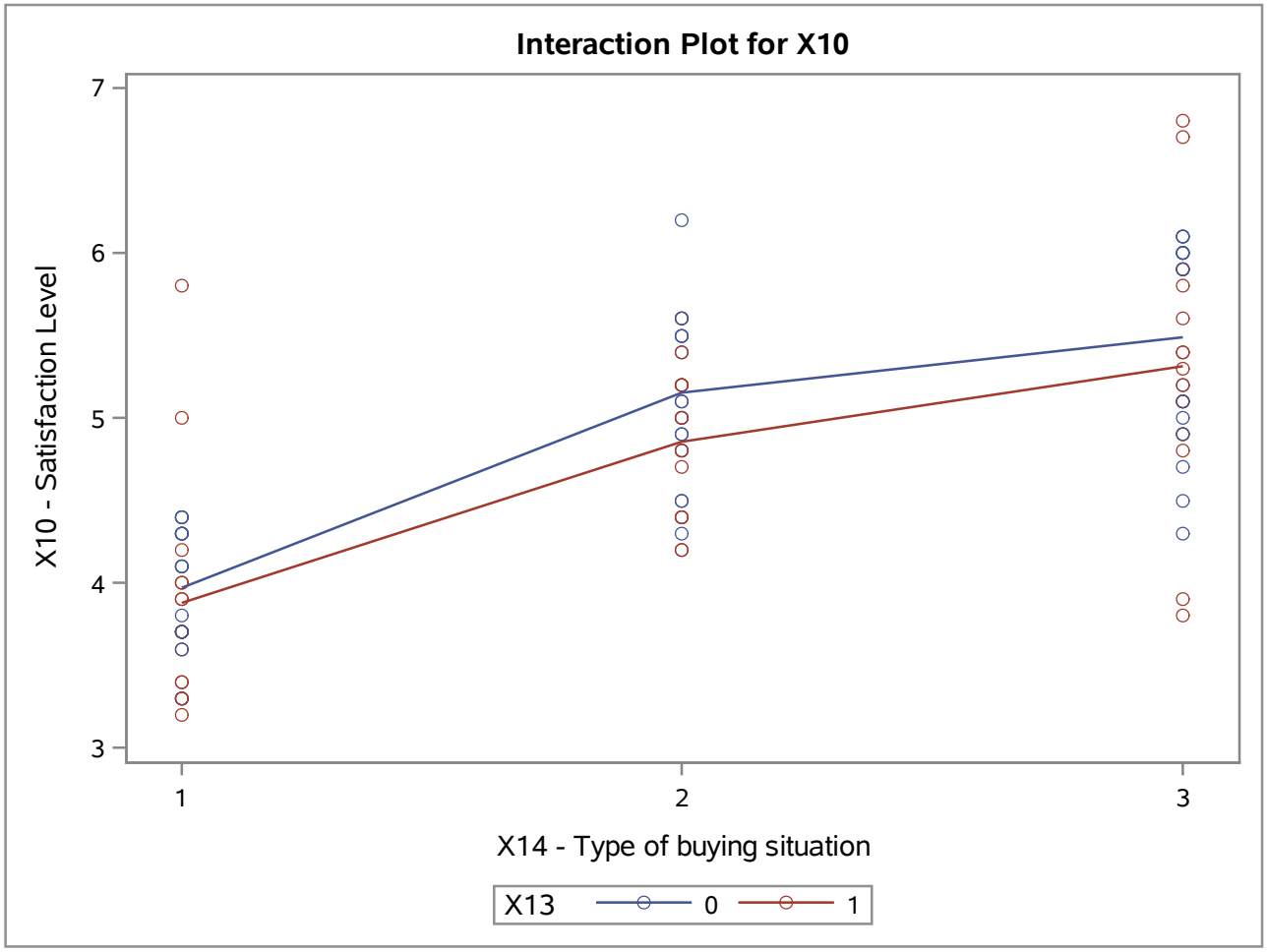
Source	DF	Type I SS	Mean Square	F Value	Pr > F
X14	2	39.00680074	19.50340037	56.52	<.0001
X13	1	0.85382943	0.85382943	2.47	0.1191
X14*X13	2	0.17013095	0.08506548	0.25	0.7820

Source	DF	Type III SS	Mean Square	F Value	Pr > F
X14	2	39.25048056	19.62524028	56.88	<.0001
X13	1	0.87188034	0.87188034	2.53	0.1153
X14*X13	2	0.17013095	0.08506548	0.25	0.7820

HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

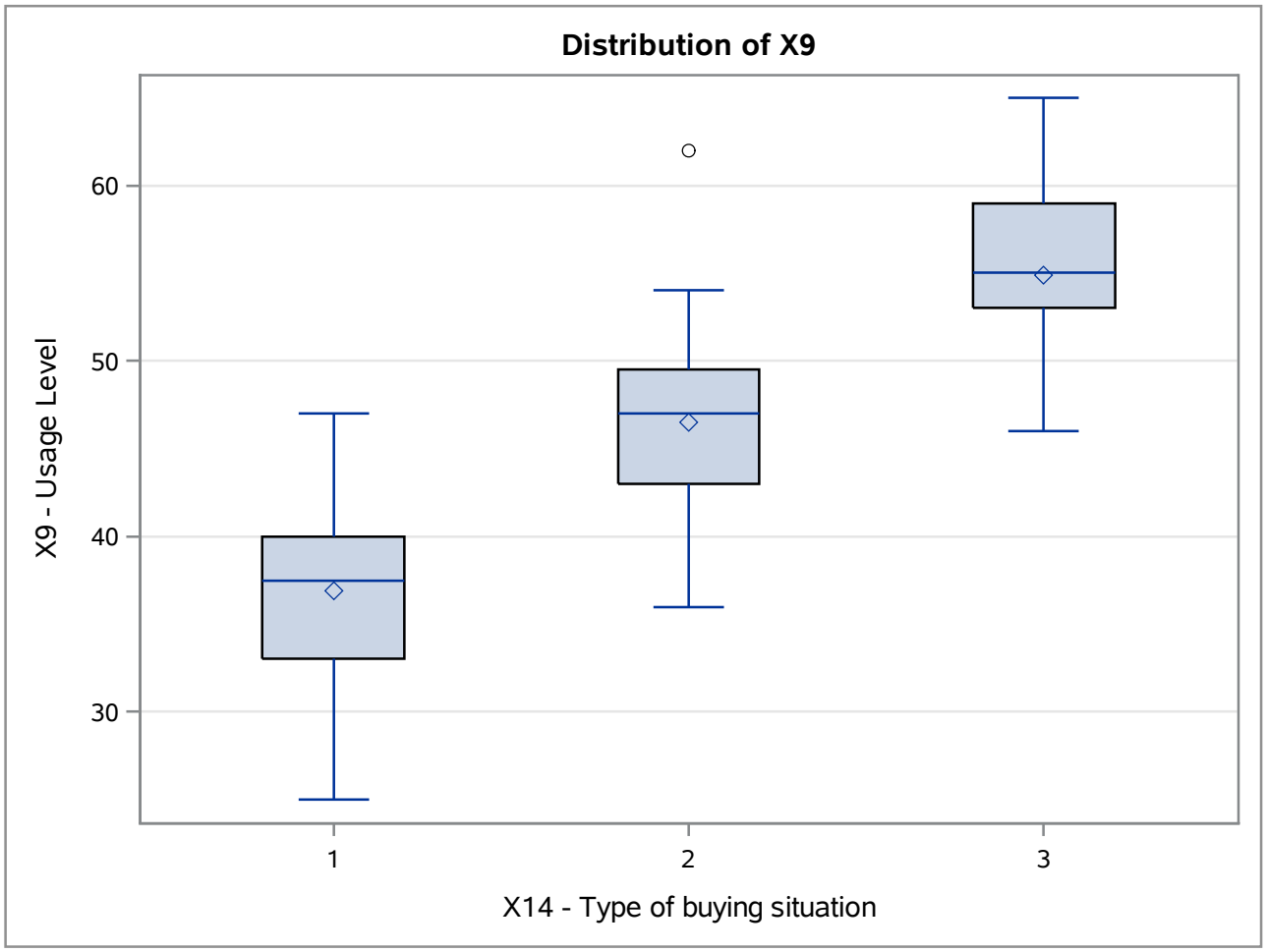
The GLM Procedure

Dependent Variable: X10 X10 - Satisfaction Level



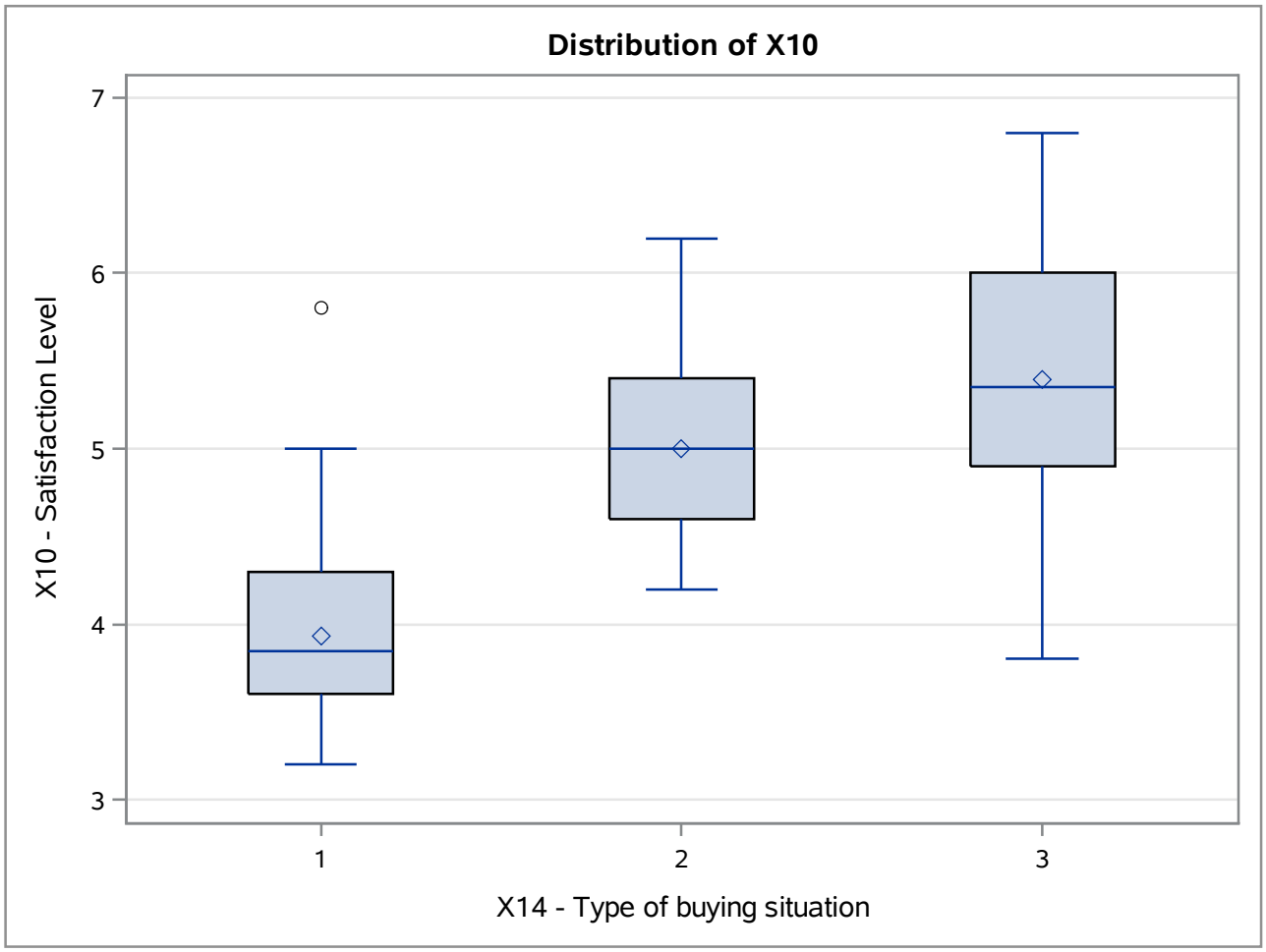
HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

The GLM Procedure



HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

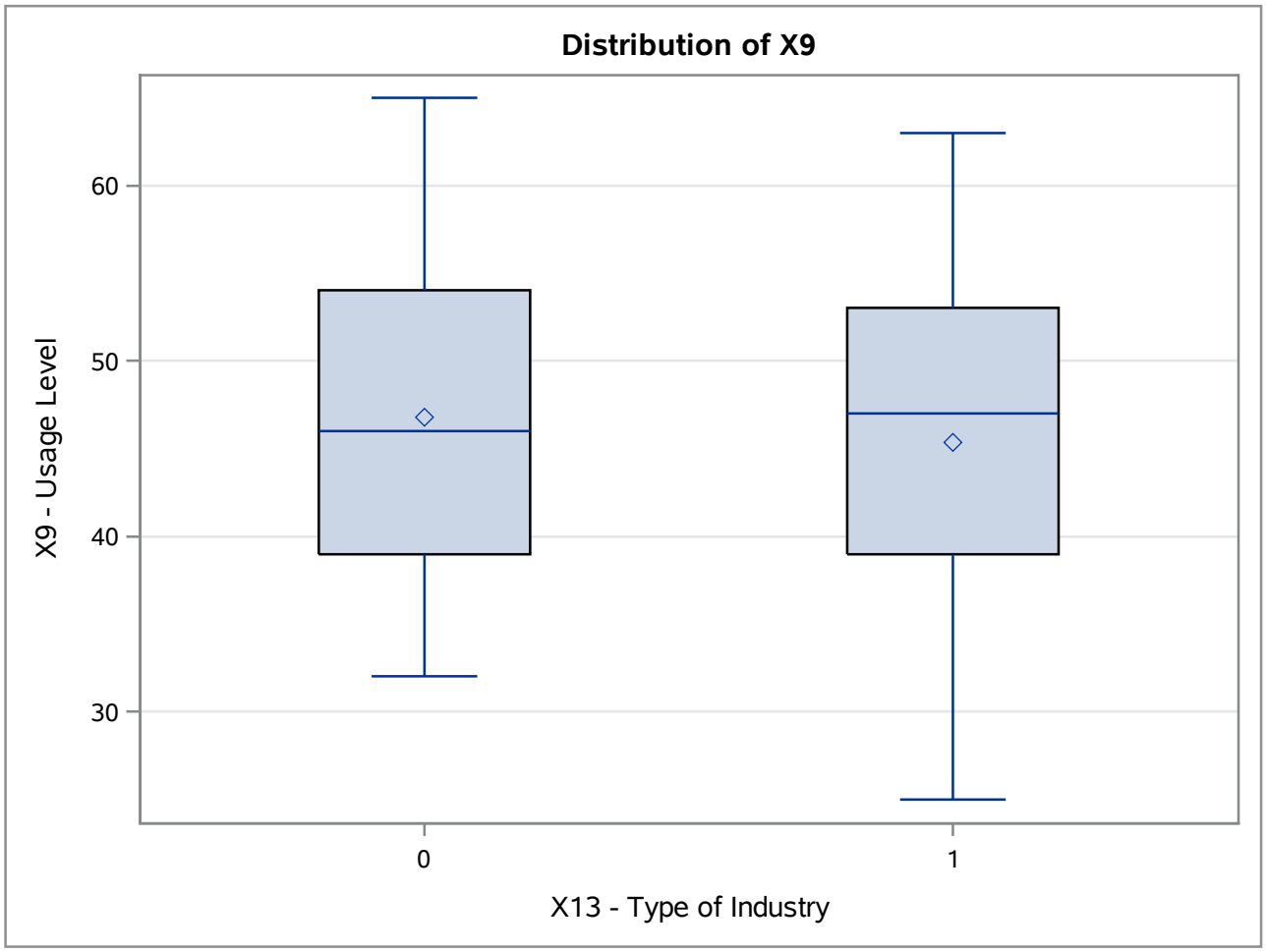
The GLM Procedure



Level of X14	N	X9		X10	
		Mean	Std Dev	Mean	Std Dev
1	34	36.9117647	5.05945049	3.92941176	0.53116762
2	32	46.5312500	5.30358597	5.00312500	0.48691549
3	34	54.8823529	4.87271131	5.39411765	0.71348108

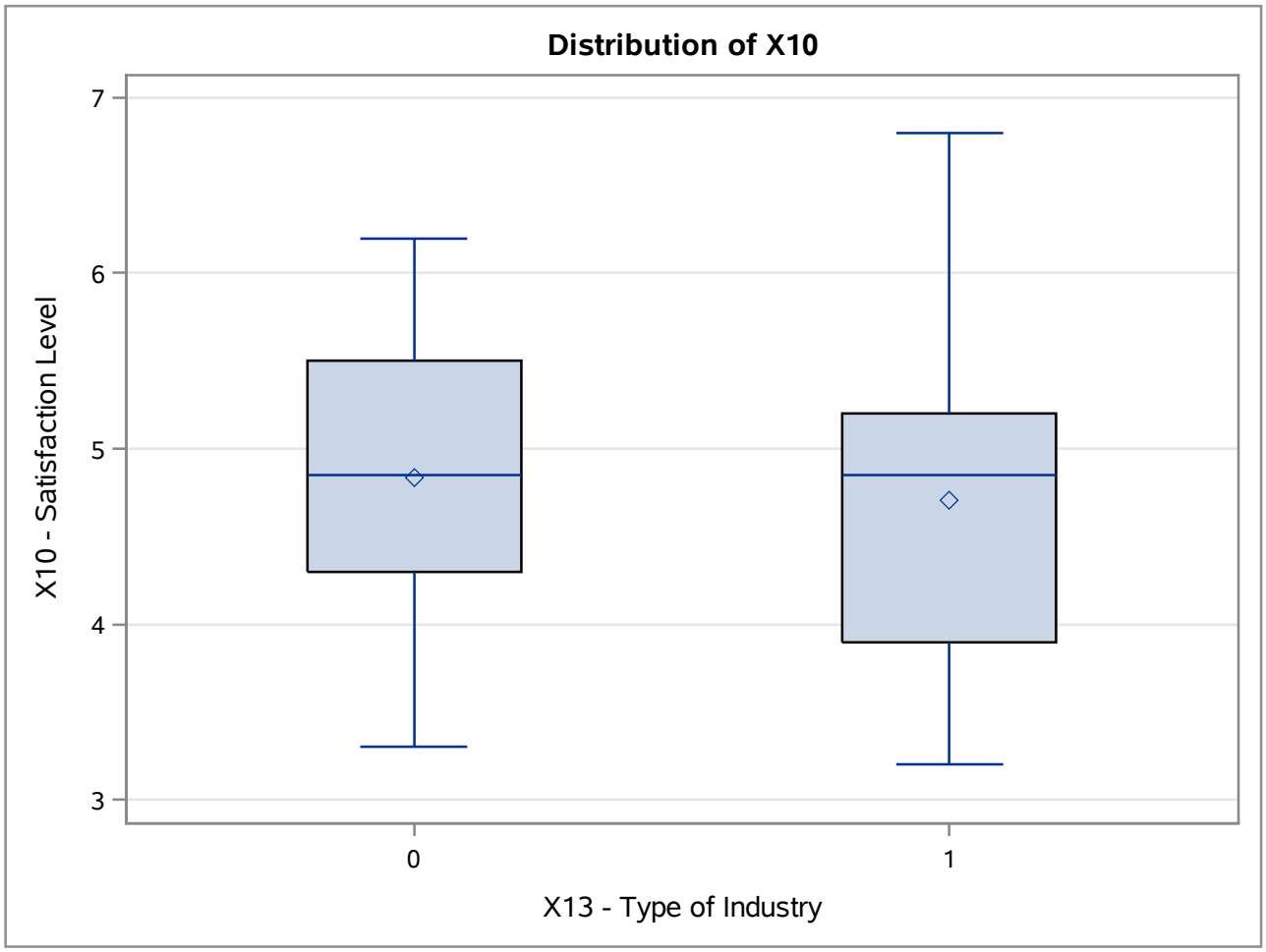
HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

The GLM Procedure



HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

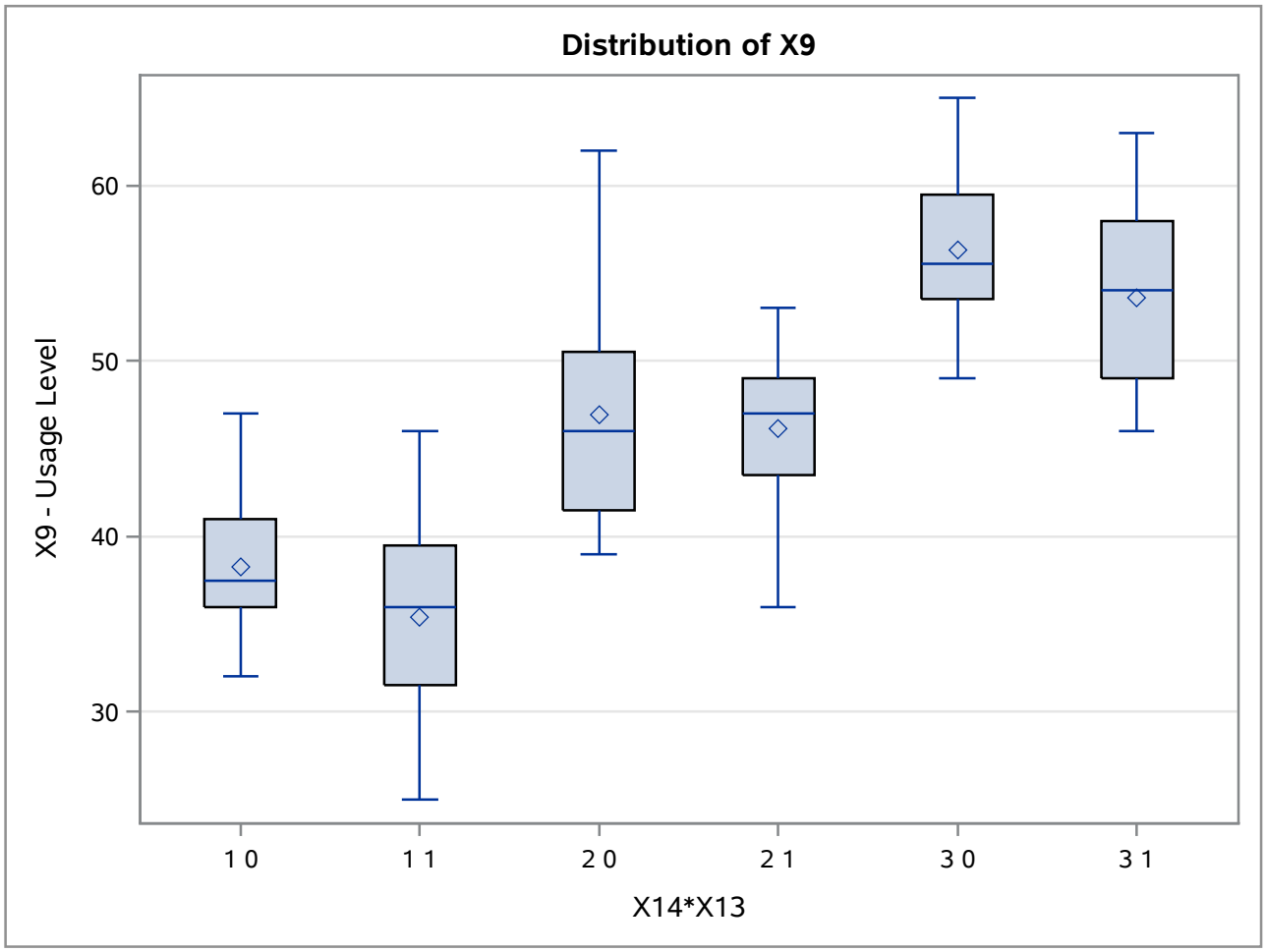
The GLM Procedure



Level of X13	N	X9		X10	
		Mean	Std Dev	Mean	Std Dev
0	50	46.8200000	8.84489937	4.83400000	0.83680881
1	50	45.3800000	9.16267940	4.70800000	0.87780803

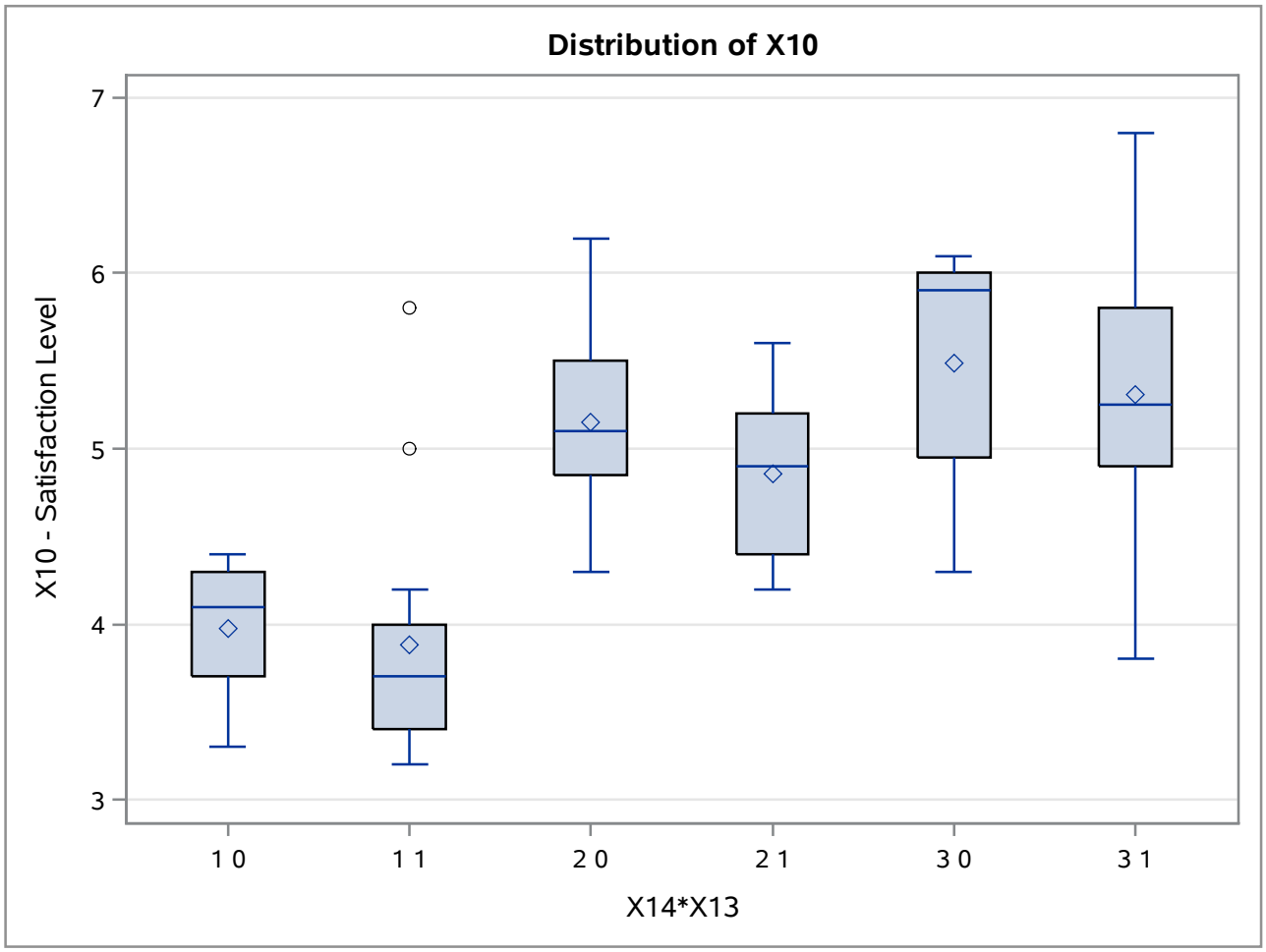
HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

The GLM Procedure



HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

The GLM Procedure



Level of X14	Level of X13	N	X9		X10	
			Mean	Std Dev	Mean	Std Dev
1	**0**	18	38.2777778	3.92286743	3.97222222	0.37543004
1	**1**	16	35.3750000	5.84094741	3.88125000	0.67549365
2	**0**	16	46.9375000	6.13697808	5.15000000	0.50199602
2	**1**	16	46.1250000	4.48516072	4.85625000	0.43813050
3	**0**	16	56.3125000	4.09420322	5.48750000	0.65000000
3	**1**	18	53.6111111	5.25960062	5.31111111	0.77451229

HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

The GLM Procedure
Multivariate Analysis of Variance

Characteristic Roots and Vectors of: E Inverse * H, where H = Type III SSCP Matrix for X14 E = Error SSCP Matrix

Characteristic Root	Percent	Characteristic Vector V'EV=1	
		X9	X10
2.80089319	98.20	0.01636286	0.07326362
0.05130227	1.80	-0.01396572	0.16831540

MANOVA Tests for the Hypothesis of No Overall X14 Effect H = Type III SSCP Matrix for X14 E = Error SSCP Matrix

S=2 M=-0.5 N=45.5

Statistic	Value	P-Value
Wilks' Lambda	0.25025729	<.0001
Pillai's Trace	0.78570273	<.0001
Hotelling-Lawley Trace	2.85219547	<.0001
Roy's Greatest Root	2.80089319	<.0001

Characteristic Roots and Vectors of: E Inverse * H, where H = Type III SSCP Matrix for X13 E = Error SSCP Matrix

Characteristic Root	Percent	Characteristic Vector V'EV=1	
		X9	X10
0.05917768	100.00	0.01589246	0.07878518
0.00000000	0.00	-0.01449876	0.16580267

MANOVA Tests for the Hypothesis of No Overall X13 Effect H = Type III SSCP Matrix for X13 E = Error SSCP Matrix

S=1 M=0 N=45.5

Statistic	Value	P-Value
Wilks' Lambda	0.94412865	0.0690
Pillai's Trace	0.05587135	0.0690
Hotelling-Lawley Trace	0.05917768	0.0690
Roy's Greatest Root	0.05917768	0.0690

HATCO MANOVA Analysis of Usage and Satisfaction Levels across Buying Situations and Industry Type

The GLM Procedure
Multivariate Analysis of Variance

Characteristic Roots and Vectors of: E Inverse * H, where H = Type III SSCP Matrix for X14*X13 E = Error SSCP Matrix			
Characteristic Root	Percent	Characteristic Vector V'EV=1	
		X9	X10
0.01960387	98.41	-0.01856187	0.13495328
0.00031764	1.59	0.01087388	0.12443971

MANOVA Tests for the Hypothesis of No Overall X14*X13 Effect H = Type III SSCP Matrix for X14*X13 E = Error SSCP Matrix S=2 M=-0.5 N=45.5		
Statistic	Value	P-Value
Wilks' Lambda	0.98046161	0.7643
Pillai's Trace	0.01954449	0.7661
Hotelling-Lawley Trace	0.01992151	0.7638
Roy's Greatest Root	0.01960387	0.7229