

```
DATASET CLOSE DataSet1.
```

```
PRESERVE.
```

```
SET DECIMAL DOT.
```

```
GET DATA /TYPE=TXT
```

```
  /FILE="C:\Users\ABHISHEK RANJAN\Desktop\finalmr\H2_data.csv"
```

```
  /ENCODING='UTF8'
```

```
  /DELCASE=LINE
```

```
  /DELIMITERS=" , "
```

```
  /ARRANGEMENT=DELIMITED
```

```
  /FIRSTCASE=2
```

```
  /DATATYPEMIN PERCENTAGE=95.0
```

```
  /VARIABLES=
```

```
    gaming_enthusiast AUTO
```

```
    Rate_Brand AUTO
```

```
    Rate_Budget AUTO
```

```
    Rate_Gamingperformance AUTO
```

```
    Rate_Productfeatures AUTO
```

```
    Rate_Social_influence AUTO
```

```
  /MAP.
```

```
RESTORE.
```

```
CACHE.
```

```
EXECUTE.
```

Data written to the working file.

6 variables and 200 cases written.

Variable: gaming_enthusiast Type: String Format : A3

Variable: Rate_Brand Type: Number Format : F1

Variable: Rate_Budget Type: Number Format : F1

Variable: Rate_Gamingperformance Type: Number Format : F1

Variable: Rate_Productfeatures Type: Number Format : F1

Variable: Rate_Social_influence Type: Number Format : F1

Substitute the following to build syntax for these data.

```
  /VARIABLES=
```

```
    gaming_enthusiast A3
```

```
    Rate_Brand F1
```

```
    Rate_Budget F1
```

```
    Rate_Gamingperformance F1
```

```
    Rate_Productfeatures F1
```

```
    Rate_Social_influence F1
```

```
DATASET NAME DataSet3 WINDOW=FRONT.
```

```
GLM Rate_Brand Rate_Budget Rate_Gamingperformance Rate_Social_influence Rate_Productfeatures BY
```

```
    gaming_enthusiast
```

```

/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/CRITERIA=ALPHA(.05)
/DESIGN= gaming_enthusiast.

```

General Linear Model

Notes

Output Created		29-DEC-2020 22:06:11
Comments		
Input	Data	C:\Users\ABHISHEK RANJAN\Desktop\finalmr\H2_data.csv
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	200
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 for all variables in the model.
Syntax		GLM Rate_Brand Rate_Budget Rate_Gamingperformance Rate_Social_influence Rate_Productfeatures BY gaming_enthusiast /METHOD=SSTYPE(3) /INTERCEPT=INCLUDE /CRITERIA=ALPHA(.05) /DESIGN= gaming_enthusiast.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.11

[DataSet3]

Between-Subjects Factors

		N
gaming_enthusiast	No	100
	Yes	100

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.970	1247.586 ^b	5.000	194.000	.000
	Wilks' Lambda	.030	1247.586 ^b	5.000	194.000	.000
	Hotelling's Trace	32.154	1247.586 ^b	5.000	194.000	.000
	Roy's Largest Root	32.154	1247.586 ^b	5.000	194.000	.000
gaming_enthusiast	Pillai's Trace	.180	8.542 ^b	5.000	194.000	.000
	Wilks' Lambda	.820	8.542 ^b	5.000	194.000	.000
	Hotelling's Trace	.220	8.542 ^b	5.000	194.000	.000
	Roy's Largest Root	.220	8.542 ^b	5.000	194.000	.000

a. Design: Intercept + gaming_enthusiast

b. Exact statistic

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F
Corrected Model	Rate_Brand	3.125 ^a	1	3.125	2.641
	Rate_Budget	.020 ^b	1	.020	.016
	Rate_Gamingperformance	66.125 ^c	1	66.125	43.002
	Rate_Social_influence	.500 ^d	1	.500	.300
	Rate_Productfeatures	.845 ^e	1	.845	1.026
Intercept	Rate_Brand	2373.605	1	2373.605	2006.120
	Rate_Budget	3104.720	1	3104.720	2408.268
	Rate_Gamingperformance	1854.405	1	1854.405	1205.939
	Rate_Social_influence	1579.220	1	1579.220	946.729
	Rate_Productfeatures	3655.125	1	3655.125	4439.151
gaming_enthusiast	Rate_Brand	3.125	1	3.125	2.641
	Rate_Budget	.020	1	.020	.016
	Rate_Gamingperformance	66.125	1	66.125	43.002
	Rate_Social_influence	.500	1	.500	.300
	Rate_Productfeatures	.845	1	.845	1.026
Error	Rate_Brand	234.270	198	1.183	
	Rate_Budget	255.260	198	1.289	

Tests of Between-Subjects Effects

Source	Dependent Variable	Sig.
Corrected Model	Rate_Brand	.106
	Rate_Budget	.901
	Rate_Gamingperformance	.000
	Rate_Social_influence	.585
	Rate_Productfeatures	.312
Intercept	Rate_Brand	.000
	Rate_Budget	.000
	Rate_Gamingperformance	.000
	Rate_Social_influence	.000
	Rate_Productfeatures	.000
gaming_enthusiast	Rate_Brand	.106
	Rate_Budget	.901
	Rate_Gamingperformance	.000
	Rate_Social_influence	.585
	Rate_Productfeatures	.312
Error	Rate_Brand	
	Rate_Budget	

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F
	Rate_Gamingperformance	304.470	198	1.538	
	Rate_Social_influence	330.280	198	1.668	
	Rate_Productfeatures	163.030	198	.823	
Total	Rate_Brand	2611.000	200		
	Rate_Budget	3360.000	200		
	Rate_Gamingperformance	2225.000	200		
	Rate_Social_influence	1910.000	200		
	Rate_Productfeatures	3819.000	200		
Corrected Total	Rate_Brand	237.395	199		
	Rate_Budget	255.280	199		
	Rate_Gamingperformance	370.595	199		
	Rate_Social_influence	330.780	199		
	Rate_Productfeatures	163.875	199		

Tests of Between-Subjects Effects

Source	Dependent Variable	Sig.
	Rate_Gamingperformance	
	Rate_Social_influence	
	Rate_Productfeatures	
Total	Rate_Brand	
	Rate_Budget	
	Rate_Gamingperformance	
	Rate_Social_influence	
	Rate_Productfeatures	
Corrected Total	Rate_Brand	
	Rate_Budget	
	Rate_Gamingperformance	
	Rate_Social_influence	
	Rate_Productfeatures	

- a. R Squared = .013 (Adjusted R Squared = .008)
- b. R Squared = .000 (Adjusted R Squared = -.005)
- c. R Squared = .178 (Adjusted R Squared = .174)
- d. R Squared = .002 (Adjusted R Squared = -.004)
- e. R Squared = .005 (Adjusted R Squared = .000)

```
GLM Rate_Brand Rate_Budget Rate_Gamingperformance Rate_Social_influence Rate_Productfeatu
res BY
    gaming_enthusiast
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/PLOT=PROFILE(gaming_enthusiast) TYPE=LINE ERRORBAR=NO MEANREFERENCE=NO YAXIS=AUTO
/CRITERIA=ALPHA(.05)
/DESIGN= gaming_enthusiast.
```

General Linear Model

Notes

Output Created		29-DEC-2020 22:10:39
Comments		
Input	Data	C:\Users\ABHISHEK RANJAN\Desktop\finalmr\H2_data.csv
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	200
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 for all variables in the model.

Notes

Syntax	GLM Rate_Brand Rate_Budget Rate_Gamingperformance Rate_Social_influence Rate_Productfeatures BY gaming_enthusiast /METHOD=SSTYPE(3) /INTERCEPT=INCLUDE /PLOT=PROFILE (gaming_enthusiast) TYPE=LINE ERRORBAR=NO MEANREFERENCE=NO YAXIS=AUTO /CRITERIA=ALPHA(.05) /DESIGN= gaming_enthusiast.	
Resources	Processor Time	00:00:01.56
	Elapsed Time	00:00:00.62

Between-Subjects Factors

N		
gaming_enthusiast	No	100
	Yes	100

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.970	1247.586 ^b	5.000	194.000	.000
	Wilks' Lambda	.030	1247.586 ^b	5.000	194.000	.000
	Hotelling's Trace	32.154	1247.586 ^b	5.000	194.000	.000
	Roy's Largest Root	32.154	1247.586 ^b	5.000	194.000	.000
gaming_enthusiast	Pillai's Trace	.180	8.542 ^b	5.000	194.000	.000
	Wilks' Lambda	.820	8.542 ^b	5.000	194.000	.000
	Hotelling's Trace	.220	8.542 ^b	5.000	194.000	.000
	Roy's Largest Root	.220	8.542 ^b	5.000	194.000	.000

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	Rate_Social_influence	.500	1	.500	.300
	Rate_Productfeatures	.845	1	.845	1.026
Error	Rate_Brand	234.270	198	1.183	
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	Rate_Social_influence	330.280	198	1.668	
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	Rate_Budget	3360.000	200		
	Rate_Gamingperformance	2225.000	200		
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	Rate_Productfeatures	3819.000	200		
Corrected Total	Rate_Brand	237.395	199		
	Rate_Budget	255.280	199		
	Rate_Gamingperformance	370.595	199		
	Rate_Social_influence	330.780	199		
	Rate_Productfeatures	163.875	199		

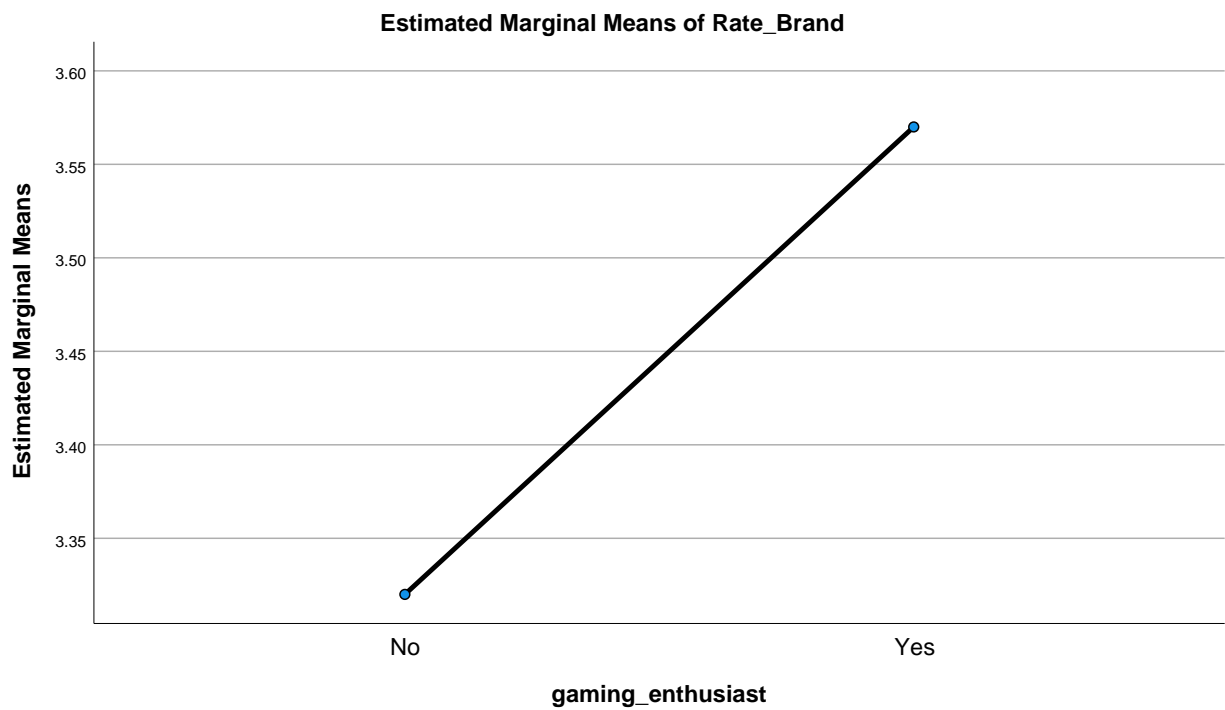
Tests of Between-Subjects Effects

Source	Dependent Variable	Sig.
Corrected Model	Rate_Brand	.106
	Rate_Budget	.901
	Rate_Gamingperformance	.000
	Rate_Social_influence	.585
	Rate_Productfeatures	.312
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	Rate_Productfeatures	.000
gaming_enthusiast	Rate_Brand	.106
	Rate_Budget	.901
	Rate_Gamingperformance	.000
	Rate_Social_influence	.585
	Rate_Productfeatures	.312
Error	Rate_Brand	
	Rate_Budget	
	Rate_Gamingperformance	
	Rate_Social_influence	
	Rate_Productfeatures	
Total	Rate_Brand	
	Rate_Budget	
	Rate_Gamingperformance	
	Rate_Social_influence	
	Rate_Productfeatures	
Corrected Total	Rate_Brand	
	Rate_Budget	
	Rate_Gamingperformance	
	Rate_Social_influence	
	Rate_Productfeatures	

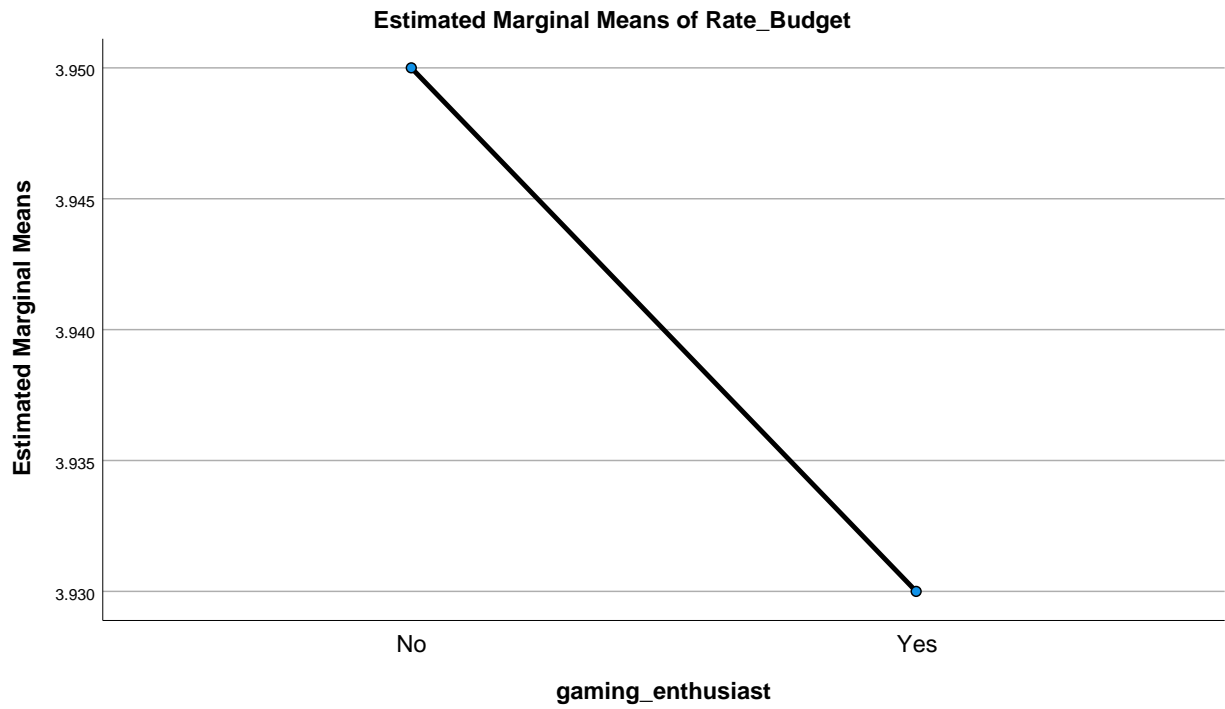
- a. R Squared = .013 (Adjusted R Squared = .008)
- b. R Squared = .000 (Adjusted R Squared = -.005)
- c. R Squared = .178 (Adjusted R Squared = .174)
- d. R Squared = .002 (Adjusted R Squared = -.004)
- e. R Squared = .005 (Adjusted R Squared = .000)

Profile Plots

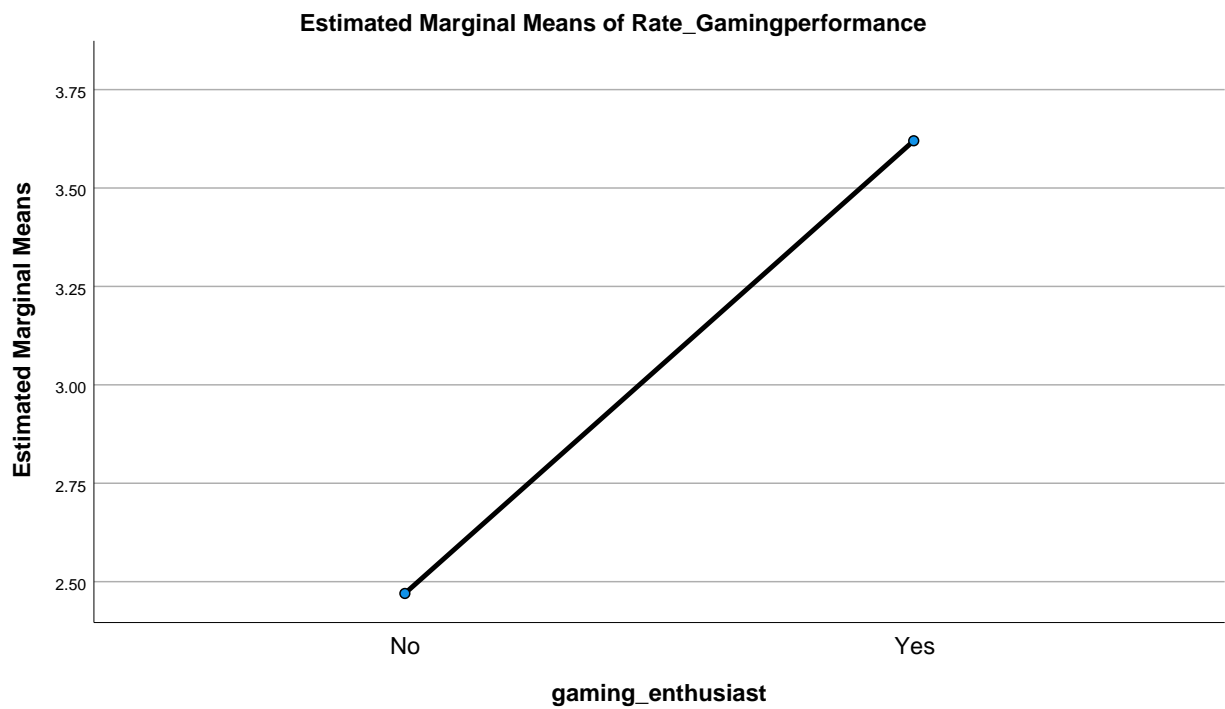
Rate_Brand



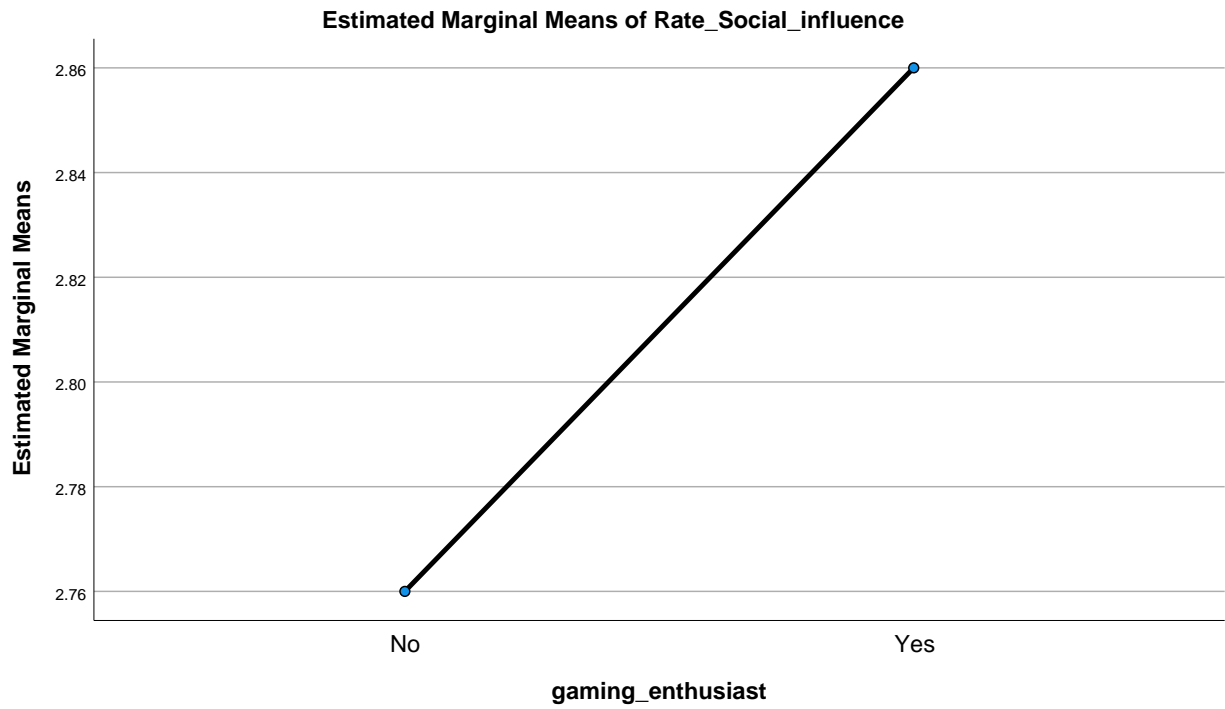
Rate_Budget



Rate_Gamingperformance



Rate_Social_influence



Rate_Productfeatures

