

"Strategic Synergies: Analysing Customer Perceptions for Paperchase"

Module Title: Business Analytics

Module Code: 7FNCE040W

Course: MSc Fintech with Business Analytics, Semester 1, 2023-2024

Assessment : Group Coursework

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Agenda

- Executive Summary
- Industry Overview and Paperchase Background
- Demographic Analysis: Descriptive Statistics, Chi-Square, ANOVA Test, Independent Sample t-test
- Grouping Customer Perceptions: Factor Analysis
- Customer Perceptions Impact on Strategic Alliance: Logistic Regression
- Supporting Analysis to the Findings: Decision Tree
- Recommendations
- Limitations Of The Study
- References
- Appendix

Executive Summary

The study aims to assess customers' perceptions of Paperchase towards the strategic alliance to define the company's marketing strategy for the next year, focusing on identification of key areas for improvement.

This analysis relies upon the survey results, collected from 200 randomly selected purchase managers from Paperchase customer-base within EU and outside EU region. Firstly, various demographics were analysed to assess the characteristics of respondents that are more likely to form a strategic alliance. It is observed with chi-square and crosstabulation tests that Customer Duration and Customer Size are significantly associated with strategic alliance.

Further, we conducted factor analysis where we grouped 13 correlated variables into 4 key factors which are named as Customer Experience, Brand Position, Product Offerings, and Post-sales Service. The decision tree analysis visually represents the decision-making process providing a comprehensive overview of the factors influencing customer perceptions and the subsequent actions to form a strategic alliance with the potential customers.

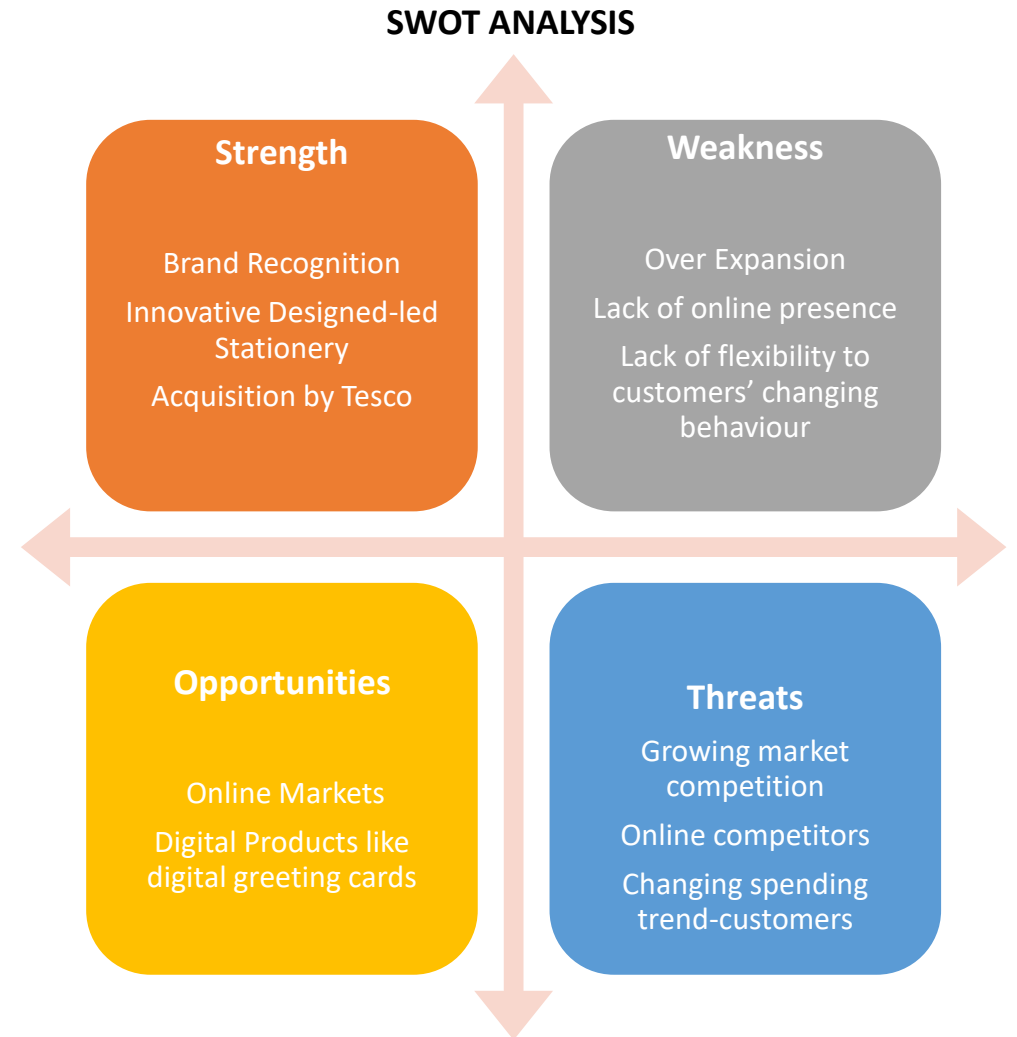
Finally, a logistic model was designed to find out how to improve the engagement of customers in a strategic partnership with Paperchase which can lead to a long-term sustainable business.

To maintain the strategic alliance, it is recommended to:

- Retain the customers for at least a year is a critical success factor
- Devise marketing plans primarily aimed at “large firms” (employees > 500)
- Engage on digital platforms and rely on Tesco’s retail network for improving its market share in this highly competitive business environment

Industry Overview and Paperchase Background

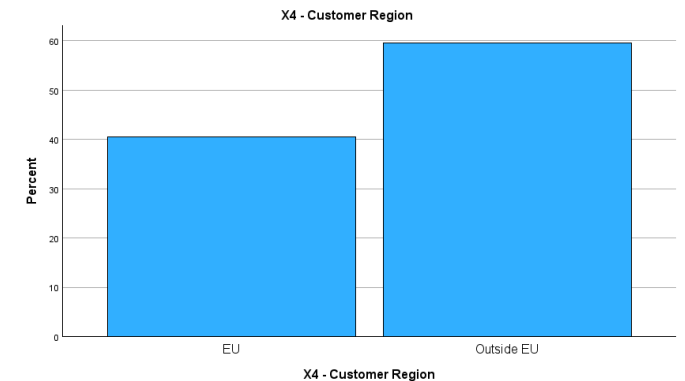
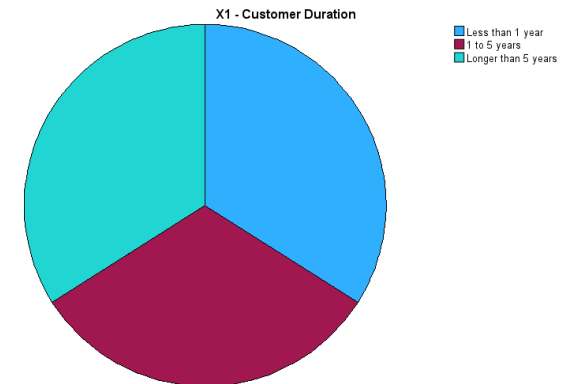
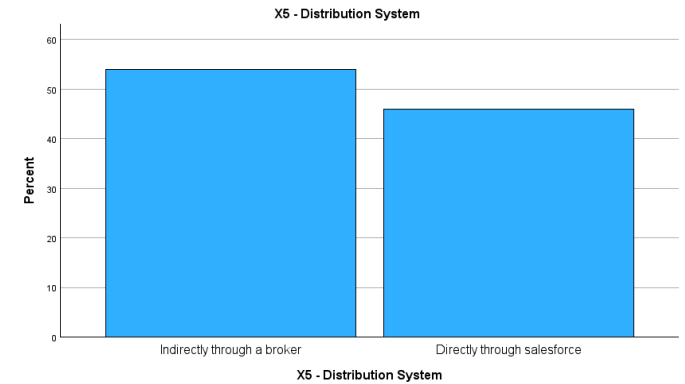
- Market size (2021): GBP 4.07 billion, CAGR (2023-2025) 2%
- Stiff competition from key players - John Lewis, Flying Tiger WHSmith, Primark, Smiggle, etc.
- Established in 1968, headquartered in London
- Pioneers in innovative designed-led stationery
- Strong presence in the UK and other international markets
- Recent brand acquisition by Tesco PLC in October 2023



Customers Profile : Demographic Analysis

- Survey Respondents Size – 200
- Background – Purchase Managers
- Distribution Model : 54% of the customers purchases indirectly through a broker, where 46% buys directly from company's sales force.
- Approx 1/3rd respondents from each duration (<1 year, 1 to 5 years and > 5 years), well-distributed tenures of customers to receive feedback from all types of customers.
- Customer Location : Approximately 60% are located outside EU and remaining 40% within EU.

Note: Output derived using Descriptive Statistics, detailed demographics findings are mentioned in the notes and graphs shared in the appendix section.



Customers Profile : Demographic Analysis

Chi Square Test was conducted to conclude following significant association between key demographic variables. (Output derived using : Cross Tabulation)

- **Customer Region and Distribution System (p value <0.001)**

Within EU Papercharge is driving business through their own sales force, where outside EU is done mainly through Broker Model which is in line with their business model and the retail store location presence within and outside EU

- **Customer Duration and Region (p value <0.001)**

At the starting stage of <1-year customers are operating via a broker business, as it exceeds 1 year distribution of products directly via company's salesforce can be witnessed.

- **Customer Size and Region (p value <0.001)**

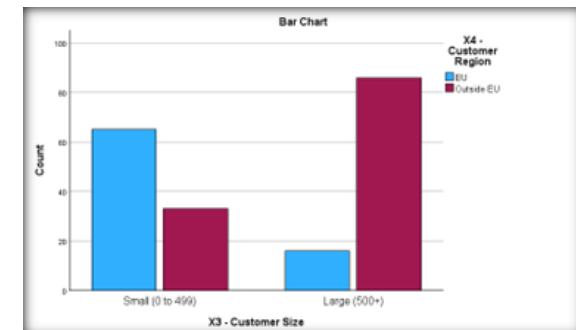
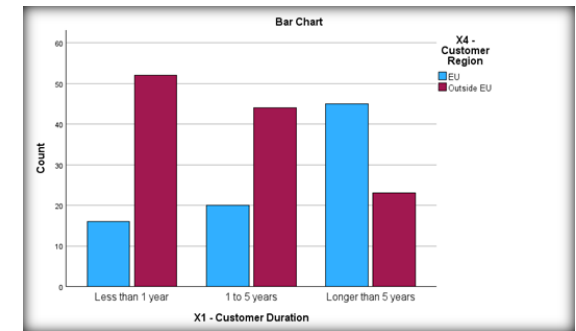
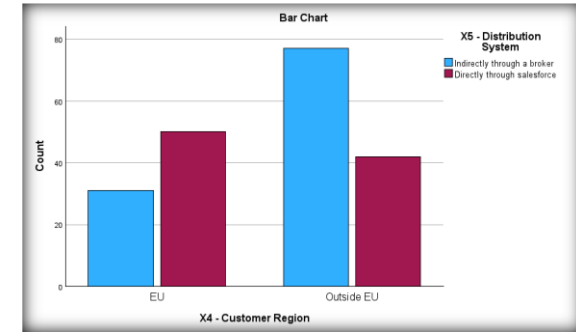
In this data 60% of customer location is outside UK, out of which small firms (<500 employees) business association is higher in EU, on the contrary a significant large firms (>500 employees) are located outside UK.

- **Customer Type and Distribution System (p value <0.047)**

NDM category of customer business is driven more by direct sales force model wherein for COM category indirect model is more prominent i.e., Broker Model.

Ho: There is no association between demographic variables

H1: At least one of the demographics is associated with others.

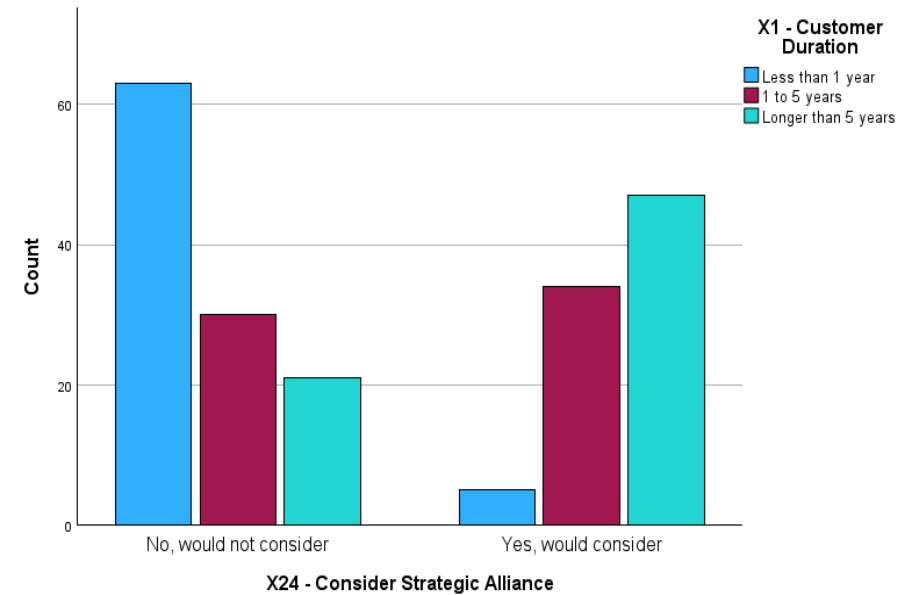


Crosstabulation (Customer Size and Duration)

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	56.856 ^a	2	<.001
Likelihood Ratio	65.060	2	<.001
Linear-by-Linear Association	52.655	1	<.001
N of Valid Cases	200		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 27.52.

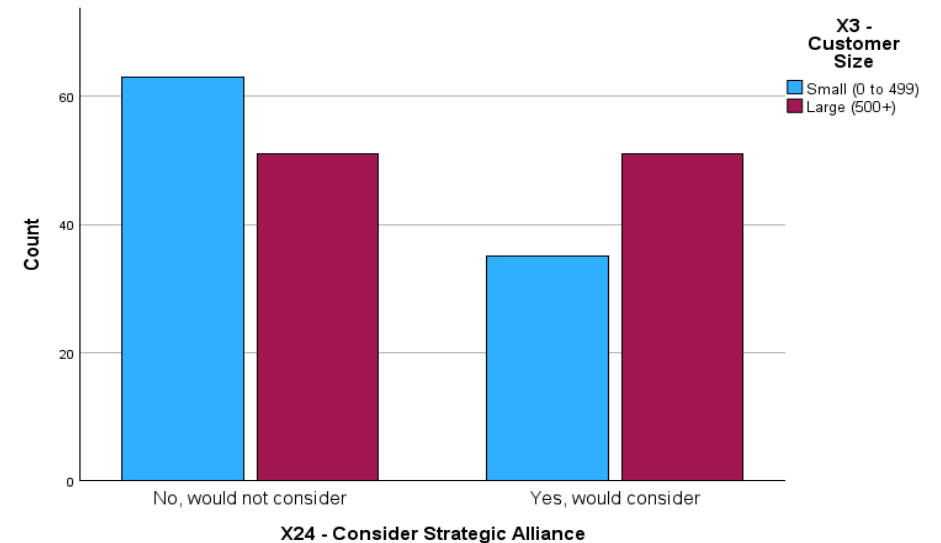


Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.162 ^a	1	.041		
Continuity Correction ^b	3.599	1	.058		
Likelihood Ratio	4.180	1	.041		
Fisher's Exact Test				.046	.029
Linear-by-Linear Association	4.141	1	.042		
N of Valid Cases	200				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 42.14.

b. Computed only for a 2x2 table



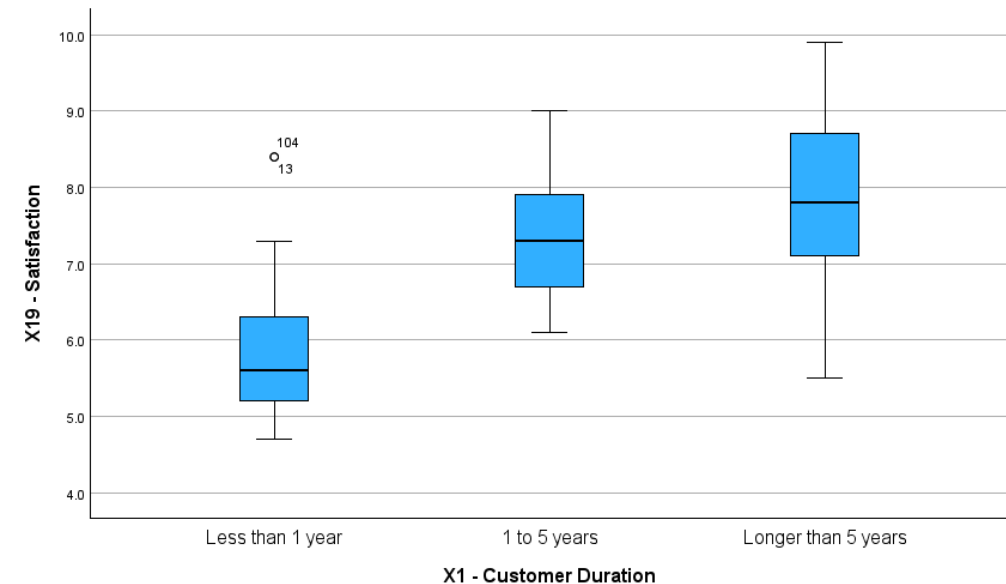
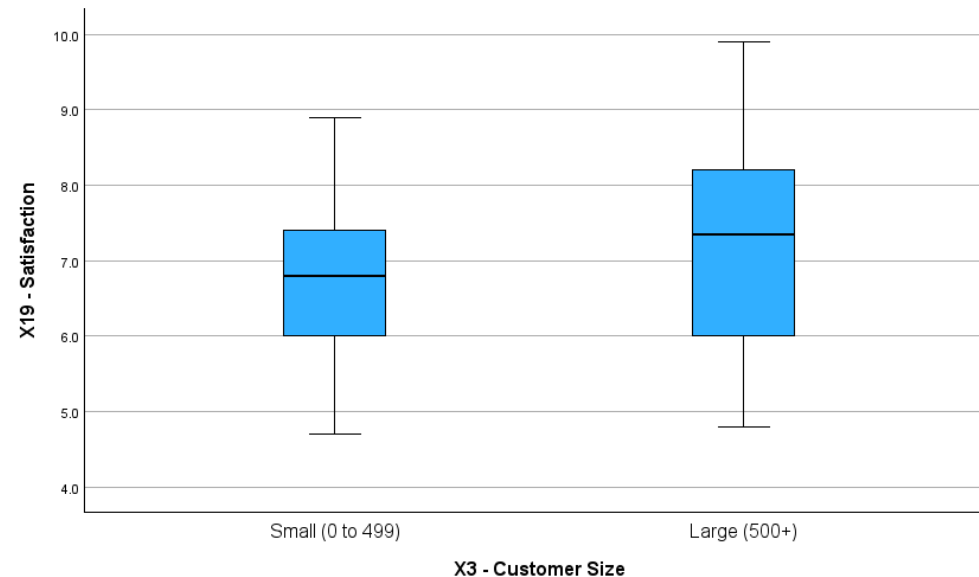
Test of Means (Customer Size and Duration)

X3(Customer size) as categorial

		Levene's Test for Equality of Variances				t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
X19 - Satisfaction	Equal variances assumed	.003	.958	-12.180	130	<.001	<.001	-1.5643	.1284	-1.8184	-1.3102
	Equal variances not assumed			-12.209	129.968	<.001	<.001	-1.5643	.1281	-1.8178	-1.3108
X20 - Likely to Recommend	Equal variances assumed	3.881	.051	-7.047	130	<.001	<.001	-1.0682	.1516	-1.3681	-.7683
	Equal variances not assumed			-7.116	121.679	<.001	<.001	-1.0682	.1501	-1.3654	-.7710
X21 - Likely to Purchase	Equal variances assumed	.933	.336	-7.495	130	<.001	<.001	-.9210	.1229	-1.1642	-.6779
	Equal variances not assumed			-7.533	128.583	<.001	<.001	-.9210	.1223	-1.1630	-.6791
X23 - Purchase Level	Equal variances assumed	.002	.962	-10.748	130	<.001	<.001	-9.6195	.8950	-11.3902	-7.8488
	Equal variances not assumed			-10.732	128.511	<.001	<.001	-9.6195	.8963	-11.3929	-7.8461

X1(Customer duration) as categorial

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
X19 - Satisfaction	Between Groups	164.311	2	82.156	113.794	<.001
	Within Groups	142.228	197	.722		
	Total	306.539	199			
X20 - Likely to Recommend	Between Groups	71.043	2	35.521	43.112	<.001
	Within Groups	162.316	197	.824		
	Total	233.359	199			
X21 - Likely to Purchase	Between Groups	53.545	2	26.773	50.121	<.001
	Within Groups	105.230	197	.534		
	Total	158.775	199			
X23 - Purchase Level	Between Groups	10997.533	2	5498.767	216.631	<.001
	Within Groups	5000.467	197	25.383		
	Total	15998.000	199			



Bivariate Correlation

Correlations

		X6 - Product Quality	X7 - E-Commerce	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing	X17 - Price Flexibility	X18 - Delivery Speed
X6 - Product Quality	Pearson Correlation	--												
	N	200												
X7 - E-Commerce	Pearson Correlation	-.034	--											
	Sig. (2-tailed)	.630												
	N	200	200											
X8 - Technical Support	Pearson Correlation	.087	.041	--										
	Sig. (2-tailed)	.223	.569											
	N	200	200	200										
X9 - Complaint Resolution	Pearson Correlation	.090	.192**	.152*	--									
	Sig. (2-tailed)	.207	.007	.032										
	N	200	200	200	200									
X10 - Advertising	Pearson Correlation	-.054	➡ .505**	.028	.234**	--								
	Sig. (2-tailed)	.448	<.001	.696	<.001									
	N	200	200	200	200	200								
X11 - Product Line	Pearson Correlation	➡ .509**	.077	.169*	➡ .568**	.117	--							
	Sig. (2-tailed)	<.001	.278	.017	<.001	.100								
	N	200	200	200	200	200	200							
X12 - Salesforce Image	Pearson Correlation	-.116	➡ .788**	.086	.256**	➡ .627**	.050	--						
	Sig. (2-tailed)	.102	<.001	.228	<.001	<.001	.478							
	N	200	200	200	200	200	200	200						
X13 - Competitive Pricing	Pearson Correlation	➡ -.448**	.177*	-.092	-.077	.099	➡ -.483**	.200**	--					
	Sig. (2-tailed)	<.001	.012	.196	.277	.162	<.001	.005						
	N	200	200	200	200	200	200	200	200					
X14 - Warranty & Claims	Pearson Correlation	.109	.103	➡ .838**	.181*	.035	.237**	.163*	-.085	--				
	Sig. (2-tailed)	.124	.146	<.001	.010	.621	<.001	.021	.229					
	N	200	200	200	200	200	200	200	200	200				
X15 - New Products	Pearson Correlation	.136	-.041	-.038	.090	.063	.126	.009	-.121	.030	--			
	Sig. (2-tailed)	.056	.564	.595	.203	.378	.074	.903	.087	.670				
	N	200	200	200	200	200	200	200	200	200	200			
X16 - Order & Billing	Pearson Correlation	.083	.217**	.121	➡ .741**	.230**	➡ .444**	.284**	-.060	.204**	.137	--		
	Sig. (2-tailed)	.242	.002	.089	<.001	.001	<.001	<.001	.395	.004	.053			
	N	200	200	200	200	200	200	200	200	200	200	200		
X17 - Price Flexibility	Pearson Correlation	➡ -.487**	.186**	-.029	➡ .418**	.260**	➡ -.349**	.272**	➡ .470**	-.041	.047	➡ .419**	--	
	Sig. (2-tailed)	<.001	.008	.682	<.001	<.001	<.001	<.001	<.001	.567	.508	<.001		
	N	200	200	200	200	200	200	200	200	200	200	200	200	
X18 - Delivery Speed	Pearson Correlation	.067	.241**	.132	➡ .878**	➡ .323**	➡ .612**	➡ .299**	-.055	.183**	.147*	➡ .773**	➡ .513**	--
	Sig. (2-tailed)	.349	<.001	.062	<.001	<.001	<.001	<.001	.438	.010	.037	<.001	<.001	
	N	200	200	200	200	200	200	200	200	200	200	200	200	200

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

* . Correlation is significant at the 0.05 level (2-tailed).

Principal Component Factor Analysis

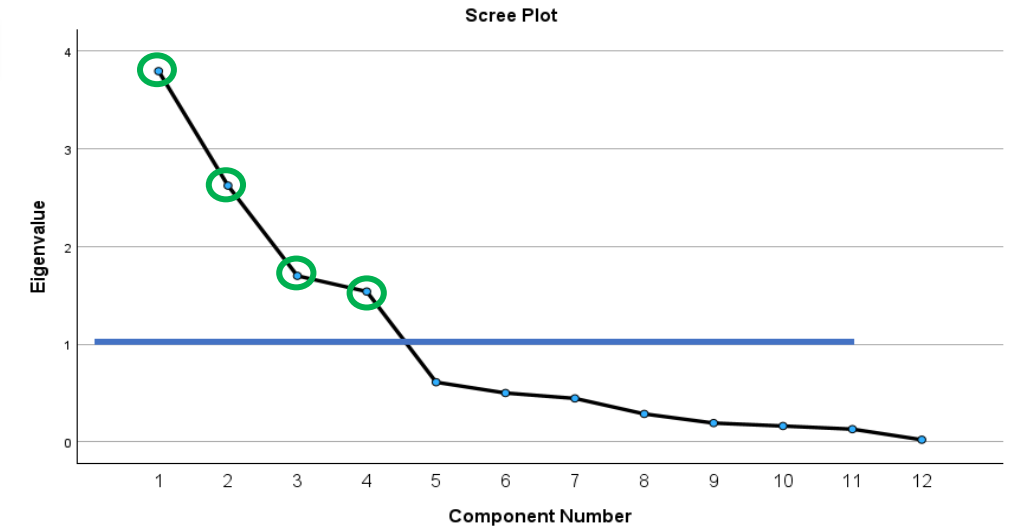
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.648
Bartlett's Test of Sphericity	Approx. Chi-Square	1817.109
	df	66
	Sig.	<.001

KMO Value > 0.50

Bartlett's Test: "Not Accepted the Null Hypothesis"
Ho: Variables are uncorrelated (No Factor Analysis)
Ha: Variables are significantly correlated

Total Variance Explained =
80.466%



Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.795	31.626	31.626	3.795	31.626	31.626	3.135	26.123	26.123
2	2.623	21.858	53.484	2.623	21.858	53.484	2.341	19.511	45.634
3	1.699	14.161	67.645	1.699	14.161	67.645	2.327	19.394	65.028
4	1.539	12.821	80.466	1.539	12.821	80.466	1.853	15.438	80.466
5	.610	5.085	85.551						
6	.500	4.163	89.714						
7	.444	3.703	93.417						
8	.286	2.379	95.796						
9	.192	1.599	97.395						
10	.162	1.347	98.743						
11	.130	1.080	99.822						
12	.021	.178	100.000						

Extraction Method: Principal Component Analysis.

Principal Component Factor Analysis (Cont.)

Rotated Component Matrix^a

	Component			
	1	2	3	4
X18n - Delivery Speed	.947	.037	.187	.063
X9n - Complaint Resolution	.920	.068	.121	.079
X16n - Order & Billing	.863	.008	.146	.086
X6n - Product Quality	.046	.801	-.007	.036
x17n_2rec (Price Flexibility)	-.503	.769	-.114	.045
X11n - Product Line	.553	.736	.070	.108
x13n_2rec (Competitive Pricing)	.081	.729	-.162	.039
X12n - Salesforce Image	.147	-.125	.906	.096
X7n - E-Commerce	.080	-.048	.886	.041
X10n - Advertising	.185	-.038	.775	-.035
X8n - Technical Support	.068	.049	.010	.954
X14n - Warranty & Claims	.114	.087	.071	.947

Factor 1: Customer Experience

Factor 2: Product Offerings

Factor 3: Brand Position

Factor 4: Post-Sales Services

Reliability Statistics

Cronbach's Alpha	N of Items
.900	3

Reliability Statistics

Cronbach's Alpha	N of Items
.759	4

Reliability Statistics

Cronbach's Alpha	N of Items
.824	3

Reliability Statistics

Cronbach's Alpha	N of Items
.818	2

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

- Validity (✓)
- Reliability (✓)

Decision Tree

Classification

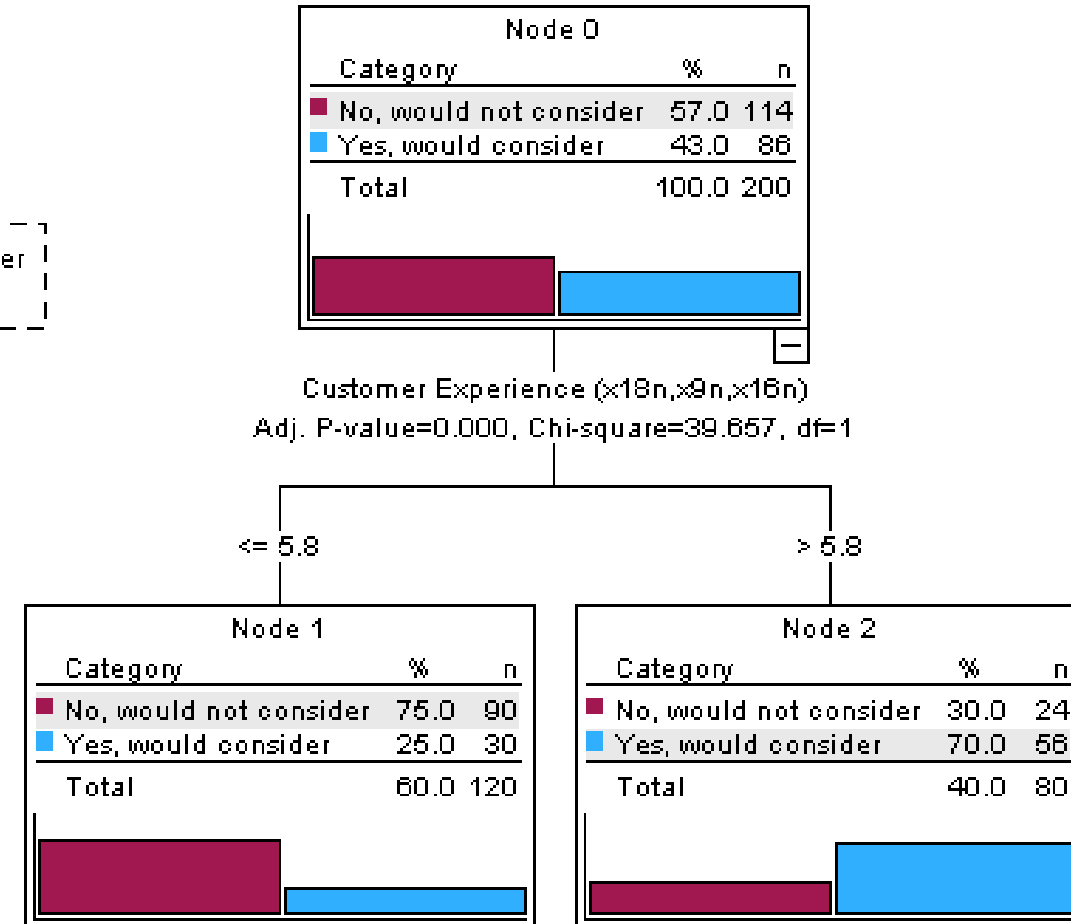
Observed	No, would not consider	Predicted Yes, would consider	Percent Correct
No, would not consider	90	24	78.9%
Yes, would consider	30	56	65.1%
Overall Percentage	60.0%	40.0%	73.0%

Growing Method: CHAID

Dependent Variable: X24 - Consider Strategic Alliance

■ No, would not consider
■ Yes, would consider

X24 - Consider Strategic Alliance



Logistic Regression

$$Ln(SA) = -19.1 + .89CE + .89PO + .97BP + 1.5CS + 3.2CD_1 + 3CD_2$$

(.001)
(.009)
(.006)
(.001)
(.003)
(.001)
(.001)

Statistics	Value	Analysis
Chi square-statistic	116.4 (0.001)	The logistic model is significant
2Log likelihood	149.5	Lower than other combinations
nagelkerke R-square	60.4%	Model explains 60% of odds in Strategic Alliance
Classification Accuracy	79.0%	79% of cases are accurately classified
Wald-statistic (independent variables) less than 5%		All coefficients are significant

SA: odds ratio of engaging in Strategic Alliance

.....
....

CE: Customer Experience

PO: Product Offerings

BP: Brand Position

CS: Customer Size >500

CD₁: Customer Duration > 5 years

CD₂: 1<Customer Duration<5 year

- Good overall fit

Logistic Regression

		Variables in the Equation					
		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Customer Experience (x18n,x9n,x16n)	.890	.343	6.745	1	.009	2.436
	Product Offerings (x6n, x17n_2R,x13n_2R,x11n)	.891	.325	7.511	1	.006	2.436
	Brand Position (x12n,x7n, x10n)	.978	.271	12.991	1	<.001	2.659
	X3 - Customer Size(1)	1.534	.525	8.535	1	.003	4.637
	x1=Longer than 5 years(1)	3.248	.962	11.399	1	<.001	25.732
	x1=1 to 5 years(1)	3.009	.880	11.695	1	<.001	20.261
	Constant	-19.143	3.774	25.730	1	<.001	.000

- A one-unit increase in the perception of either Customer Experience (CE) or Product Offerings(PO) increases the likelihood of engaging in strategic alliance by 2.4 times.
- A one-unit increase in the perception of Brand Position (BP) increases the likelihood of engaging in strategic alliance by 2.6 times.
- A large firm (customer with more than 500 employees) is 4.6 times more likely to engage in a strategic alliance.
- A customer with a duration of more than 5 years is 25.7 times more likely to engage in a strategic alliance.
- A customer with a duration between 1 to 5 years is 20.2 times more likely to engage in a strategic alliance.

Recommendations

To establish a strategic alliance or partnership with customers:

- The most effective approach is to retain existing customers for at least one year
- Prioritizing large firms in marketing plans
- Improvement of customer experience, product offering and brand position perceptions
- Capitalizing on the existing strong retail network chain of Tesco to enhance its market share
- Investing in digital marketplace or e-commerce platforms

Limitations of the Study

- The logistic model forecasts the probability of a binary outcome, lacking the capacity to predict quantitative values for the dependent variable
- The model is evaluated by the survey from only 200 corporate customers; however, in case of more responses, the reliability of forecasts can be improved
- The determination and interpretation of perception variables are subjective
- There is no access to information on current promotion plans and Paperchase's marketing expenditure, which could have helped to devise a detailed marketing plan for the upcoming years

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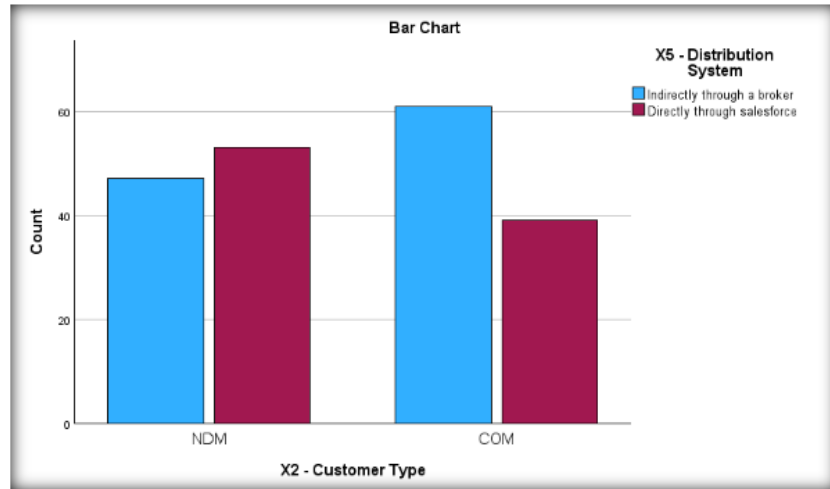
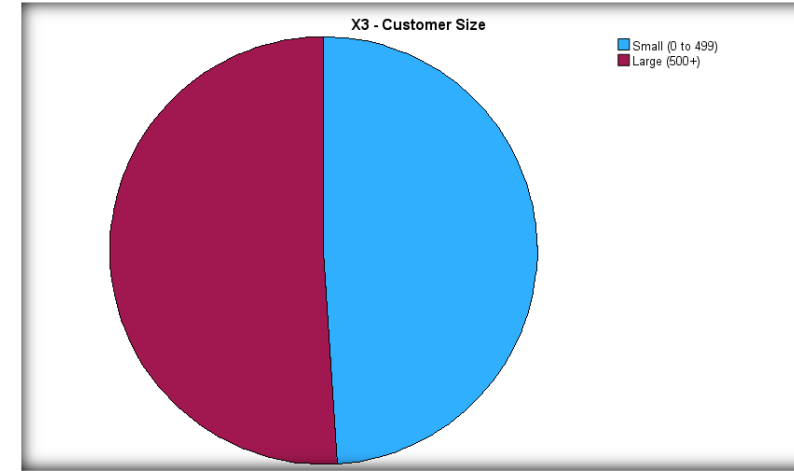
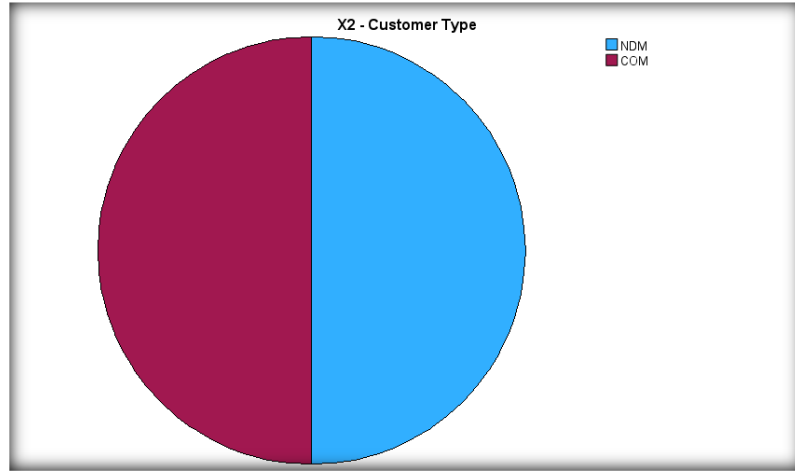
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Appendix 1: Demographic Analysis



Chi-Square Tests

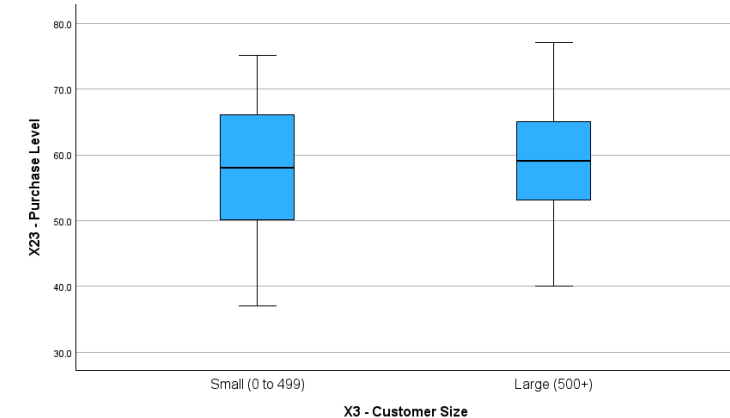
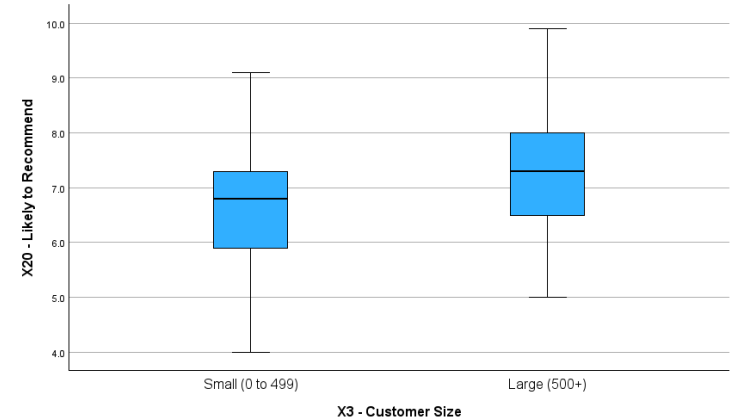
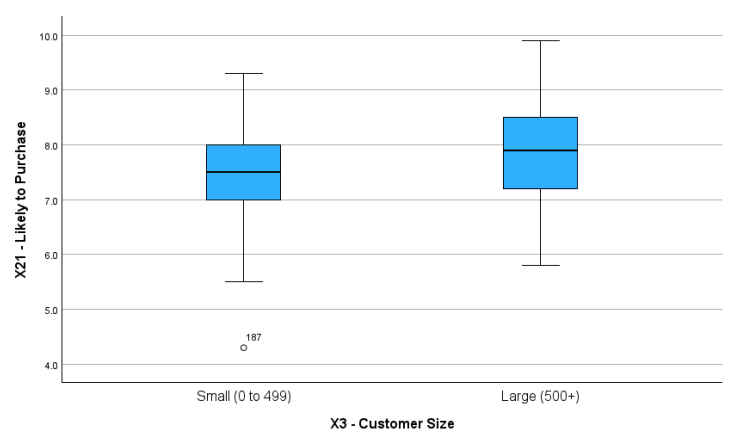
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.945 ^a	1	.047		
Continuity Correction ^b	3.402	1	.065		
Likelihood Ratio	3.959	1	.047		
Fisher's Exact Test				.065	.032
Linear-by-Linear Association	3.926	1	.048		
N of Valid Cases	200				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 46.00.

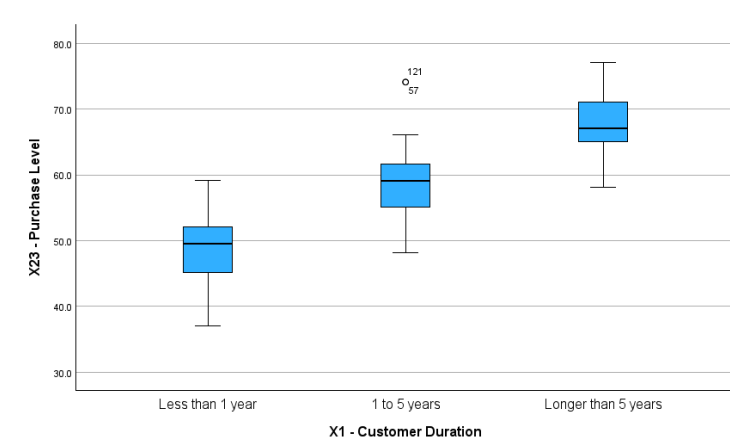
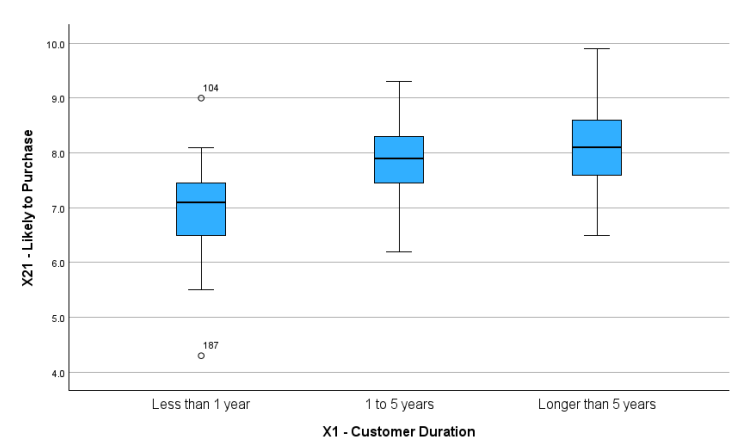
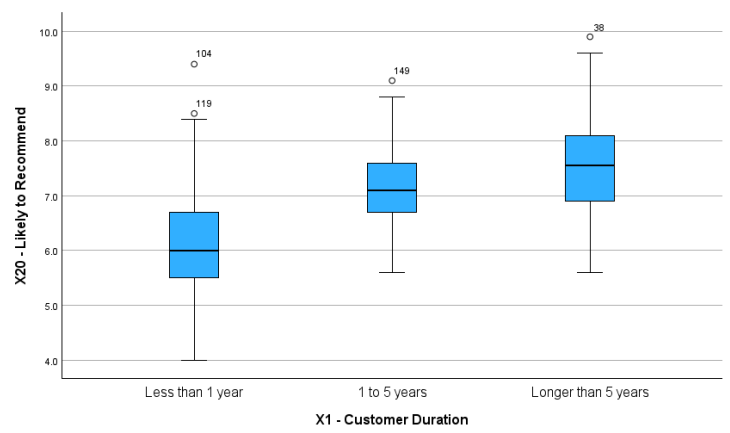
b. Computed only for a 2x2 table

Appendix 2: Box Plots

Customer Size with Performance Variables



Customer Duration with Performance Variables



Appendix 3: Mean Test (x2,x4,x5)

X2 Customer Type

		Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Significance One-Sided p	Two-Sided p	Mean Difference
X19 - Satisfaction	Equal variances assumed	.232	.631	1.049	198	.148	.296	.1840
	Equal variances not assumed			1.049	197.426	.148	.296	.1840
X20 - Likely to Recommend	Equal variances assumed	.030	.863	.072	198	.471	.943	.0110
	Equal variances not assumed			.072	197.792	.471	.943	.0110
X21 - Likely to Purchase	Equal variances assumed	.075	.785	.680	198	.249	.497	.0860
	Equal variances not assumed			.680	197.963	.249	.497	.0860
X23 - Purchase Level	Equal variances assumed	.185	.668	1.136	198	.129	.257	1.4400
	Equal variances not assumed			1.136	197.754	.129	.257	1.4400

X4 Customer Region

		Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Significance One-Sided p	Two-Sided p	Mean Difference
X19 - Satisfaction	Equal variances assumed	19.821	<.001	2.467	198	.007	.014	.4355
	Equal variances not assumed			2.617	197.114	.005	.010	.4355
X20 - Likely to Recommend	Equal variances assumed	11.750	<.001	.937	198	.175	.350	.1462
	Equal variances not assumed			.995	197.202	.161	.321	.1462
X21 - Likely to Purchase	Equal variances assumed	11.425	<.001	1.740	198	.042	.083	.2227
	Equal variances not assumed			1.889	197.058	.030	.060	.2227
X23 - Purchase Level	Equal variances assumed	.037	.847	2.555	198	.006	.011	3.2555
	Equal variances not assumed			2.555	171.753	.006	.011	3.2555

X5 Distribution System

		Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Significance One-Sided p	Two-Sided p	Mean Difference
X19 - Satisfaction	Equal variances assumed	.001	.978	-9.236	198	<.001	<.001	-1.3630
	Equal variances not assumed			-9.225	192.012	<.001	<.001	-1.3630
X20 - Likely to Recommend	Equal variances assumed	.643	.424	-7.410	198	<.001	<.001	-1.0099
	Equal variances not assumed			-7.445	195.924	<.001	<.001	-1.0099
X21 - Likely to Purchase	Equal variances assumed	2.832	.094	-6.140	198	<.001	<.001	-.7150
	Equal variances not assumed			-6.222	197.994	<.001	<.001	-.7150
X23 - Purchase Level	Equal variances assumed	1.916	.168	-4.018	198	<.001	<.001	-4.9275
	Equal variances not assumed			-3.986	185.468	<.001	<.001	-4.9275

Appendix 4: Initial Factor Analysis with Negative Values at Component 2

Rotated Component Matrix^a

	Component			
	1	2	3	4
X18n - Delivery Speed	.947	.037	.187	.063
X9n - Complaint Resolution	.920	.068	.121	.079
X16n - Order & Billing	.863	.008	.146	.086
X6n - Product Quality	.046	.801	-.007	.036
x17n_2 (Price Flexibility)	.503	-.769	.114	-.045
X11n - Product Line	.553	.736	.070	.108
x13n_2(Competitive Pricing)	-.081	-.729	.162	-.039
X12n - Salesforce Image	.147	-.125	.906	.096
X7n - E-Commerce	.080	-.048	.886	.041
X10n - Advertising	.185	-.038	.775	-.035
X8n - Technical Support	.068	.049	.010	.954
X14n - Warranty & Claims	.114	.087	.071	.947

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Reliability Statistics

Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
.898	.867	4

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Negative Cronbach's Alpha value for Component 2 exhibits the need to reverse-code the negatively correlated variables.

X13-Competitive Pricing and X17-Price Flexibility have been recoded.

x13n_2 into x13n_2recoded (x13n_2(Competitive Pricing))		
Old Value	New Value	Value Label
11.0	1	Excellent
10.0	2	10.0
9.0	3	9.0
8.0	4	8.0
7.0	5	7.0
6.0	6	6.0
5.0	7	5.0

x17n_2 into x17n_2recoded (x17n_2 (Price Flexibility))		
Old Value	New Value	Value Label
8.00	1	8.00
7.00	2	7.00
6.00	3	6.00
5.00	4	5.00
4.00	5	4.00
3.00	6	3.00

Appendix 5: Correlation matrix between all the factors

Correlations

[DataSet2]

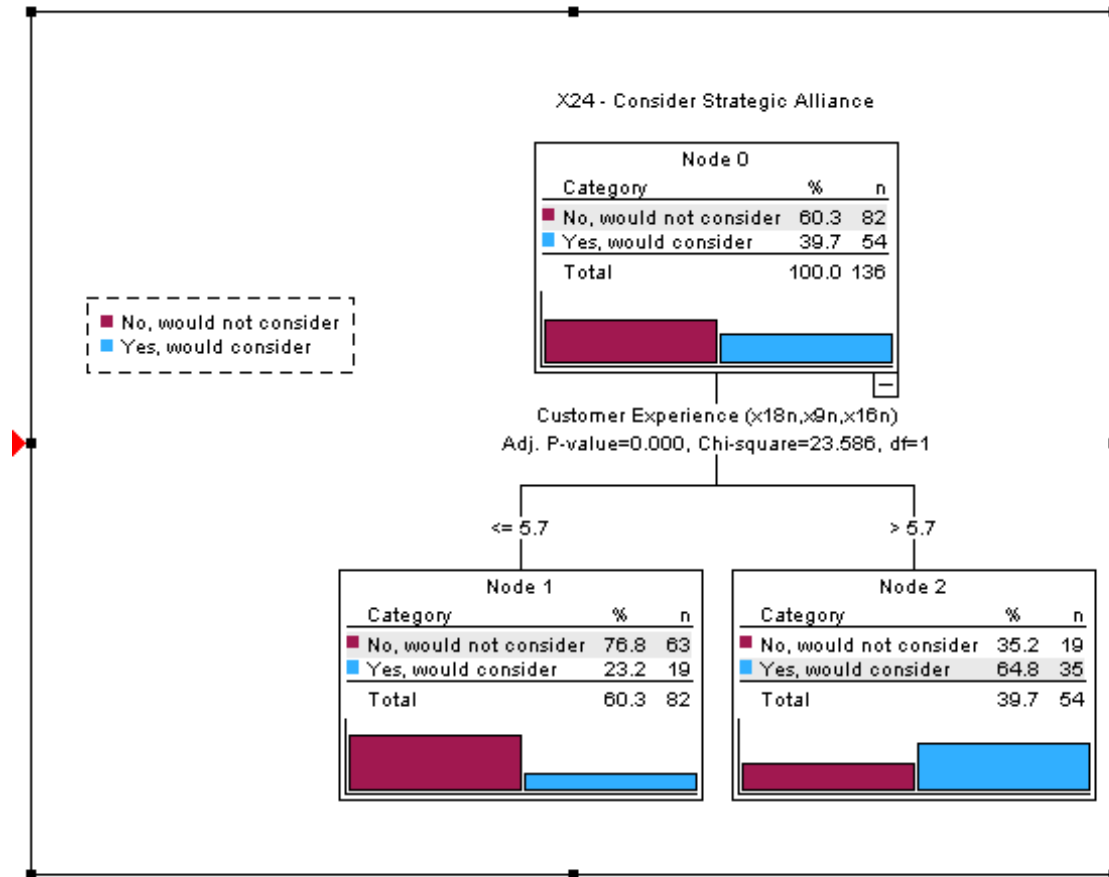
		Correlations			
		Customer Experience (x18n,x9n,x16n)	Product Offerings (x6n,x17n_2R,x13n_2R,x11n)	Brand Position (x12n,x7n,x10n)	Post Sales Services (x8n,x14n)
Customer Experience (x18n,x9n,x16n)	Pearson Correlation	--			
	N	200			
Product Offerings (x6n,x17n_2R,x13n_2R,x11n)	Pearson Correlation	.106	--		
	Sig. (2-tailed)	.136			
	N	200	200		
Brand Position (x12n,x7n,x10n)	Pearson Correlation	.311**	-.138	--	
	Sig. (2-tailed)	<.001	.052		
	N	200	200	200	
Post Sales Services (x8n,x14n)	Pearson Correlation	.173*	.141*	.082	--
	Sig. (2-tailed)	.014	.046	.249	
	N	200	200	200	200

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

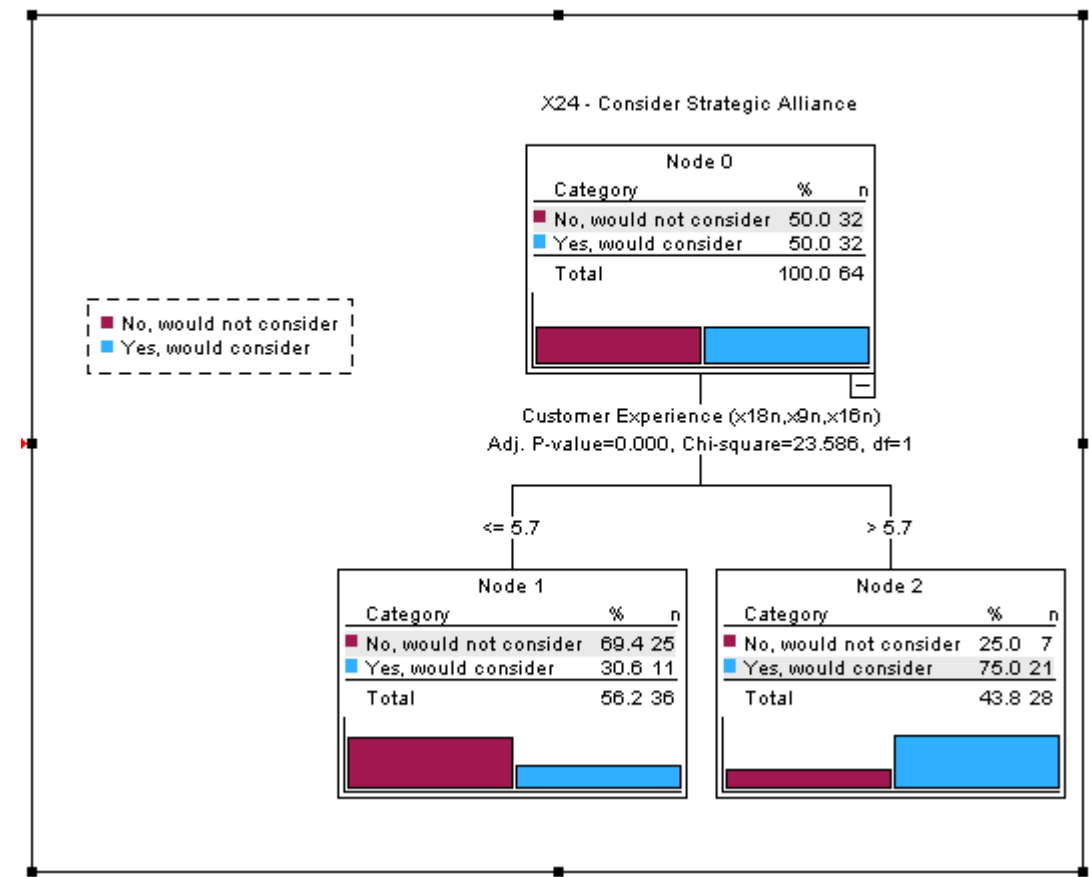
*. Correlation is significant at the 0.05 level (2-tailed).

Appendix 6: Decision Tree – on Test and Training Sample

Training Sample



Test Sample



Appendix 7 – Logistic Regression

Table 1.

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	116.466	6	<.001
	Block	116.466	6	<.001
	Model	116.466	6	<.001

Table 2.

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	149.533 ^a	.450	.604

a. Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.

Table 3.

Classification Table^a

Observed			Predicted		Percentage Correct
			X24 - Consider Strategic Alliance No, would not consider	Yes, would consider	
Step 1	X24 - Consider Strategic Alliance	No, would not consider	91	21	81.3
		Yes, would consider	20	63	75.9
	Overall Percentage				79.0

Table 4. Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Customer Experience (x18n,x9n,x16n)	.890	.343	6.745	1	.009	2.436
	Product Offerings (x6n, x17n_2R,x13n_2R,x11n)	.891	.325	7.511	1	.006	2.436
	Brand Position (x12n,x7n, x10n)	.978	.271	12.991	1	<.001	2.659
	X3 - Customer Size(1)	1.534	.525	8.535	1	.003	4.637
	x1=Longer than 5 years(1)	3.248	.962	11.399	1	<.001	25.732
	x1=1 to 5 years(1)	3.009	.880	11.695	1	<.001	20.261
	Constant	-19.143	3.774	25.730	1	<.001	.000

Table 5. Correlations

		X24 - Consider Strategic Alliance	Customer Experience (x18n,x9n, x16n)	Product Offerings (x6n, x17n_2R, x13n_2R,x11n)	Brand Position (x12n,x7n, x10n)
X24 - Consider Strategic Alliance	Pearson Correlation	--			
	N	195			
Customer Experience (x18n,x9n,x16n)	Pearson Correlation	.500**	--		
	Sig. (2-tailed)	<.001			
	N	195	195		
Product Offerings (x6n, x17n_2R,x13n_2R,x11n)	Pearson Correlation	.284**	.127	--	
	Sig. (2-tailed)	<.001	.076		
	N	195	195	195	
Brand Position (x12n,x7n, x10n)	Pearson Correlation	.331**	.300**	-.130	--
	Sig. (2-tailed)	<.001	<.001	.070	
	N	195	195	195	195

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