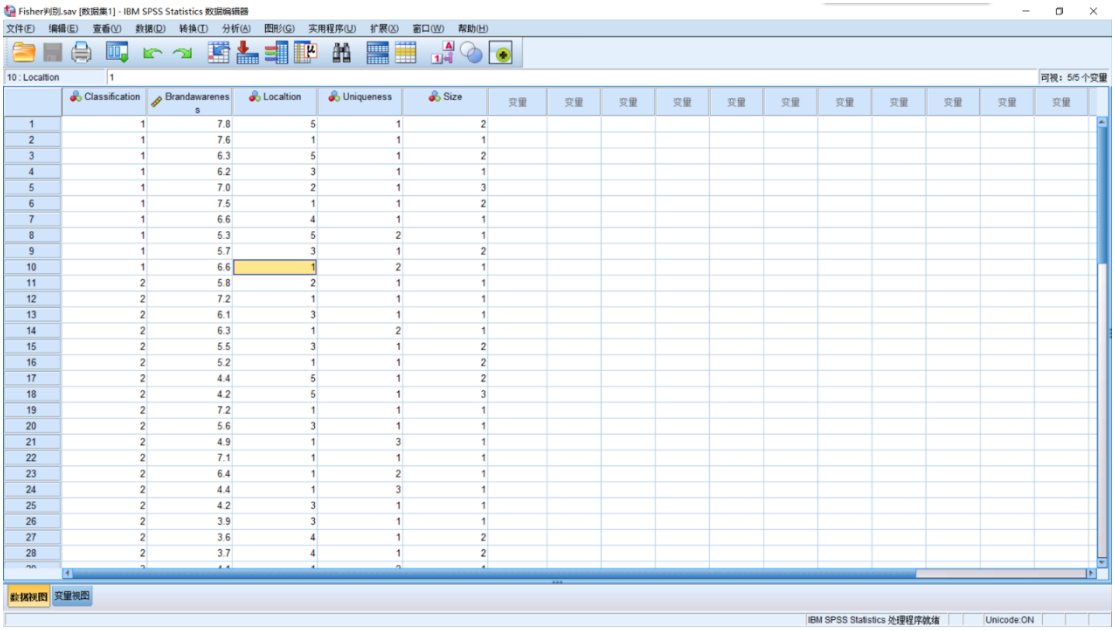
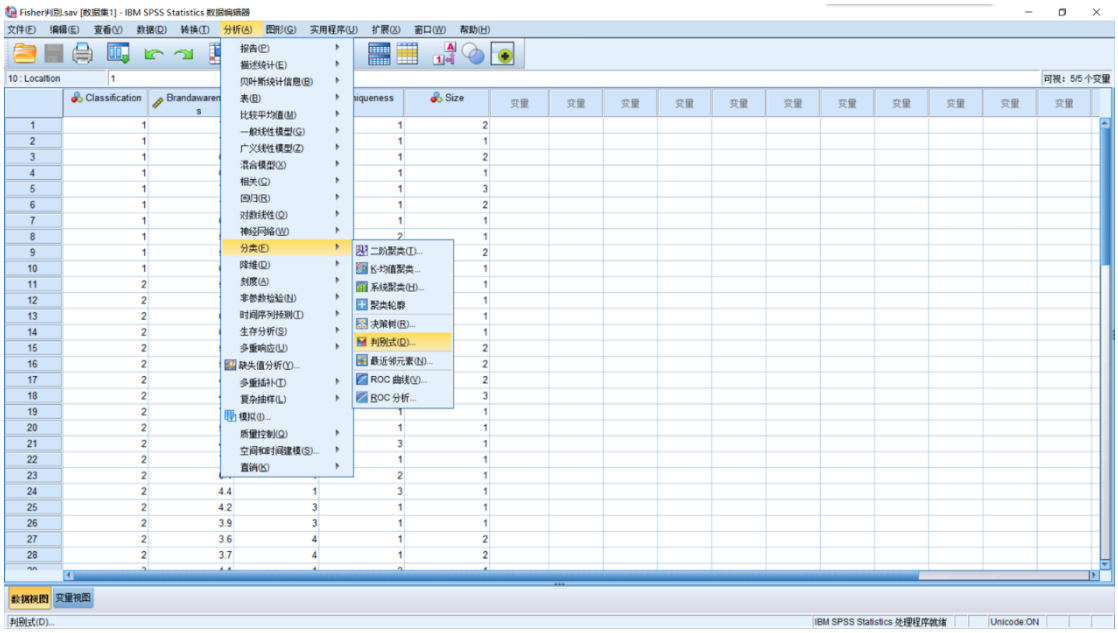
You can get SPSS tools in this website at https://www.ibm.com/spss.

1) Open the data you want to process in SPSS （For example, we import the table " Influencing factor information statistics table " directly）；



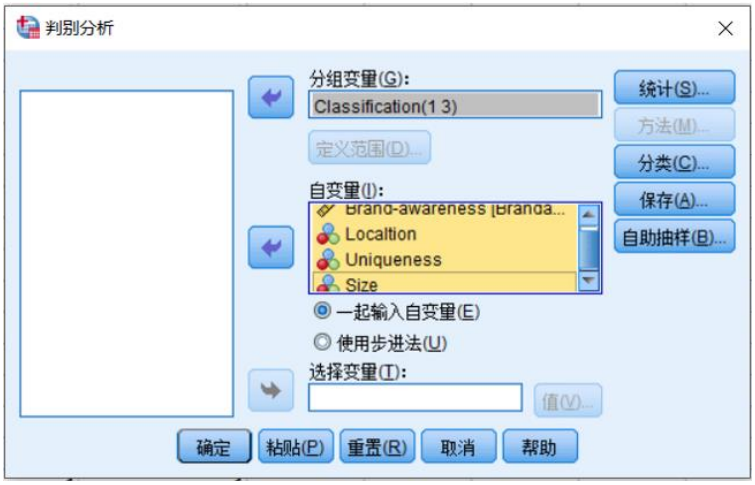
2) Execute on the menu bar: “Analyze→ Classify→ Discriminant”；



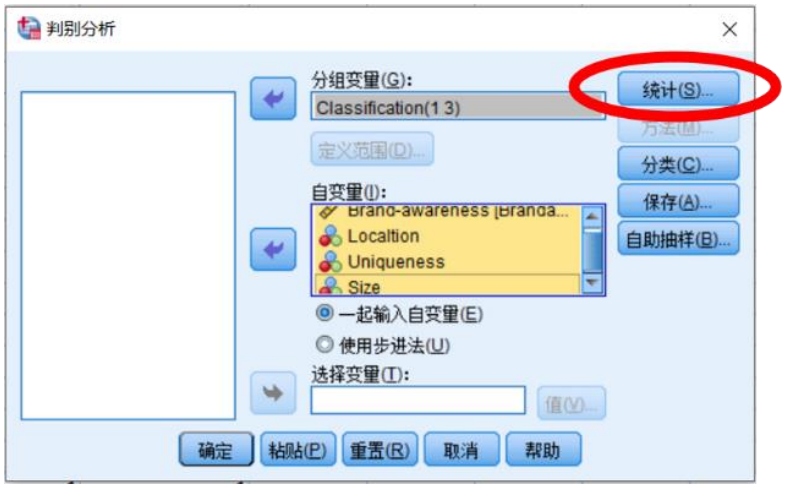
3) Opens the “Discriminant” dialog box；

4) In this dialog box, place “Classification” in the “Grouping variables” box and

define its range as “1-3”, and place “Brand awareness”, “Spatial location”, “Uniqueness” and “Relative size” in the “Independent variables” box;

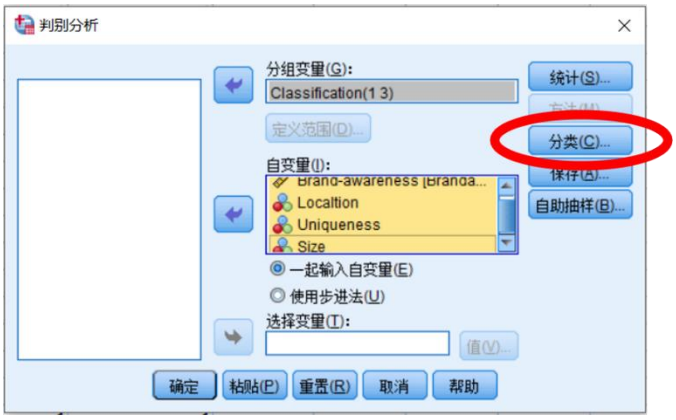


5) Click on the “Statistics” button and select the desired option in the pop-up window;

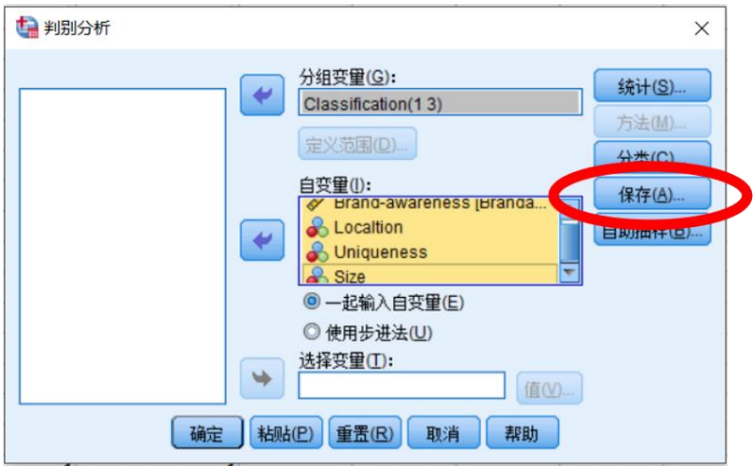


6) Click on the “Category” button and select the desired option in the pop-up

window;



7) Click on the “Save” button and select the desired option in the pop-up window;



8) Click “ OK”, and get the output document;