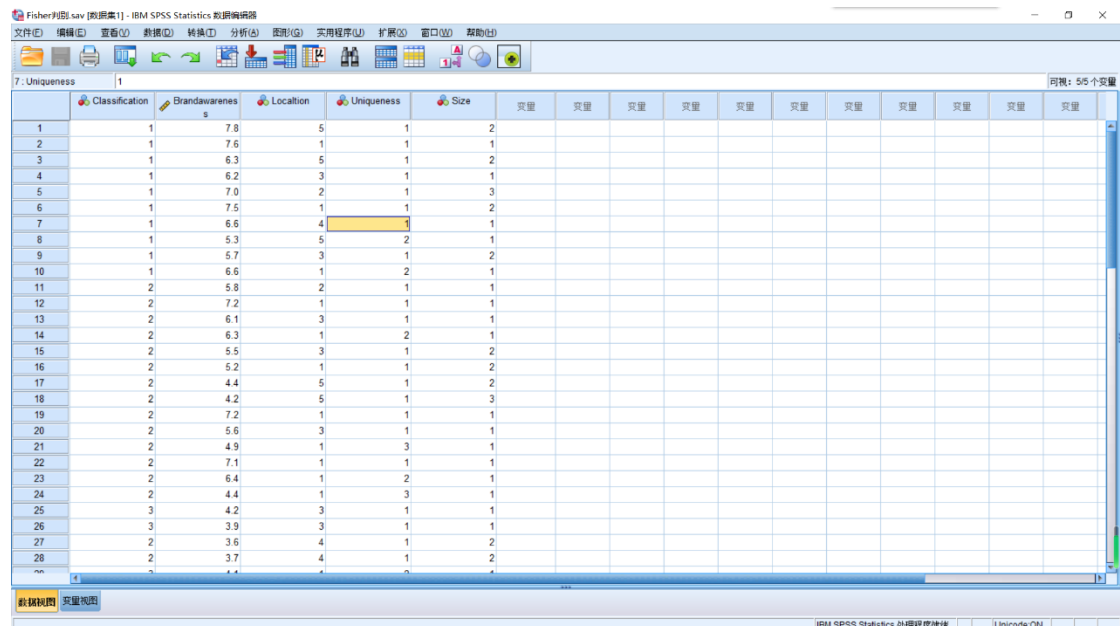


You can get SPSS tools in this website at <https://www.ibm.com/spss>.

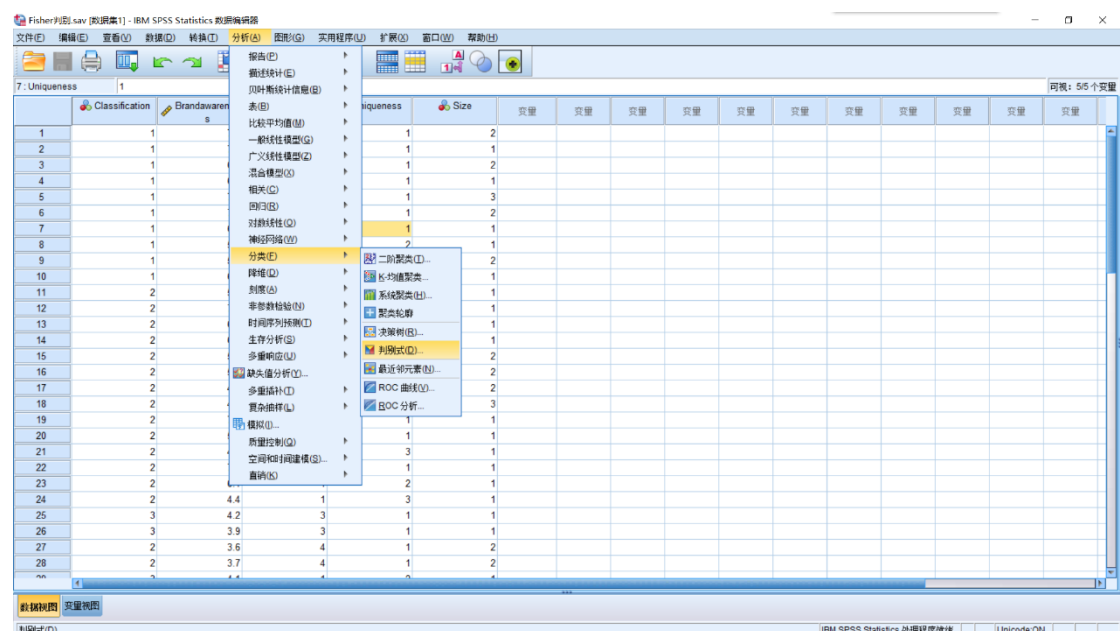
- 1) Open the data you want to process in SPSS (For example, we import the table "Influencing factor information statistics table" directly) ;



The screenshot shows the IBM SPSS Statistics interface with a data table loaded. The table has the following columns: Classification, Brand awareness, Location, Uniqueness, Size, and several unlabeled columns. The data is as follows:

	Classification	Brand awareness	Location	Uniqueness	Size													
1	1	7.8	5	1	2													
2	1	7.6	1	1	1													
3	1	6.3	5	1	2													
4	1	6.2	3	1	1													
5	1	7.0	2	1	3													
6	1	7.5	1	1	2													
7	1	6.6	4	1	1													
8	1	5.3	5	2	1													
9	1	5.7	3	1	2													
10	1	6.6	1	2	1													
11	2	5.8	2	1	1													
12	2	7.2	1	1	1													
13	2	6.1	3	1	1													
14	2	6.3	1	2	1													
15	2	5.5	3	1	2													
16	2	5.2	1	1	2													
17	2	4.4	5	1	2													
18	2	4.2	5	1	3													
19	2	7.2	1	1	1													
20	2	5.6	3	1	1													
21	2	4.9	1	3	1													
22	2	7.1	1	1	1													
23	2	6.4	1	2	1													
24	2	4.4	1	3	1													
25	3	4.2	3	1	1													
26	3	3.9	3	1	1													
27	2	3.6	4	1	2													
28	2	3.7	4	1	2													

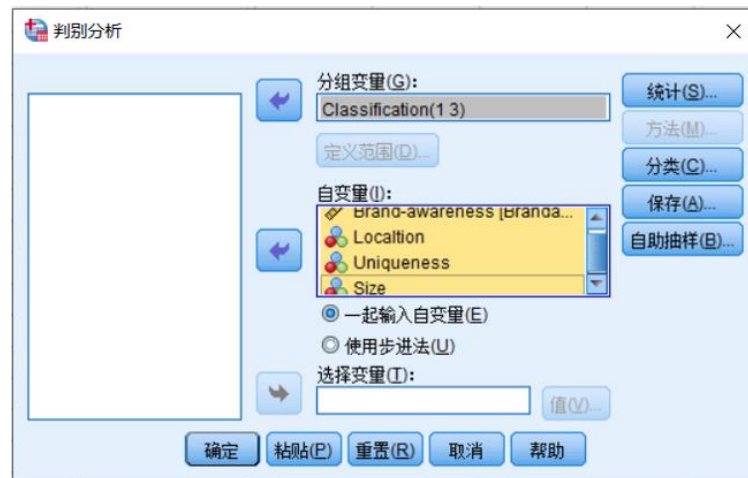
- 2) Execute on the menu bar: “Analyze→ Classify→ Discriminant” ;



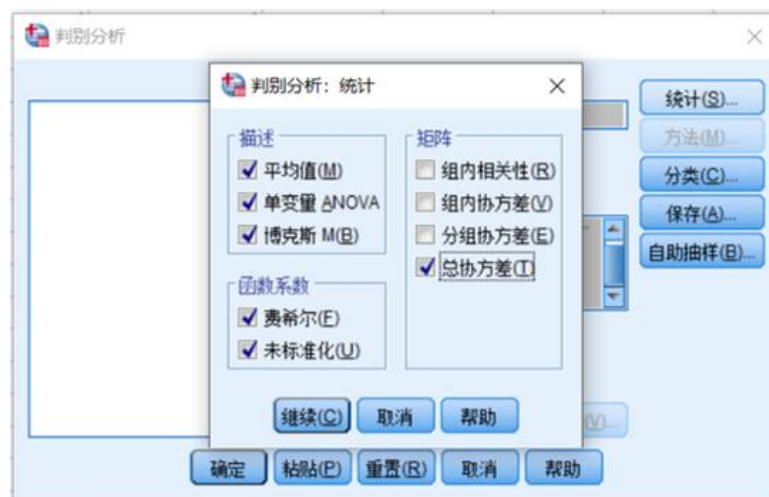
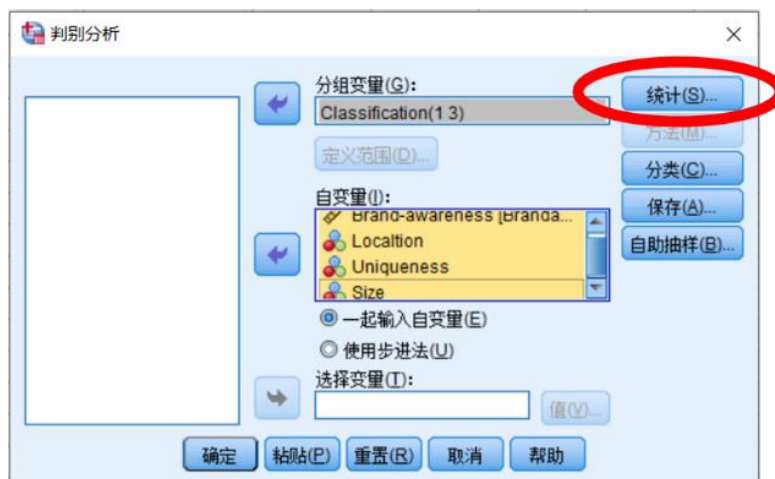
The screenshot shows the IBM SPSS Statistics interface with the 'Analyze' menu open. The path 'Analyze -> Classify -> Discriminant' is highlighted. The data table is visible in the background.

- 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;

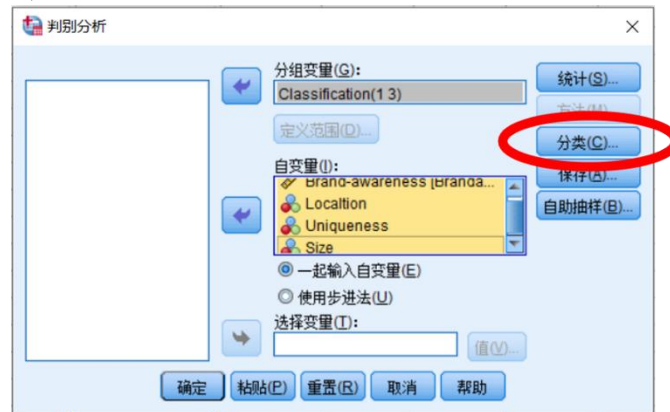


5) Click on the “Statistics” button and select the desired option in the pop-up window;

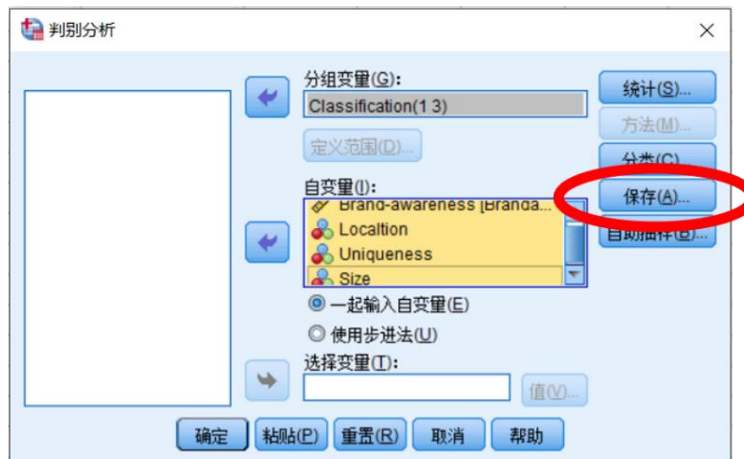


6) Click on the “Category” button and select the desired option in the pop-up

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;

