Results

Demographics

Table

|  |  |  |  |
| --- | --- | --- | --- |
|  | | Count | Column N % |
| Gender | Male | 162 | 42.7% |
| Female | 217 | 57.3% |
| Age | ≤ 18 | 52 | 13.7% |
| 19 – 29 | 103 | 27.2% |
| 30 - 39 | 112 | 29.6% |
| 40 - 49 | 76 | 20.1% |
| ≥ 50 | 36 | 9.5% |
| Province | Capital | 141 | 37.2% |
| Hawalli | 94 | 24.8% |
| Farwania | 50 | 13.2% |
| Ahmadi | 46 | 12.1% |
| Jahra | 14 | 3.7% |
| Mubarak Al-Kabeer | 34 | 9.0% |
| Not Sure | 0 | 0.0% |
| Ethnicity | Arabian | 265 | 69.9% |
| Non-Arabian | 114 | 30.1% |
| Religion | Muslim | 357 | 94.2% |
| Non-Muslim | 22 | 5.8% |
| Education | Below High School | 9 | 2.4% |
| High School | 64 | 16.9% |
| Diploma | 74 | 19.5% |
| Bachelor | 176 | 46.4% |
| Higher Education | 56 | 14.8% |
| Occupation | Student | 103 | 27.2% |
| Employ | 213 | 56.2% |
| Retired | 32 | 8.4% |
| Other | 31 | 8.2% |
| Organization | Public Sector (gov) | 162 | 42.7% |
| Private Secor | 87 | 23.0% |
| Other | 57 | 15.0% |
| Not Applicable | 73 | 19.3% |

***N=379***

Design Distribution Analysis

Table : Item-Total Statistics for IKEA Scale Design

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| IKEA\_1\_1 | 78.04 | 371.041 | 0.410 | 0.942 |
| IKEA\_2\_4 | 78.26 | 369.383 | 0.481 | 0.941 |
| IKEA\_3\_7 | 78.53 | 366.128 | 0.564 | 0.940 |
| IKEA\_4\_10 | 78.54 | 365.037 | 0.565 | 0.940 |
| IKEA\_5\_13 | 78.23 | 366.736 | 0.536 | 0.941 |
| IKEA\_6\_16 | 78.12 | 364.953 | 0.574 | 0.940 |
| IKEA\_7\_19 | 78.04 | 367.321 | 0.568 | 0.940 |
| IKEA\_8\_22 | 78.08 | 362.416 | 0.653 | 0.939 |
| IKEA\_9\_25 | 78.14 | 364.209 | 0.619 | 0.940 |
| IKEA\_10\_28 | 78.07 | 365.281 | 0.607 | 0.940 |
| IKEA\_11\_31 | 77.87 | 366.772 | 0.586 | 0.940 |
| IKEA\_12\_34 | 77.99 | 364.243 | 0.627 | 0.940 |
| IKEA\_13\_37 | 78.12 | 362.211 | 0.652 | 0.939 |
| IKEA\_14\_40 | 78.03 | 361.425 | 0.686 | 0.939 |
| IKEA\_15\_43 | 78.18 | 361.735 | 0.667 | 0.939 |
| IKEA\_16\_46 | 78.32 | 361.138 | 0.628 | 0.940 |
| IKEA\_17\_49 | 78.39 | 359.869 | 0.635 | 0.940 |
| IKEA\_18\_52 | 78.46 | 362.725 | 0.631 | 0.940 |
| IKEA\_19\_55 | 77.84 | 367.599 | 0.562 | 0.940 |
| IKEA\_20\_58 | 78.26 | 359.846 | 0.645 | 0.939 |
| IKEA\_21\_61 | 78.39 | 363.259 | 0.581 | 0.940 |
| IKEA\_22\_64 | 78.42 | 360.646 | 0.668 | 0.939 |
| IKEA\_23\_67 | 78.46 | 363.027 | 0.638 | 0.939 |
| IKEA\_24\_70 | 77.95 | 364.865 | 0.645 | 0.939 |
| IKEA\_25\_73 | 78.02 | 364.703 | 0.612 | 0.940 |
| IKEA\_26\_76 | 78.10 | 362.147 | 0.636 | 0.940 |

*Overall Cronbach's Alpha = 0.942*

Table : Item-Total Statistics for ISLG Scale Design

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| ISLG\_1\_2 | 80.64 | 250.083 | 0.437 | 0.918 |
| ISLG\_2\_5 | 80.54 | 249.603 | 0.449 | 0.918 |
| ISLG\_3\_8 | 79.78 | 246.403 | 0.571 | 0.916 |
| ISLG\_4\_11 | 79.65 | 245.441 | 0.586 | 0.916 |
| ISLG\_5\_14 | 80.46 | 248.144 | 0.500 | 0.917 |
| ISLG\_6\_17 | 80.49 | 248.526 | 0.524 | 0.917 |
| ISLG\_7\_20 | 80.39 | 248.529 | 0.505 | 0.917 |
| ISLG\_8\_23 | 79.82 | 241.781 | 0.669 | 0.914 |
| ISLG\_9\_26 | 79.79 | 243.215 | 0.649 | 0.915 |
| ISLG\_10\_29 | 80.28 | 248.996 | 0.512 | 0.917 |
| ISLG\_11\_32 | 80.17 | 245.926 | 0.583 | 0.916 |
| ISLG\_12\_35 | 80.05 | 244.743 | 0.638 | 0.915 |
| ISLG\_13\_38 | 79.40 | 247.045 | 0.565 | 0.916 |
| ISLG\_14\_41 | 79.52 | 245.742 | 0.613 | 0.915 |
| ISLG\_15\_44 | 79.70 | 245.611 | 0.608 | 0.916 |
| ISLG\_16\_47 | 79.25 | 249.703 | 0.485 | 0.918 |
| ISLG\_17\_50 | 79.18 | 248.603 | 0.515 | 0.917 |
| ISLG\_18\_53 | 79.49 | 246.356 | 0.544 | 0.917 |
| ISLG\_19\_56 | 80.11 | 246.400 | 0.563 | 0.916 |
| ISLG\_20\_59 | 78.96 | 257.284 | 0.279 | 0.921 |
| ISLG\_21\_62 | 79.04 | 255.477 | 0.309 | 0.920 |
| ISLG\_22\_65 | 79.66 | 248.044 | 0.469 | 0.918 |
| ISLG\_23\_68 | 79.74 | 248.293 | 0.467 | 0.918 |
| ISLG\_24\_71 | 79.69 | 246.546 | 0.577 | 0.916 |
| ISLG\_25\_74 | 79.63 | 246.116 | 0.576 | 0.916 |
| ISLG\_26\_77 | 79.36 | 246.454 | 0.589 | 0.916 |

*Overall Cronbach's Alpha = 0.920*

Table : Item-Total Statistics for Like Scale Design

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| LIKE\_1\_3 | 82.006 | 303.160 | 0.421 | 0.926 |
| LIKE\_2\_6 | 81.980 | 299.752 | 0.502 | 0.925 |
| LIKE\_3\_9 | 81.539 | 297.857 | 0.559 | 0.924 |
| LIKE\_4\_12 | 81.312 | 298.182 | 0.552 | 0.924 |
| LIKE\_5\_15 | 81.900 | 297.718 | 0.538 | 0.924 |
| LIKE\_6\_18 | 81.744 | 298.657 | 0.533 | 0.924 |
| LIKE\_7\_21 | 81.736 | 298.713 | 0.544 | 0.924 |
| LIKE\_8\_24 | 81.330 | 297.051 | 0.590 | 0.923 |
| LIKE\_9\_27 | 81.276 | 295.642 | 0.641 | 0.922 |
| LIKE\_10\_30 | 81.644 | 299.039 | 0.547 | 0.924 |
| LIKE\_11\_33 | 81.559 | 296.767 | 0.602 | 0.923 |
| LIKE\_12\_36 | 81.482 | 298.417 | 0.574 | 0.923 |
| LIKE\_13\_39 | 80.979 | 300.370 | 0.571 | 0.924 |
| LIKE\_14\_42 | 81.177 | 299.321 | 0.559 | 0.924 |
| LIKE\_15\_45 | 81.345 | 298.069 | 0.580 | 0.923 |
| LIKE\_16\_48 | 81.111 | 299.162 | 0.532 | 0.924 |
| LIKE\_17\_51 | 81.037 | 295.496 | 0.609 | 0.923 |
| LIKE\_18\_54 | 81.302 | 296.459 | 0.578 | 0.923 |
| LIKE\_19\_57 | 81.534 | 299.826 | 0.513 | 0.924 |
| LIKE\_20\_60 | 80.991 | 299.734 | 0.521 | 0.924 |
| LIKE\_21\_63 | 81.065 | 298.941 | 0.509 | 0.924 |
| LIKE\_22\_66 | 81.517 | 298.018 | 0.535 | 0.924 |
| LIKE\_23\_69 | 81.506 | 298.510 | 0.541 | 0.924 |
| LIKE\_24\_72 | 81.319 | 299.298 | 0.576 | 0.923 |
| LIKE\_25\_75 | 81.290 | 299.953 | 0.547 | 0.924 |
| LIKE\_26\_78 | 81.104 | 299.948 | 0.534 | 0.924 |

*Overall Cronbach's Alpha = 0.927*

All (Top 5)

Table : Mean and Standard deviation between IKEA, IG and Like.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **IKEA** | | | **IG** | | | **LIKE** | | | **All three (average of IKEA, IG and Like)** | | |
| Item | Mean | Std. Deviation | Item | Mean | Std. Deviation | Item | Mean | Std. Deviation | Item | Mean | Std. Deviation |
| IKEA 19\_55 | 3.47 | 1.120 | ISLG\_20\_59 | 4.03 | 0.979 | LIKE\_13\_39 | 3.693 | 1.039 | Des20 | 3.587 | 0.791 |
| IKEA 11\_31 | 3.44 | 1.112 | ISLG\_21\_62 | 3.95 | 1.056 | LIKE\_20\_60 | 3.680 | 1.162 | Des21 | 3.497 | 0.881 |
| IKEA 24\_70 | 3.37 | 1.094 | ISLG\_17\_50 | 3.81 | 1.064 | LIKE\_17\_51 | 3.635 | 1.199 | Des13 | 3.495 | 0.775 |
| IKEA 12\_34 | 3.32 | 1.147 | ISLG\_16\_47 | 3.74 | 1.056 | LIKE\_21\_63 | 3.607 | 1.226 | Des26 | 3.473 | 0.869 |
| IKEA 25\_73 | 3.29 | 1.153 | ISLG\_26\_77 | 3.63 | 1.052 | LIKE\_26\_78 | 3.568 | 1.126 | Des17 | 3.457 | 0.886 |
| IKEA 14\_40 | 3.28 | 1.158 | ISLG\_13\_38 | 3.59 | 1.061 | LIKE\_16\_48 | 3.560 | 1.170 | Des16 | 3.434 | 0.862 |
| IKEA 1\_1 | 3.27 | 1.284 | ISLG\_18\_53 | 3.51 | 1.135 | LIKE\_14\_42 | 3.495 | 1.111 | Des14 | 3.420 | 0.806 |
| IKEA 7\_19 | 3.27 | 1.121 | ISLG\_14\_41 | 3.47 | 1.050 | LIKE\_9\_27 | 3.396 | 1.139 | Des25 | 3.346 | 0.874 |
| IKEA 10\_28 | 3.25 | 1.139 | ISLG\_25\_74 | 3.36 | 1.090 | LIKE\_25\_75 | 3.382 | 1.101 | Des24 | 3.340 | 0.823 |
| IKEA 8\_22 | 3.23 | 1.174 | ISLG\_4\_11 | 3.35 | 1.108 | LIKE\_18\_54 | 3.369 | 1.211 | Des9 | 3.259 | 0.848 |
| IKEA 26\_76 | 3.22 | 1.213 | ISLG\_22\_65 | 3.33 | 1.188 | LIKE\_4\_12 | 3.359 | 1.179 | Des15 | 3.251 | 0.880 |
| IKEA 13\_37 | 3.20 | 1.184 | ISLG\_24\_71 | 3.30 | 1.066 | LIKE\_24\_72 | 3.353 | 1.083 | Des8 | 3.247 | 0.885 |
| IKEA 6\_16 | 3.19 | 1.212 | ISLG\_15\_44 | 3.29 | 1.064 | LIKE\_8\_24 | 3.341 | 1.163 | Des18 | 3.243 | 0.914 |
| IKEA 9\_25 | 3.18 | 1.161 | ISLG\_23\_68 | 3.25 | 1.176 | LIKE\_15\_45 | 3.326 | 1.133 | Des19 | 3.164 | 0.875 |
| IKEA 15\_43 | 3.13 | 1.178 | ISLG\_3\_8 | 3.21 | 1.084 | LIKE\_12\_36 | 3.189 | 1.127 | Des4 | 3.162 | 0.876 |
| IKEA 5\_13 | 3.08 | 1.208 | ISLG\_9\_26 | 3.20 | 1.114 | LIKE\_23\_69 | 3.165 | 1.183 | Des12 | 3.151 | 0.842 |
| IKEA 2\_4 | 3.06 | 1.199 | ISLG\_8\_23 | 3.18 | 1.149 | LIKE\_22\_66 | 3.155 | 1.219 | Des11 | 3.128 | 0.856 |
| IKEA 20\_58 | 3.05 | 1.287 | ISLG\_12\_35 | 2.94 | 1.059 | LIKE\_19\_57 | 3.137 | 1.174 | Des22 | 3.128 | 0.937 |
| IKEA 16\_46 | 3.00 | 1.267 | ISLG\_19\_56 | 2.88 | 1.098 | LIKE\_3\_9 | 3.133 | 1.181 | Des23 | 3.092 | 0.929 |
| IKEA 21\_61 | 2.93 | 1.269 | ISLG\_11\_32 | 2.82 | 1.088 | LIKE\_11\_33 | 3.113 | 1.155 | Des3 | 3.045 | 0.872 |
| IKEA 17\_49 | 2.92 | 1.305 | ISLG\_10\_29 | 2.71 | 1.046 | LIKE\_10\_30 | 3.027 | 1.147 | Des10 | 2.997 | 0.860 |
| IKEA 22\_64 | 2.90 | 1.216 | ISLG\_7\_20 | 2.60 | 1.087 | LIKE\_7\_21 | 2.935 | 1.167 | Des7 | 2.939 | 0.878 |
| IKEA 23\_67 | 2.86 | 1.175 | ISLG\_5\_14 | 2.53 | 1.118 | LIKE\_6\_18 | 2.927 | 1.192 | Des6 | 2.876 | 0.873 |
| IKEA 18\_52 | 2.85 | 1.199 | ISLG\_6\_17 | 2.50 | 1.053 | LIKE\_5\_15 | 2.771 | 1.229 | Des5 | 2.790 | 0.948 |
| IKEA 3\_7 | 2.79 | 1.179 | ISLG\_2\_5 | 2.45 | 1.136 | LIKE\_2\_6 | 2.691 | 1.198 | Des1 | 2.763 | 0.917 |
| IKEA 4\_10 | 2.77 | 1.224 | ISLG\_1\_2 | 2.35 | 1.132 | LIKE\_1\_3 | 2.665 | 1.191 | Des2 | 2.733 | 0.908 |

| **Table 6: MANOVA: Pillai Test** | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **df** | | **Approx. F** | | **Trace Pillai** | | **Num df** | | **Den df** | | **p** | |
| (Intercept) |  | 1 |  | 2169.444 |  | 0.969 |  | 5 |  | 352.000 |  | < .001 |  |
| Gender |  | 1 |  | 1.336 |  | 0.019 |  | 5 |  | 352.000 |  | 0.248 |  |
| Age |  | 4 |  | 1.148 |  | 0.064 |  | 20 |  | 1420.000 |  | 0.293 |  |
| Province |  | 5 |  | 0.904 |  | 0.063 |  | 25 |  | 1780.000 |  | 0.601 |  |
| Ethnicity |  | 1 |  | 0.990 |  | 0.014 |  | 5 |  | 352.000 |  | 0.424 |  |
| Religion |  | 1 |  | 0.421 |  | 0.006 |  | 5 |  | 352.000 |  | 0.834 |  |
| Education |  | 4 |  | 1.330 |  | 0.074 |  | 20 |  | 1420.000 |  | 0.149 |  |
| Occupation |  | 3 |  | 0.909 |  | 0.038 |  | 15 |  | 1062.000 |  | 0.554 |  |
| Organization |  | 3 |  | 1.153 |  | 0.048 |  | 15 |  | 1062.000 |  | 0.303 |  |
| Residuals |  | 356 |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | | | | |

IG + IKEA (Top 5)

Table : Mean and Standard deviation between IKEA, IG and Like.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **IKEA** | | | **IG** | | | **LIKE** | | | **All two (average of IKEA and IG)** | | |
| Item | Mean | Std. Deviation | Item | Mean | Std. Deviation | Item | Mean | Std. Deviation | Item | Mean | Std. Deviation |
| IKEA 19\_55 | 3.47 | 1.120 | ISLG\_20\_59 | 4.03 | 0.979 | LIKE\_13\_39 | 3.693 | 1.039 | II20 | 3.542 | 0.808 |
| IKEA 11\_31 | 3.44 | 1.112 | ISLG\_21\_62 | 3.95 | 1.056 | LIKE\_20\_60 | 3.680 | 1.162 | II21 | 3.441 | 0.891 |
| IKEA 24\_70 | 3.37 | 1.094 | ISLG\_17\_50 | 3.81 | 1.064 | LIKE\_17\_51 | 3.635 | 1.199 | II26 | 3.423 | 0.913 |
| IKEA 12\_34 | 3.32 | 1.147 | ISLG\_16\_47 | 3.74 | 1.056 | LIKE\_21\_63 | 3.607 | 1.226 | II13 | 3.393 | 0.845 |
| IKEA 25\_73 | 3.29 | 1.153 | ISLG\_26\_77 | 3.63 | 1.052 | LIKE\_26\_78 | 3.568 | 1.126 | II14 | 3.380 | 0.838 |
| IKEA 14\_40 | 3.28 | 1.158 | ISLG\_13\_38 | 3.59 | 1.061 | LIKE\_16\_48 | 3.560 | 1.170 | II16 | 3.368 | 0.886 |
| IKEA 1\_1 | 3.27 | 1.284 | ISLG\_18\_53 | 3.51 | 1.135 | LIKE\_14\_42 | 3.495 | 1.111 | II17 | 3.367 | 0.901 |
| IKEA 7\_19 | 3.27 | 1.121 | ISLG\_14\_41 | 3.47 | 1.050 | LIKE\_9\_27 | 3.396 | 1.139 | II24 | 3.332 | 0.863 |
| IKEA 10\_28 | 3.25 | 1.139 | ISLG\_25\_74 | 3.36 | 1.090 | LIKE\_25\_75 | 3.382 | 1.101 | II25 | 3.326 | 0.923 |
| IKEA 8\_22 | 3.23 | 1.174 | ISLG\_4\_11 | 3.35 | 1.108 | LIKE\_18\_54 | 3.369 | 1.211 | II15 | 3.211 | 0.909 |
| IKEA 26\_76 | 3.22 | 1.213 | ISLG\_22\_65 | 3.33 | 1.188 | LIKE\_4\_12 | 3.359 | 1.179 | II8 | 3.203 | 0.922 |
| IKEA 13\_37 | 3.20 | 1.184 | ISLG\_24\_71 | 3.30 | 1.066 | LIKE\_24\_72 | 3.353 | 1.083 | II9 | 3.190 | 0.881 |
| IKEA 6\_16 | 3.19 | 1.212 | ISLG\_15\_44 | 3.29 | 1.064 | LIKE\_8\_24 | 3.341 | 1.163 | II18 | 3.179 | 0.925 |
| IKEA 9\_25 | 3.18 | 1.161 | ISLG\_23\_68 | 3.25 | 1.176 | LIKE\_15\_45 | 3.326 | 1.133 | II19 | 3.177 | 0.897 |
| IKEA 15\_43 | 3.13 | 1.178 | ISLG\_3\_8 | 3.21 | 1.084 | LIKE\_12\_36 | 3.189 | 1.127 | II12 | 3.132 | 0.886 |
| IKEA 5\_13 | 3.08 | 1.208 | ISLG\_9\_26 | 3.20 | 1.114 | LIKE\_23\_69 | 3.165 | 1.183 | II11 | 3.131 | 0.891 |
| IKEA 2\_4 | 3.06 | 1.199 | ISLG\_8\_23 | 3.18 | 1.149 | LIKE\_22\_66 | 3.155 | 1.219 | II22 | 3.112 | 0.946 |
| IKEA 20\_58 | 3.05 | 1.287 | ISLG\_12\_35 | 2.94 | 1.059 | LIKE\_19\_57 | 3.137 | 1.174 | II4 | 3.059 | 0.911 |
| IKEA 16\_46 | 3.00 | 1.267 | ISLG\_19\_56 | 2.88 | 1.098 | LIKE\_3\_9 | 3.133 | 1.181 | II23 | 3.054 | 0.939 |
| IKEA 21\_61 | 2.93 | 1.269 | ISLG\_11\_32 | 2.82 | 1.088 | LIKE\_11\_33 | 3.113 | 1.155 | II3 | 2.997 | 0.883 |
| IKEA 17\_49 | 2.92 | 1.305 | ISLG\_10\_29 | 2.71 | 1.046 | LIKE\_10\_30 | 3.027 | 1.147 | II10 | 2.979 | 0.894 |
| IKEA 22\_64 | 2.90 | 1.216 | ISLG\_7\_20 | 2.60 | 1.087 | LIKE\_7\_21 | 2.935 | 1.167 | II7 | 2.938 | 0.882 |
| IKEA 23\_67 | 2.86 | 1.175 | ISLG\_5\_14 | 2.53 | 1.118 | LIKE\_6\_18 | 2.927 | 1.192 | II6 | 2.848 | 0.895 |
| IKEA 18\_52 | 2.85 | 1.199 | ISLG\_6\_17 | 2.50 | 1.053 | LIKE\_5\_15 | 2.771 | 1.229 | II1 | 2.813 | 0.943 |
| IKEA 3\_7 | 2.79 | 1.179 | ISLG\_2\_5 | 2.45 | 1.136 | LIKE\_2\_6 | 2.691 | 1.198 | II5 | 2.803 | 0.942 |
| IKEA 4\_10 | 2.77 | 1.224 | ISLG\_1\_2 | 2.35 | 1.132 | LIKE\_1\_3 | 2.665 | 1.191 | II2 | 2.753 | 0.928 |

| **Table 8: MANOVA: Pillai Test** | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **df** | | **Approx. F** | | **Trace Pillai** | | **Num df** | | **Den df** | | **p** | |
| (Intercept) |  | 1 |  | 2034.656 |  | 0.967 |  | 5 |  | 352.000 |  | < .001 |  |
| Gender |  | 1 |  | 1.540 |  | 0.021 |  | 5 |  | 352.000 |  | 0.177 |  |
| Age |  | 4 |  | 1.203 |  | 0.067 |  | 20 |  | 1420.000 |  | 0.242 |  |
| Province |  | 5 |  | 1.303 |  | 0.090 |  | 25 |  | 1780.000 |  | 0.144 |  |
| Ethnicity |  | 1 |  | 1.196 |  | 0.017 |  | 5 |  | 352.000 |  | 0.311 |  |
| Religion |  | 1 |  | 0.468 |  | 0.007 |  | 5 |  | 352.000 |  | 0.800 |  |
| Education |  | 4 |  | 1.654 |  | 0.091 |  | 20 |  | 1420.000 |  | 0.035 |  |
| Occupation |  | 3 |  | 0.561 |  | 0.024 |  | 15 |  | 1062.000 |  | 0.905 |  |
| Organization |  | 3 |  | 1.554 |  | 0.064 |  | 15 |  | 1062.000 |  | 0.080 |  |
| Residuals |  | 356 |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | | | | |

4.3.3 IKEA (Top 5)

| **Table 9: MANOVA: Pillai Test** | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **df** | | **Approx. F** | | **Trace Pillai** | | **Num df** | | **Den df** | | **p** | |
| (Intercept) |  | 1 |  | 1130.117 |  | 0.941 |  | 5 |  | 352.000 |  | < .001 |  |
| Gender |  | 1 |  | 0.285 |  | 0.004 |  | 5 |  | 352.000 |  | 0.921 |  |
| Age |  | 4 |  | 0.718 |  | 0.040 |  | 20 |  | 1420.000 |  | 0.811 |  |
| Province |  | 5 |  | 1.788 |  | 0.123 |  | 25 |  | 1780.000 |  | 0.010 |  |
| Ethnicity |  | 1 |  | 1.953 |  | 0.027 |  | 5 |  | 352.000 |  | 0.085 |  |
| Religion |  | 1 |  | 1.544 |  | 0.021 |  | 5 |  | 352.000 |  | 0.176 |  |
| Education |  | 4 |  | 1.326 |  | 0.073 |  | 20 |  | 1420.000 |  | 0.152 |  |
| Occupation |  | 3 |  | 0.471 |  | 0.020 |  | 15 |  | 1062.000 |  | 0.955 |  |
| Organization |  | 3 |  | 1.701 |  | 0.070 |  | 15 |  | 1062.000 |  | 0.045 |  |
| Residuals |  | 356 |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | | | | |

| **Table 10: ANOVA: IKEA\_19\_55** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 4569.541 |  | 1 |  | 4569.541 |  | 3618.851 |  | < .001 |  |
| Gender |  | 1.191 |  | 1 |  | 1.191 |  | 0.943 |  | 0.332 |  |
| Age |  | 1.419 |  | 4 |  | 0.355 |  | 0.281 |  | 0.890 |  |
| Province |  | 8.898 |  | 5 |  | 1.780 |  | 1.409 |  | 0.220 |  |
| Ethnicity |  | 0.247 |  | 1 |  | 0.247 |  | 0.195 |  | 0.659 |  |
| Religion |  | 0.326 |  | 1 |  | 0.326 |  | 0.258 |  | 0.611 |  |
| Education |  | 3.693 |  | 4 |  | 0.923 |  | 0.731 |  | 0.571 |  |
| Occupation |  | 2.280 |  | 3 |  | 0.760 |  | 0.602 |  | 0.614 |  |
| Organization |  | 6.881 |  | 3 |  | 2.294 |  | 1.817 |  | 0.144 |  |
| Residuals |  | 449.523 |  | 356 |  | 1.263 |  |  |  |  |  |
|  | | | | | | | | | | | |

| **Table 11: ANOVA: IKEA\_11\_31** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 4486.586 |  | 1 |  | 4486.586 |  | 3695.534 |  | < .001 |  |
| Gender |  | 0.949 |  | 1 |  | 0.949 |  | 0.782 |  | 0.377 |  |
| Age |  | 5.715 |  | 4 |  | 1.429 |  | 1.177 |  | 0.321 |  |
| Province |  | 7.711 |  | 5 |  | 1.542 |  | 1.270 |  | 0.276 |  |
| Ethnicity |  | 2.047 |  | 1 |  | 2.047 |  | 1.686 |  | 0.195 |  |
| Religion |  | 2.092 |  | 1 |  | 2.092 |  | 1.723 |  | 0.190 |  |
| Education |  | 6.990 |  | 4 |  | 1.748 |  | 1.439 |  | 0.220 |  |
| Occupation |  | 0.267 |  | 3 |  | 0.089 |  | 0.073 |  | 0.974 |  |
| Organization |  | 9.438 |  | 3 |  | 3.146 |  | 2.591 |  | 0.053 |  |
| Residuals |  | 432.204 |  | 356 |  | 1.214 |  |  |  |  |  |
|  | | | | | | | | | | | |

| **Table 12: ANOVA: IKEA\_24\_70** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 4295.979 |  | 1 |  | 4295.979 |  | 3650.918 |  | < .001 |  |
| Gender |  | 1.169 |  | 1 |  | 1.169 |  | 0.994 |  | 0.320 |  |
| Age |  | 4.084 |  | 4 |  | 1.021 |  | 0.868 |  | 0.483 |  |
| Province |  | 14.194 |  | 5 |  | 2.839 |  | 2.413 |  | 0.036 |  |
| Ethnicity |  | 0.494 |  | 1 |  | 0.494 |  | 0.420 |  | 0.518 |  |
| Religion |  | 0.248 |  | 1 |  | 0.248 |  | 0.211 |  | 0.647 |  |
| Education |  | 8.358 |  | 4 |  | 2.090 |  | 1.776 |  | 0.133 |  |
| Occupation |  | 1.300 |  | 3 |  | 0.433 |  | 0.368 |  | 0.776 |  |
| Organization |  | 3.273 |  | 3 |  | 1.091 |  | 0.927 |  | 0.428 |  |
| Residuals |  | 418.900 |  | 356 |  | 1.177 |  |  |  |  |  |
|  | | | | | | | | | | | |

| **Table 13: ANOVA: IKEA\_12\_34** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 4188.918 |  | 1 |  | 4188.918 |  | 3282.713 |  | < .001 |  |
| Gender |  | 0.466 |  | 1 |  | 0.466 |  | 0.365 |  | 0.546 |  |
| Age |  | 3.548 |  | 4 |  | 0.887 |  | 0.695 |  | 0.596 |  |
| Province |  | 11.171 |  | 5 |  | 2.234 |  | 1.751 |  | 0.122 |  |
| Ethnicity |  | 9.248 |  | 1 |  | 9.248 |  | 7.247 |  | 0.007 |  |
| Religion |  | 0.483 |  | 1 |  | 0.483 |  | 0.379 |  | 0.539 |  |
| Education |  | 3.699 |  | 4 |  | 0.925 |  | 0.725 |  | 0.576 |  |
| Occupation |  | 1.236 |  | 3 |  | 0.412 |  | 0.323 |  | 0.809 |  |
| Organization |  | 12.956 |  | 3 |  | 4.319 |  | 3.384 |  | 0.018 |  |
| Residuals |  | 454.275 |  | 356 |  | 1.276 |  |  |  |  |  |
|  | | | | | | | | | | | |

| **Table 14: ANOVA: IKEA\_25\_73** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 4109.509 |  | 1 |  | 4109.509 |  | 3065.865 |  | < .001 |  |
| Gender |  | 0.962 |  | 1 |  | 0.962 |  | 0.718 |  | 0.397 |  |
| Age |  | 3.626 |  | 4 |  | 0.907 |  | 0.676 |  | 0.609 |  |
| Province |  | 6.000 |  | 5 |  | 1.200 |  | 0.895 |  | 0.484 |  |
| Ethnicity |  | 1.762 |  | 1 |  | 1.762 |  | 1.315 |  | 0.252 |  |
| Religion |  | 1.126 |  | 1 |  | 1.126 |  | 0.840 |  | 0.360 |  |
| Education |  | 6.921 |  | 4 |  | 1.730 |  | 1.291 |  | 0.273 |  |
| Occupation |  | 0.749 |  | 3 |  | 0.250 |  | 0.186 |  | 0.906 |  |
| Organization |  | 4.159 |  | 3 |  | 1.386 |  | 1.034 |  | 0.377 |  |
| Residuals |  | 477.185 |  | 356 |  | 1.340 |  |  |  |  |  |
|  | | | | | | | | | | | |

4.3.4 IG (Top 5)

| **Table 15: MANOVA: Pillai Test** | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **df** | | **Approx. F** | | **Trace Pillai** | | **Num df** | | **Den df** | | **p** | |
| (Intercept) |  | 1 |  | 2181.413 |  | 0.969 |  | 5 |  | 352.000 |  | < .001 |  |
| Gender |  | 1 |  | 3.329 |  | 0.045 |  | 5 |  | 352.000 |  | 0.006 |  |
| Age |  | 4 |  | 1.181 |  | 0.065 |  | 20 |  | 1420.000 |  | 0.262 |  |
| Province |  | 5 |  | 1.481 |  | 0.102 |  | 25 |  | 1780.000 |  | 0.059 |  |
| Ethnicity |  | 1 |  | 1.221 |  | 0.017 |  | 5 |  | 352.000 |  | 0.299 |  |
| Religion |  | 1 |  | 0.268 |  | 0.004 |  | 5 |  | 352.000 |  | 0.931 |  |
| Education |  | 4 |  | 0.994 |  | 0.055 |  | 20 |  | 1420.000 |  | 0.467 |  |
| Occupation |  | 3 |  | 0.624 |  | 0.026 |  | 15 |  | 1062.000 |  | 0.857 |  |
| Organization |  | 3 |  | 0.768 |  | 0.032 |  | 15 |  | 1062.000 |  | 0.714 |  |
| Residuals |  | 356 |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | | | | |

| **Table 16: ANOVA: ISLG\_20\_59** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 6168.446 |  | 1 |  | 6168.446 |  | 6697.496 |  | < .001 |  |
| Gender |  | 0.003 |  | 1 |  | 0.003 |  | 0.004 |  | 0.952 |  |
| Age |  | 9.438 |  | 4 |  | 2.359 |  | 2.562 |  | 0.038 |  |
| Province |  | 14.822 |  | 5 |  | 2.964 |  | 3.219 |  | 0.007 |  |
| Ethnicity |  | 2.240 |  | 1 |  | 2.240 |  | 2.432 |  | 0.120 |  |
| Religion |  | 0.048 |  | 1 |  | 0.048 |  | 0.052 |  | 0.819 |  |
| Education |  | 4.628 |  | 4 |  | 1.157 |  | 1.256 |  | 0.287 |  |
| Occupation |  | 3.249 |  | 3 |  | 1.083 |  | 1.176 |  | 0.319 |  |
| Organization |  | 0.247 |  | 3 |  | 0.082 |  | 0.090 |  | 0.966 |  |
| Residuals |  | 327.879 |  | 356 |  | 0.921 |  |  |  |  |  |
|  | | | | | | | | | | | |

| **Table 17: ANOVA: ISLG\_21\_62** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 5920.855 |  | 1 |  | 5920.855 |  | 5299.344 |  | < .001 |  |
| Gender |  | 0.638 |  | 1 |  | 0.638 |  | 0.571 |  | 0.450 |  |
| Age |  | 12.740 |  | 4 |  | 3.185 |  | 2.851 |  | 0.024 |  |
| Province |  | 5.104 |  | 5 |  | 1.021 |  | 0.914 |  | 0.472 |  |
| Ethnicity |  | 1.372 |  | 1 |  | 1.372 |  | 1.228 |  | 0.268 |  |
| Religion |  | 0.008 |  | 1 |  | 0.008 |  | 0.007 |  | 0.933 |  |
| Education |  | 2.165 |  | 4 |  | 0.541 |  | 0.484 |  | 0.747 |  |
| Occupation |  | 0.804 |  | 3 |  | 0.268 |  | 0.240 |  | 0.868 |  |
| Organization |  | 0.562 |  | 3 |  | 0.187 |  | 0.168 |  | 0.918 |  |
| Residuals |  | 397.752 |  | 356 |  | 1.117 |  |  |  |  |  |
|  | | | | | | | | | | | |

| **Table 18: ANOVA: ISLG\_17\_50** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 5509.301 |  | 1 |  | 5509.301 |  | 4978.867 |  | < .001 |  |
| Gender |  | 10.129 |  | 1 |  | 10.129 |  | 9.154 |  | 0.003 |  |
| Age |  | 4.893 |  | 4 |  | 1.223 |  | 1.105 |  | 0.354 |  |
| Province |  | 13.965 |  | 5 |  | 2.793 |  | 2.524 |  | 0.029 |  |
| Ethnicity |  | 0.136 |  | 1 |  | 0.136 |  | 0.123 |  | 0.726 |  |
| Religion |  | 0.001 |  | 1 |  | 0.001 |  | 0.001 |  | 0.973 |  |
| Education |  | 1.112 |  | 4 |  | 0.278 |  | 0.251 |  | 0.909 |  |
| Occupation |  | 0.284 |  | 3 |  | 0.095 |  | 0.085 |  | 0.968 |  |
| Organization |  | 3.252 |  | 3 |  | 1.084 |  | 0.980 |  | 0.402 |  |
| Residuals |  | 393.927 |  | 356 |  | 1.107 |  |  |  |  |  |
|  | | | | | | | | | | | |

| **Table 19: ANOVA: ISLG\_16\_47** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 5297.860 |  | 1 |  | 5297.860 |  | 4817.230 |  | < .001 |  |
| Gender |  | 5.069 |  | 1 |  | 5.069 |  | 4.609 |  | 0.032 |  |
| Age |  | 7.471 |  | 4 |  | 1.868 |  | 1.698 |  | 0.150 |  |
| Province |  | 6.853 |  | 5 |  | 1.371 |  | 1.246 |  | 0.287 |  |
| Ethnicity |  | 1.099 |  | 1 |  | 1.099 |  | 0.999 |  | 0.318 |  |
| Religion |  | 0.288 |  | 1 |  | 0.288 |  | 0.262 |  | 0.609 |  |
| Education |  | 4.356 |  | 4 |  | 1.089 |  | 0.990 |  | 0.413 |  |
| Occupation |  | 0.296 |  | 3 |  | 0.099 |  | 0.090 |  | 0.966 |  |
| Organization |  | 4.189 |  | 3 |  | 1.396 |  | 1.270 |  | 0.285 |  |
| Residuals |  | 391.519 |  | 356 |  | 1.100 |  |  |  |  |  |
|  | | | | | | | | | | | |

| **Table 20: ANOVA: ISLG\_26\_77** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 4995.715 |  | 1 |  | 4995.715 |  | 4560.633 |  | < .001 |  |
| Gender |  | 8.548 |  | 1 |  | 8.548 |  | 7.804 |  | 0.005 |  |
| Age |  | 6.803 |  | 4 |  | 1.701 |  | 1.553 |  | 0.187 |  |
| Province |  | 2.673 |  | 5 |  | 0.535 |  | 0.488 |  | 0.785 |  |
| Ethnicity |  | 0.031 |  | 1 |  | 0.031 |  | 0.028 |  | 0.867 |  |
| Religion |  | 0.946 |  | 1 |  | 0.946 |  | 0.864 |  | 0.353 |  |
| Education |  | 3.951 |  | 4 |  | 0.988 |  | 0.902 |  | 0.463 |  |
| Occupation |  | 3.577 |  | 3 |  | 1.192 |  | 1.089 |  | 0.354 |  |
| Organization |  | 1.794 |  | 3 |  | 0.598 |  | 0.546 |  | 0.651 |  |
| Residuals |  | 389.962 |  | 356 |  | 1.095 |  |  |  |  |  |
|  | | | | | | | | | | | |

LIKE (Top 5)

| **Table 21: MANOVA: Pillai Test** | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **df** | | **Approx. F** | | **Trace Pillai** | | **Num df** | | **Den df** | | **p** | |
| (Intercept) |  | 1 |  | 1832.144 |  | 0.954 |  | 4 |  | 353.000 |  | < .001 |  |
| Gender |  | 1 |  | 0.482 |  | 0.005 |  | 4 |  | 353.000 |  | 0.749 |  |
| Age |  | 4 |  | 1.581 |  | 0.070 |  | 16 |  | 1424.000 |  | 0.067 |  |
| Province |  | 5 |  | 1.008 |  | 0.056 |  | 20 |  | 1424.000 |  | 0.449 |  |
| Ethnicity |  | 1 |  | 0.595 |  | 0.007 |  | 4 |  | 353.000 |  | 0.666 |  |
| Religion |  | 1 |  | 0.456 |  | 0.005 |  | 4 |  | 353.000 |  | 0.768 |  |
| Education |  | 4 |  | 0.728 |  | 0.032 |  | 16 |  | 1424.000 |  | 0.767 |  |
| Occupation |  | 3 |  | 0.839 |  | 0.028 |  | 12 |  | 1065.000 |  | 0.610 |  |
| Organization |  | 3 |  | 0.719 |  | 0.024 |  | 12 |  | 1065.000 |  | 0.734 |  |
| Residuals |  | 356 |  |  |  |  |  |  |  |  |  |  |  |
|  | | | | | | | | | | | | | |

| **Table 22: ANOVA: LIKE\_13\_39** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 5167.811 |  | 1 |  | 5167.811 |  | 4755.768 |  | < .001 |  |
| Gender |  | 0.248 |  | 1 |  | 0.248 |  | 0.228 |  | 0.633 |  |
| Age |  | 9.841 |  | 4 |  | 2.460 |  | 2.264 |  | 0.062 |  |
| Province |  | 3.124 |  | 5 |  | 0.625 |  | 0.575 |  | 0.719 |  |
| Ethnicity |  | 0.245 |  | 1 |  | 0.245 |  | 0.226 |  | 0.635 |  |
| Religion |  | 0.080 |  | 1 |  | 0.080 |  | 0.074 |  | 0.786 |  |
| Education |  | 3.603 |  | 4 |  | 0.901 |  | 0.829 |  | 0.507 |  |
| Occupation |  | 1.123 |  | 3 |  | 0.374 |  | 0.345 |  | 0.793 |  |
| Organization |  | 3.331 |  | 3 |  | 1.110 |  | 1.022 |  | 0.383 |  |
| Residuals |  | 386.844 |  | 356 |  | 1.087 |  |  |  |  |  |
|  | | | | | | | | | | | |

| **Table 23: ANOVA: LIKE\_20\_60** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 5132.790 |  | 1 |  | 5132.790 |  | 3820.353 |  | < .001 |  |
| Gender |  | 1.041 |  | 1 |  | 1.041 |  | 0.775 |  | 0.379 |  |
| Age |  | 14.130 |  | 4 |  | 3.533 |  | 2.629 |  | 0.034 |  |
| Province |  | 3.424 |  | 5 |  | 0.685 |  | 0.510 |  | 0.769 |  |
| Ethnicity |  | 1.947 |  | 1 |  | 1.947 |  | 1.449 |  | 0.230 |  |
| Religion |  | 0.220 |  | 1 |  | 0.220 |  | 0.164 |  | 0.686 |  |
| Education |  | 0.819 |  | 4 |  | 0.205 |  | 0.152 |  | 0.962 |  |
| Occupation |  | 5.016 |  | 3 |  | 1.672 |  | 1.244 |  | 0.293 |  |
| Organization |  | 5.375 |  | 3 |  | 1.792 |  | 1.334 |  | 0.263 |  |
| Residuals |  | 478.300 |  | 356 |  | 1.344 |  |  |  |  |  |
|  | | | | | | | | | | | |

| **Table 24: ANOVA: LIKE\_17\_51** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 5006.613 |  | 1 |  | 5006.613 |  | 3460.832 |  | < .001 |  |
| Gender |  | 0.035 |  | 1 |  | 0.035 |  | 0.024 |  | 0.877 |  |
| Age |  | 17.370 |  | 4 |  | 4.343 |  | 3.002 |  | 0.019 |  |
| Province |  | 4.598 |  | 5 |  | 0.920 |  | 0.636 |  | 0.673 |  |
| Ethnicity |  | 2.051 |  | 1 |  | 2.051 |  | 1.418 |  | 0.235 |  |
| Religion |  | 0.840 |  | 1 |  | 0.840 |  | 0.580 |  | 0.447 |  |
| Education |  | 0.362 |  | 4 |  | 0.091 |  | 0.063 |  | 0.993 |  |
| Occupation |  | 1.188 |  | 3 |  | 0.396 |  | 0.274 |  | 0.844 |  |
| Organization |  | 2.185 |  | 3 |  | 0.728 |  | 0.503 |  | 0.680 |  |
| Residuals |  | 515.007 |  | 356 |  | 1.447 |  |  |  |  |  |
|  | | | | | | | | | | | |

| **Table 25: ANOVA: LIKE\_26\_78** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Cases** | | **Sum of Squares** | | **df** | | **Mean Square** | | **F** | | **p** | |
| (Intercept) |  | 4823.858 |  | 1 |  | 4823.858 |  | 3842.749 |  | < .001 |  |
| Gender |  | 0.094 |  | 1 |  | 0.094 |  | 0.075 |  | 0.784 |  |
| Age |  | 12.562 |  | 4 |  | 3.141 |  | 2.502 |  | 0.042 |  |
| Province |  | 10.165 |  | 5 |  | 2.033 |  | 1.619 |  | 0.154 |  |
| Ethnicity |  | 0.005 |  | 1 |  | 0.005 |  | 0.004 |  | 0.952 |  |
| Religion |  | 0.381 |  | 1 |  | 0.381 |  | 0.304 |  | 0.582 |  |
| Education |  | 4.978 |  | 4 |  | 1.245 |  | 0.991 |  | 0.412 |  |
| Occupation |  | 1.923 |  | 3 |  | 0.641 |  | 0.511 |  | 0.675 |  |
| Organization |  | 1.909 |  | 3 |  | 0.636 |  | 0.507 |  | 0.678 |  |
| Residuals |  | 446.892 |  | 356 |  | 1.255 |  |  |  |  |  |
|  | | | | | | | | | | | |

Compare ALL with Demographics

Gender

| **Table 26: Independent Samples T-Test – Gender (Top five design)** | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **t** | | **df** | | **p** | | **Cohen's d** | |
| Des20 |  | 0.432 |  | 377.000 |  | 0.666 |  | 0.045 |  |
| Des21 |  | 1.514 |  | 377.000 |  | 0.131 |  | 0.157 |  |
| Des13 |  | -0.609 |  | 377.000 |  | 0.543 |  | -0.063 |  |
| Des26 |  | -0.795 |  | 377.000 |  | 0.427 |  | -0.083 |  |
| Des17 |  | -0.713 |  | 377.000 |  | 0.476 |  | -0.074 |  |
|  | | | | | | | | | |
| *Note.*  Student's t-test. | | | | | | | | | |
| ᵃ Levene's test is significant (p < .05), suggesting a violation of the equal variance assumption | | | | | | | | | |

| **Table 27: Gender Group Descriptives (Top five design)** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Group** | | **N** | | **Mean** | | **SD** | | **SE** | |
| Des20 |  | Male |  | 162 |  | 3.607 |  | 0.762 |  | 0.060 |  |
|  |  | Female |  | 217 |  | 3.571 |  | 0.814 |  | 0.055 |  |
| Des21 |  | Male |  | 162 |  | 3.576 |  | 0.841 |  | 0.066 |  |
|  |  | Female |  | 217 |  | 3.438 |  | 0.907 |  | 0.062 |  |
| Des13 |  | Male |  | 162 |  | 3.467 |  | 0.760 |  | 0.060 |  |
|  |  | Female |  | 217 |  | 3.516 |  | 0.787 |  | 0.053 |  |
| Des26 |  | Male |  | 162 |  | 3.432 |  | 0.914 |  | 0.072 |  |
|  |  | Female |  | 217 |  | 3.504 |  | 0.833 |  | 0.057 |  |
| Des17 |  | Male |  | 162 |  | 3.420 |  | 0.916 |  | 0.072 |  |
|  |  | Female |  | 217 |  | 3.485 |  | 0.864 |  | 0.059 |  |

Age

Table : Descriptive for top five design based on Age group

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| Des20 | ≤ 18 | 52 | 3.68 | 0.74 | 0.10 | 3.47 | 3.89 | 2.00 | 5.00 |
| 19 – 29 | 103 | 3.60 | 0.86 | 0.09 | 3.43 | 3.76 | 1.00 | 5.00 |
| 30 - 39 | 112 | 3.50 | 0.81 | 0.08 | 3.34 | 3.65 | 1.00 | 5.00 |
| 40 - 49 | 76 | 3.62 | 0.76 | 0.09 | 3.44 | 3.79 | 1.67 | 5.00 |
| ≥ 50 | 36 | 3.64 | 0.63 | 0.11 | 3.42 | 3.85 | 1.67 | 5.00 |
| Total | 379 | 3.59 | 0.79 | 0.04 | 3.51 | 3.67 | 1.00 | 5.00 |
| Des21 | ≤ 18 | 52 | 3.54 | 0.86 | 0.12 | 3.31 | 3.78 | 1.00 | 5.00 |
| 19 – 29 | 103 | 3.61 | 0.89 | 0.09 | 3.43 | 3.78 | 1.00 | 5.00 |
| 30 - 39 | 112 | 3.40 | 0.88 | 0.08 | 3.23 | 3.56 | 1.00 | 5.00 |
| 40 - 49 | 76 | 3.40 | 1.00 | 0.11 | 3.18 | 3.63 | 1.00 | 5.00 |
| ≥ 50 | 36 | 3.62 | 0.58 | 0.10 | 3.43 | 3.82 | 2.33 | 5.00 |
| Total | 379 | 3.50 | 0.88 | 0.05 | 3.41 | 3.59 | 1.00 | 5.00 |
| Des13 | ≤ 18 | 52 | 3.43 | 0.78 | 0.11 | 3.21 | 3.65 | 1.33 | 5.00 |
| 19 – 29 | 103 | 3.42 | 0.77 | 0.08 | 3.27 | 3.57 | 1.00 | 5.00 |
| 30 - 39 | 112 | 3.51 | 0.81 | 0.08 | 3.36 | 3.66 | 1.00 | 5.00 |
| 40 - 49 | 76 | 3.50 | 0.79 | 0.09 | 3.32 | 3.69 | 1.33 | 5.00 |
| ≥ 50 | 36 | 3.75 | 0.56 | 0.09 | 3.56 | 3.94 | 3.00 | 4.67 |
| Total | 379 | 3.50 | 0.77 | 0.04 | 3.42 | 3.57 | 1.00 | 5.00 |
| Des26 | ≤ 18 | 52 | 3.48 | 0.88 | 0.12 | 3.23 | 3.73 | 1.00 | 5.00 |
| 19 – 29 | 103 | 3.50 | 0.88 | 0.09 | 3.32 | 3.67 | 1.00 | 5.00 |
| 30 - 39 | 112 | 3.36 | 0.95 | 0.09 | 3.18 | 3.54 | 1.00 | 5.00 |
| 40 - 49 | 76 | 3.56 | 0.81 | 0.09 | 3.37 | 3.74 | 1.67 | 5.00 |
| ≥ 50 | 36 | 3.57 | 0.66 | 0.11 | 3.35 | 3.80 | 2.00 | 4.67 |
| Total | 379 | 3.47 | 0.87 | 0.04 | 3.39 | 3.56 | 1.00 | 5.00 |
| Des17 | ≤ 18 | 52 | 3.48 | 1.05 | 0.15 | 3.19 | 3.77 | 1.33 | 5.00 |
| 19 – 29 | 103 | 3.35 | 0.86 | 0.09 | 3.18 | 3.52 | 1.00 | 5.00 |
| 30 - 39 | 112 | 3.44 | 0.92 | 0.09 | 3.27 | 3.62 | 1.00 | 5.00 |
| 40 - 49 | 76 | 3.50 | 0.83 | 0.10 | 3.31 | 3.69 | 1.00 | 5.00 |
| ≥ 50 | 36 | 3.68 | 0.63 | 0.10 | 3.46 | 3.89 | 2.33 | 5.00 |
| Total | 379 | 3.46 | 0.89 | 0.05 | 3.37 | 3.55 | 1.00 | 5.00 |

Table : ANOVA test for top five design between age group levels

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Des20 | Between Groups | 1.531 | 4 | 0.383 | 0.608 | 0.657 |
| Within Groups | 235.264 | 374 | 0.629 |  |  |
| Total | 236.794 | 378 |  |  |  |
| Des21 | Between Groups | 3.617 | 4 | 0.904 | 1.166 | 0.325 |
| Within Groups | 290.019 | 374 | 0.775 |  |  |
| Total | 293.635 | 378 |  |  |  |
| Des13 | Between Groups | 3.212 | 4 | 0.803 | 1.342 | 0.254 |
| Within Groups | 223.752 | 374 | 0.598 |  |  |
| Total | 226.963 | 378 |  |  |  |
| Des26 | Between Groups | 2.385 | 4 | 0.596 | 0.789 | 0.533 |
| Within Groups | 282.759 | 374 | 0.756 |  |  |
| Total | 285.144 | 378 |  |  |  |
| Des17 | Between Groups | 3.136 | 4 | 0.784 | 0.999 | 0.408 |
| Within Groups | 293.591 | 374 | 0.785 |  |  |
| Total | 296.727 | 378 |  |  |  |

Province

Table : Descriptive for top five design based on province group

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| Des20 | Capital | 141 | 3.534 | 0.743 | 0.063 | 3.411 | 3.658 | 1.000 | 5.000 |
| Hawalli | 94 | 3.727 | 0.785 | 0.081 | 3.566 | 3.888 | 2.000 | 5.000 |
| Farwania | 50 | 3.447 | 1.009 | 0.143 | 3.160 | 3.733 | 1.000 | 5.000 |
| Ahmadi | 46 | 3.739 | 0.785 | 0.116 | 3.506 | 3.972 | 2.000 | 5.000 |
| Jahra | 14 | 3.286 | 0.804 | 0.215 | 2.821 | 3.750 | 2.000 | 4.333 |
| Mubarak Al-Kabeer | 34 | 3.539 | 0.563 | 0.096 | 3.343 | 3.736 | 2.333 | 4.667 |
| Total | 379 | 3.587 | 0.791 | 0.041 | 3.507 | 3.667 | 1.000 | 5.000 |
| Des21 | Capital | 141 | 3.414 | 0.858 | 0.072 | 3.271 | 3.557 | 1.000 | 5.000 |
| Hawalli | 94 | 3.567 | 0.956 | 0.099 | 3.371 | 3.763 | 1.333 | 5.000 |
| Farwania | 50 | 3.373 | 0.987 | 0.140 | 3.093 | 3.654 | 1.000 | 5.000 |
| Ahmadi | 46 | 3.696 | 0.840 | 0.124 | 3.446 | 3.945 | 1.333 | 5.000 |
| Jahra | 14 | 3.476 | 0.854 | 0.228 | 2.983 | 3.970 | 2.000 | 4.667 |
| Mubarak Al-Kabeer | 34 | 3.569 | 0.612 | 0.105 | 3.355 | 3.782 | 2.333 | 5.000 |
| Total | 379 | 3.497 | 0.881 | 0.045 | 3.408 | 3.586 | 1.000 | 5.000 |
| Des13 | Capital | 141 | 3.463 | 0.705 | 0.059 | 3.346 | 3.581 | 1.000 | 5.000 |
| Hawalli | 94 | 3.443 | 0.829 | 0.085 | 3.274 | 3.613 | 1.333 | 5.000 |
| Farwania | 50 | 3.447 | 0.821 | 0.116 | 3.213 | 3.680 | 1.000 | 5.000 |
| Ahmadi | 46 | 3.754 | 0.738 | 0.109 | 3.534 | 3.973 | 2.000 | 5.000 |
| Jahra | 14 | 3.333 | 0.978 | 0.261 | 2.768 | 3.898 | 1.000 | 4.667 |
| Mubarak Al-Kabeer | 34 | 3.559 | 0.769 | 0.132 | 3.291 | 3.827 | 1.333 | 4.667 |
| Total | 379 | 3.495 | 0.775 | 0.040 | 3.417 | 3.573 | 1.000 | 5.000 |
| Des26 | Capital | 141 | 3.428 | 0.859 | 0.072 | 3.285 | 3.571 | 1.000 | 5.000 |
| Hawalli | 94 | 3.532 | 0.869 | 0.090 | 3.354 | 3.710 | 1.000 | 5.000 |
| Farwania | 50 | 3.387 | 0.909 | 0.129 | 3.128 | 3.645 | 1.000 | 5.000 |
| Ahmadi | 46 | 3.681 | 0.858 | 0.126 | 3.426 | 3.936 | 1.667 | 5.000 |
| Jahra | 14 | 3.333 | 1.109 | 0.296 | 2.693 | 3.974 | 1.000 | 5.000 |
| Mubarak Al-Kabeer | 34 | 3.402 | 0.747 | 0.128 | 3.141 | 3.662 | 1.333 | 4.667 |
| Total | 379 | 3.473 | 0.869 | 0.045 | 3.385 | 3.561 | 1.000 | 5.000 |
| Des17 | Capital | 141 | 3.348 | 0.788 | 0.066 | 3.216 | 3.479 | 1.000 | 5.000 |
| Hawalli | 94 | 3.553 | 0.927 | 0.096 | 3.363 | 3.743 | 1.000 | 5.000 |
| Farwania | 50 | 3.420 | 1.030 | 0.146 | 3.127 | 3.713 | 1.000 | 5.000 |
| Ahmadi | 46 | 3.746 | 0.861 | 0.127 | 3.491 | 4.002 | 1.667 | 5.000 |
| Jahra | 14 | 3.238 | 0.999 | 0.267 | 2.661 | 3.815 | 1.000 | 4.667 |
| Mubarak Al-Kabeer | 34 | 3.402 | 0.860 | 0.147 | 3.102 | 3.702 | 1.333 | 5.000 |
| Total | 379 | 3.457 | 0.886 | 0.046 | 3.368 | 3.547 | 1.000 | 5.000 |

Table : ANOVA test for top five design between province levels

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Des20 | Between Groups | 5.631 | 5 | 1.126 | 1.817 | 0.109 |
| Within Groups | 231.164 | 373 | 0.620 |  |  |
| Total | 236.794 | 378 |  |  |  |
| Des21 | Between Groups | 4.204 | 5 | 0.841 | 1.084 | 0.369 |
| Within Groups | 289.431 | 373 | 0.776 |  |  |
| Total | 293.635 | 378 |  |  |  |
| Des13 | Between Groups | 4.091 | 5 | 0.818 | 1.369 | 0.235 |
| Within Groups | 222.873 | 373 | 0.598 |  |  |
| Total | 226.963 | 378 |  |  |  |
| Des26 | Between Groups | 3.424 | 5 | 0.685 | 0.907 | 0.477 |
| Within Groups | 281.720 | 373 | 0.755 |  |  |
| Total | 285.144 | 378 |  |  |  |
| Des17 | Between Groups | 7.254 | 5 | 1.451 | 1.869 | 0.099 |
| Within Groups | 289.473 | 373 | 0.776 |  |  |
| Total | 296.727 | 378 |  |  |  |

Ethnicity

| **Table 32: Independent Samples T-Test (Top five design)** | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **t** | | **df** | | **p** | | **Cohen's d** | |
| Des20 |  | -1.959 |  | 377.000 |  | 0.051 |  | -0.219 |  |
| Des21 |  | -2.173 |  | 377.000 |  | 0.030 |  | -0.243 |  |
| Des13 |  | -0.561 |  | 377.000 |  | 0.575 |  | -0.063 |  |
| Des26 |  | -0.824 |  | 377.000 |  | 0.411 |  | -0.092 |  |
| Des17 |  | -2.142 |  | 377.000 |  | 0.033 | ᵃ | -0.240 |  |
|  | | | | | | | | | |
| Note.  Student's t-test. | | | | | | | | | |
| ᵃ Levene's test is significant (p < .05), suggesting a violation of the equal variance assumption | | | | | | | | | |

| **Table 33: Group Descriptives (Top five design)** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Group** | | **N** | | **Mean** | | **SD** | | **SE** | |
| Des20 |  | Arabian |  | 265 |  | 3.535 |  | 0.769 |  | 0.047 |  |
|  |  | Non-Arabian |  | 114 |  | 3.708 |  | 0.833 |  | 0.078 |  |
| Des21 |  | Arabian |  | 265 |  | 3.433 |  | 0.873 |  | 0.054 |  |
|  |  | Non-Arabian |  | 114 |  | 3.646 |  | 0.886 |  | 0.083 |  |
| Des13 |  | Arabian |  | 265 |  | 3.481 |  | 0.775 |  | 0.048 |  |
|  |  | Non-Arabian |  | 114 |  | 3.529 |  | 0.778 |  | 0.073 |  |
| Des26 |  | Arabian |  | 265 |  | 3.449 |  | 0.860 |  | 0.053 |  |
|  |  | Non-Arabian |  | 114 |  | 3.529 |  | 0.890 |  | 0.083 |  |
| Des17 |  | Arabian |  | 265 |  | 3.394 |  | 0.843 |  | 0.052 |  |
|  |  | Non-Arabian |  | 114 |  | 3.605 |  | 0.966 |  | 0.090 |  |
|  | | | | | | | | | | | |

Religion

| **Table 34: Independent Samples T-Test (Top five design)** | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **t** | | **df** | | **p** | | **Cohen's d** | |
| Des20 |  | -0.951 |  | 377.000 |  | 0.342 |  | -0.209 |  |
| Des21 |  | -0.349 |  | 377.000 |  | 0.727 | ᵃ | -0.077 |  |
| Des13 |  | -0.408 |  | 377.000 |  | 0.684 |  | -0.090 |  |
| Des26 |  | -0.992 |  | 377.000 |  | 0.322 |  | -0.218 |  |
| Des17 |  | -0.398 |  | 377.000 |  | 0.691 |  | -0.087 |  |
|  | | | | | | | | | |
| Note.  Student's t-test. | | | | | | | | | |
| ᵃ Levene's test is significant (p < .05), suggesting a violation of the equal variance assumption | | | | | | | | | |

| **Table 35: Group Descriptives (Top five design)** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Group** | | **N** | | **Mean** | | **SD** | | **SE** | |
| Des20 |  | Muslim |  | 357 |  | 3.577 |  | 0.782 |  | 0.041 |  |
|  |  | Non-Muslim |  | 22 |  | 3.742 |  | 0.937 |  | 0.200 |  |
| Des21 |  | Muslim |  | 357 |  | 3.493 |  | 0.869 |  | 0.046 |  |
|  |  | Non-Muslim |  | 22 |  | 3.561 |  | 1.081 |  | 0.230 |  |
| Des13 |  | Muslim |  | 357 |  | 3.491 |  | 0.780 |  | 0.041 |  |
|  |  | Non-Muslim |  | 22 |  | 3.561 |  | 0.701 |  | 0.149 |  |
| Des26 |  | Muslim |  | 357 |  | 3.462 |  | 0.863 |  | 0.046 |  |
|  |  | Non-Muslim |  | 22 |  | 3.652 |  | 0.962 |  | 0.205 |  |
| Des17 |  | Muslim |  | 357 |  | 3.453 |  | 0.881 |  | 0.047 |  |
|  |  | Non-Muslim |  | 22 |  | 3.530 |  | 0.985 |  | 0.210 |  |
|  | | | | | | | | | | | |

Education

Table : **Group Descriptives (Top five design)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| Des20 | Below High School | 9 | 3.370 | 0.949 | 0.316 | 2.641 | 4.100 | 2.000 | 5.000 |
| High School | 64 | 3.734 | 0.782 | 0.098 | 3.539 | 3.930 | 1.667 | 5.000 |
| Diploma | 74 | 3.577 | 0.810 | 0.094 | 3.389 | 3.764 | 1.667 | 5.000 |
| Bachelor | 176 | 3.527 | 0.755 | 0.057 | 3.414 | 3.639 | 1.000 | 5.000 |
| Higher Education | 56 | 3.655 | 0.862 | 0.115 | 3.424 | 3.886 | 1.000 | 5.000 |
| Total | 379 | 3.587 | 0.791 | 0.041 | 3.507 | 3.667 | 1.000 | 5.000 |
| Des21 | Below High School | 9 | 3.556 | 0.882 | 0.294 | 2.878 | 4.233 | 2.000 | 5.000 |
| High School | 64 | 3.604 | 0.873 | 0.109 | 3.386 | 3.822 | 1.000 | 5.000 |
| Diploma | 74 | 3.369 | 1.005 | 0.117 | 3.137 | 3.602 | 1.000 | 5.000 |
| Bachelor | 176 | 3.472 | 0.850 | 0.064 | 3.345 | 3.598 | 1.000 | 5.000 |
| Higher Education | 56 | 3.613 | 0.813 | 0.109 | 3.395 | 3.831 | 1.667 | 5.000 |
| Total | 379 | 3.497 | 0.881 | 0.045 | 3.408 | 3.586 | 1.000 | 5.000 |
| Des13 | Below High School | 9 | 3.296 | 1.020 | 0.340 | 2.512 | 4.080 | 1.333 | 4.333 |
| High School | 64 | 3.411 | 0.790 | 0.099 | 3.214 | 3.609 | 1.000 | 5.000 |
| Diploma | 74 | 3.550 | 0.712 | 0.083 | 3.385 | 3.714 | 1.333 | 5.000 |
| Bachelor | 176 | 3.515 | 0.770 | 0.058 | 3.401 | 3.630 | 1.000 | 5.000 |
| Higher Education | 56 | 3.488 | 0.826 | 0.110 | 3.267 | 3.709 | 1.000 | 5.000 |
| Total | 379 | 3.495 | 0.775 | 0.040 | 3.417 | 3.573 | 1.000 | 5.000 |
| Des26 | Below High School | 9 | 3.333 | 0.645 | 0.215 | 2.837 | 3.830 | 2.000 | 4.000 |
| High School | 64 | 3.536 | 0.931 | 0.116 | 3.304 | 3.769 | 1.000 | 5.000 |
| Diploma | 74 | 3.536 | 0.748 | 0.087 | 3.363 | 3.709 | 1.333 | 5.000 |
| Bachelor | 176 | 3.377 | 0.882 | 0.067 | 3.246 | 3.508 | 1.000 | 5.000 |
| Higher Education | 56 | 3.643 | 0.916 | 0.122 | 3.397 | 3.888 | 1.000 | 5.000 |
| Total | 379 | 3.473 | 0.869 | 0.045 | 3.385 | 3.561 | 1.000 | 5.000 |
| Des17 | Below High School | 9 | 3.370 | 1.073 | 0.358 | 2.546 | 4.195 | 1.333 | 4.667 |
| High School | 64 | 3.448 | 1.046 | 0.131 | 3.187 | 3.709 | 1.000 | 5.000 |
| Diploma | 74 | 3.617 | 0.791 | 0.092 | 3.434 | 3.800 | 2.000 | 5.000 |
| Bachelor | 176 | 3.386 | 0.855 | 0.064 | 3.259 | 3.514 | 1.000 | 5.000 |
| Higher Education | 56 | 3.494 | 0.874 | 0.117 | 3.260 | 3.728 | 1.333 | 5.000 |
| Total | 379 | 3.457 | 0.886 | 0.046 | 3.368 | 3.547 | 1.000 | 5.000 |

Table : ANOVA test for top five design between province levels

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Des20 | Between Groups | 2.721 | 4 | 0.680 | 1.087 | 0.363 |
| Within Groups | 234.073 | 374 | 0.626 |  |  |
| Total | 236.794 | 378 |  |  |  |
| Des21 | Between Groups | 2.840 | 4 | 0.710 | 0.913 | 0.456 |
| Within Groups | 290.796 | 374 | 0.778 |  |  |
| Total | 293.635 | 378 |  |  |  |
| Des13 | Between Groups | 1.096 | 4 | 0.274 | 0.454 | 0.770 |
| Within Groups | 225.867 | 374 | 0.604 |  |  |
| Total | 226.963 | 378 |  |  |  |
| Des26 | Between Groups | 3.969 | 4 | 0.992 | 1.320 | 0.262 |
| Within Groups | 281.175 | 374 | 0.752 |  |  |
| Total | 285.144 | 378 |  |  |  |
| Des17 | Between Groups | 2.925 | 4 | 0.731 | 0.931 | 0.446 |
| Within Groups | 293.802 | 374 | 0.786 |  |  |
| Total | 296.727 | 378 |  |  |  |

Occupation

Table : **Group Descriptives (Top five design)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| Des20 | Student | 103 | 3.693 | 0.796 | 0.078 | 3.537 | 3.848 | 1.667 | 5.000 |
| Employ | 213 | 3.520 | 0.800 | 0.055 | 3.411 | 3.628 | 1.000 | 5.000 |
| Retired | 32 | 3.656 | 0.690 | 0.122 | 3.407 | 3.905 | 1.667 | 5.000 |
| Other | 31 | 3.624 | 0.802 | 0.144 | 3.330 | 3.918 | 1.667 | 4.667 |
| Total | 379 | 3.587 | 0.791 | 0.041 | 3.507 | 3.667 | 1.000 | 5.000 |
| Des21 | Student | 103 | 3.583 | 0.823 | 0.081 | 3.422 | 3.743 | 1.000 | 5.000 |
| Employ | 213 | 3.415 | 0.925 | 0.063 | 3.290 | 3.540 | 1.000 | 5.000 |
| Retired | 32 | 3.677 | 0.647 | 0.114 | 3.444 | 3.911 | 2.333 | 5.000 |
| Other | 31 | 3.591 | 0.946 | 0.170 | 3.245 | 3.938 | 1.000 | 4.667 |
| Total | 379 | 3.497 | 0.881 | 0.045 | 3.408 | 3.586 | 1.000 | 5.000 |
| Des13 | Student | 103 | 3.424 | 0.826 | 0.081 | 3.263 | 3.585 | 1.000 | 5.000 |
| Employ | 213 | 3.454 | 0.741 | 0.051 | 3.354 | 3.554 | 1.000 | 5.000 |
| Retired | 32 | 3.781 | 0.711 | 0.126 | 3.525 | 4.038 | 2.000 | 5.000 |
| Other | 31 | 3.720 | 0.821 | 0.148 | 3.419 | 4.022 | 2.000 | 5.000 |
| Total | 379 | 3.495 | 0.775 | 0.040 | 3.417 | 3.573 | 1.000 | 5.000 |
| Des26 | Student | 103 | 3.537 | 0.856 | 0.084 | 3.370 | 3.704 | 1.000 | 5.000 |
| Employ | 213 | 3.418 | 0.881 | 0.060 | 3.299 | 3.537 | 1.000 | 5.000 |
| Retired | 32 | 3.552 | 0.832 | 0.147 | 3.252 | 3.852 | 1.667 | 5.000 |
| Other | 31 | 3.559 | 0.871 | 0.156 | 3.240 | 3.879 | 1.667 | 4.667 |
| Total | 379 | 3.473 | 0.869 | 0.045 | 3.385 | 3.561 | 1.000 | 5.000 |
| Des17 | Student | 103 | 3.356 | 0.955 | 0.094 | 3.169 | 3.543 | 1.000 | 5.000 |
| Employ | 213 | 3.457 | 0.884 | 0.061 | 3.338 | 3.576 | 1.000 | 5.000 |
| Retired | 32 | 3.604 | 0.700 | 0.124 | 3.352 | 3.857 | 2.333 | 5.000 |
| Other | 31 | 3.645 | 0.821 | 0.147 | 3.344 | 3.946 | 2.000 | 4.667 |
| Total | 379 | 3.457 | 0.886 | 0.046 | 3.368 | 3.547 | 1.000 | 5.000 |

Table : ANOVA test for top five design between province levels

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Des20 | Between Groups | 2.311 | 3 | 0.770 | 1.232 | 0.298 |
| Within Groups | 234.483 | 375 | 0.625 |  |  |
| Total | 236.794 | 378 |  |  |  |
| Des21 | Between Groups | 3.510 | 3 | 1.170 | 1.512 | 0.211 |
| Within Groups | 290.126 | 375 | 0.774 |  |  |
| Total | 293.635 | 378 |  |  |  |
| Des13 | Between Groups | 5.078 | 3 | 1.693 | 2.861 | 0.037 |
| Within Groups | 221.885 | 375 | 0.592 |  |  |
| Total | 226.963 | 378 |  |  |  |
| Des26 | Between Groups | 1.503 | 3 | 0.501 | 0.662 | 0.576 |
| Within Groups | 283.641 | 375 | 0.756 |  |  |
| Total | 285.144 | 378 |  |  |  |
| Des17 | Between Groups | 2.842 | 3 | 0.947 | 1.209 | 0.306 |
| Within Groups | 293.886 | 375 | 0.784 |  |  |
| Total | 296.727 | 378 |  |  |  |

Organization

Table : **Group Descriptive (Top five design)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | | Minimum | Maximum |
| Lower Bound | Upper Bound |
| Des20 | Public Sector (gov) | 162 | 3.570 | 0.745 | 0.059 | 3.454 | 3.685 | 1.000 | 5.000 |
| Private Secor | 87 | 3.536 | 0.893 | 0.096 | 3.346 | 3.727 | 1.000 | 5.000 |
| Other | 57 | 3.655 | 0.771 | 0.102 | 3.450 | 3.860 | 1.667 | 5.000 |
| Not Applicable | 73 | 3.630 | 0.791 | 0.093 | 3.446 | 3.815 | 1.667 | 5.000 |
| Total | 379 | 3.587 | 0.791 | 0.041 | 3.507 | 3.667 | 1.000 | 5.000 |
| Des21 | Public Sector (gov) | 162 | 3.455 | 0.859 | 0.067 | 3.321 | 3.588 | 1.000 | 5.000 |
| Private Secor | 87 | 3.490 | 0.975 | 0.105 | 3.283 | 3.698 | 1.000 | 5.000 |
| Other | 57 | 3.561 | 0.850 | 0.113 | 3.336 | 3.787 | 1.000 | 5.000 |
| Not Applicable | 73 | 3.548 | 0.849 | 0.099 | 3.350 | 3.746 | 1.000 | 5.000 |
| Total | 379 | 3.497 | 0.881 | 0.045 | 3.408 | 3.586 | 1.000 | 5.000 |
| Des13 | Public Sector (gov) | 162 | 3.560 | 0.757 | 0.059 | 3.442 | 3.677 | 1.000 | 5.000 |
| Private Secor | 87 | 3.375 | 0.781 | 0.084 | 3.209 | 3.542 | 1.333 | 5.000 |
| Other | 57 | 3.573 | 0.742 | 0.098 | 3.376 | 3.770 | 2.000 | 4.667 |
| Not Applicable | 73 | 3.434 | 0.825 | 0.097 | 3.241 | 3.626 | 1.000 | 5.000 |
| Total | 379 | 3.495 | 0.775 | 0.040 | 3.417 | 3.573 | 1.000 | 5.000 |
| Des26 | Public Sector (gov) | 162 | 3.475 | 0.877 | 0.069 | 3.339 | 3.611 | 1.000 | 5.000 |
| Private Secor | 87 | 3.414 | 0.876 | 0.094 | 3.227 | 3.600 | 1.000 | 5.000 |
| Other | 57 | 3.544 | 0.840 | 0.111 | 3.321 | 3.767 | 1.667 | 5.000 |
| Not Applicable | 73 | 3.484 | 0.875 | 0.102 | 3.280 | 3.688 | 1.000 | 5.000 |
| Total | 379 | 3.473 | 0.869 | 0.045 | 3.385 | 3.561 | 1.000 | 5.000 |
| Des17 | Public Sector (gov) | 162 | 3.471 | 0.848 | 0.067 | 3.340 | 3.603 | 1.000 | 5.000 |
| Private Secor | 87 | 3.552 | 0.903 | 0.097 | 3.359 | 3.744 | 1.333 | 5.000 |
| Other | 57 | 3.567 | 0.871 | 0.115 | 3.336 | 3.798 | 1.333 | 5.000 |
| Not Applicable | 73 | 3.228 | 0.936 | 0.110 | 3.010 | 3.447 | 1.000 | 5.000 |
| Total | 379 | 3.457 | 0.886 | 0.046 | 3.368 | 3.547 | 1.000 | 5.000 |

Table : ANOVA test for top five design between province levels

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Des20 | Between Groups | 0.669 | 3 | 0.223 | 0.354 | 0.786 |
| Within Groups | 236.126 | 375 | 0.630 |  |  |
| Total | 236.794 | 378 |  |  |  |
| Des21 | Between Groups | 0.719 | 3 | 0.240 | 0.307 | 0.820 |
| Within Groups | 292.916 | 375 | 0.781 |  |  |
| Total | 293.635 | 378 |  |  |  |
| Des13 | Between Groups | 2.542 | 3 | 0.847 | 1.416 | 0.238 |
| Within Groups | 224.422 | 375 | 0.598 |  |  |
| Total | 226.963 | 378 |  |  |  |
| Des26 | Between Groups | 0.601 | 3 | 0.200 | 0.264 | 0.851 |
| Within Groups | 284.543 | 375 | 0.759 |  |  |
| Total | 285.144 | 378 |  |  |  |
| Des17 | Between Groups | 5.324 | 3 | 1.775 | 2.284 | 0.079 |
| Within Groups | 291.403 | 375 | 0.777 |  |  |
| Total | 296.727 | 378 |  |  |  |

Factor Analysis

Classify the 26 designs into family groups

Table : KMO and Bartlett's Test

|  |  |  |
| --- | --- | --- |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.934 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 7536.801 |
| df | 325 |
| Sig. | 0.000 |

Table

|  |  |  |
| --- | --- | --- |
|  | Initial | Extraction |
| Des1 | 1.000 | 0.684 |
| Des2 | 1.000 | 0.752 |
| Des3 | 1.000 | 0.498 |
| Des4 | 1.000 | 0.567 |
| Des5 | 1.000 | 0.722 |
| Des6 | 1.000 | 0.714 |
| Des7 | 1.000 | 0.706 |
| Des8 | 1.000 | 0.594 |
| Des9 | 1.000 | 0.668 |
| Des10 | 1.000 | 0.630 |
| Des11 | 1.000 | 0.665 |
| Des12 | 1.000 | 0.638 |
| Des13 | 1.000 | 0.722 |
| Des14 | 1.000 | 0.741 |
| Des15 | 1.000 | 0.712 |
| Des16 | 1.000 | 0.742 |
| Des17 | 1.000 | 0.712 |
| Des18 | 1.000 | 0.581 |
| Des19 | 1.000 | 0.562 |
| Des20 | 1.000 | 0.603 |
| Des21 | 1.000 | 0.533 |
| Des22 | 1.000 | 0.677 |
| Des23 | 1.000 | 0.655 |
| Des24 | 1.000 | 0.802 |
| Des25 | 1.000 | 0.765 |
| Des26 | 1.000 | 0.592 |

*Extraction Method: Principal Component Analysis.*

Table : Total Variance Explained

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
| Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 12.642 | 48.622 | 48.622 | 12.642 | 48.622 | 48.622 | 5.761 | 22.157 | 22.157 |
| 2 | 2.259 | 8.689 | 57.310 | 2.259 | 8.689 | 57.310 | 4.705 | 18.095 | 40.253 |
| 3 | 1.271 | 4.889 | 62.199 | 1.271 | 4.889 | 62.199 | 3.446 | 13.256 | 53.508 |
| 4 | 1.065 | 4.095 | 66.294 | 1.065 | 4.095 | 66.294 | 3.324 | 12.785 | 66.294 |

A screenshot of a cell phone

Description automatically generated

Figure

Table : Component Transformation Matrix

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Component (This should be named by the author) | | | |
| 1 | 2 | 3 | 4 |
| Des2 | 0.823 |  |  |  |
| Des5 | 0.807 |  |  |  |
| Des1 | 0.760 |  |  |  |
| Des6 | 0.734 |  |  |  |
| Des7 | 0.718 |  |  |  |
| Des10 | 0.658 |  |  |  |
| Des11 | 0.586 |  |  |  |
| Des12 | 0.544 |  |  |  |
| Des19 | 0.524 |  |  |  |
| Des8 | 0.500 |  |  |  |
| Des3 | 0.450 |  |  |  |
| Des16 |  | 0.794 |  |  |
| Des14 |  | 0.751 |  |  |
| Des15 |  | 0.739 |  |  |
| Des13 |  | 0.724 |  |  |
| Des17 |  | 0.710 |  |  |
| Des18 |  | 0.549 |  |  |
| Des9 |  | 0.507 |  |  |
| Des25 |  |  | 0.781 |  |
| Des24 |  |  | 0.778 |  |
| Des26 |  |  | 0.591 |  |
| Des20 |  |  | 0.468 |  |
| Des22 |  |  |  | 0.704 |
| Des23 |  |  |  | 0.692 |
| Des4 |  |  |  | 0.486 |
| Des21 |  |  |  | 0.481 |

*Extraction Method: Principal Component Analysis.*

*Rotation Method: Varimax with Kaiser Normalization.a, a. Rotation converged in 9 iterations.*