**Demographic Details**

**Table 1: Demographic details of respondents**

|  |  |
| --- | --- |
|  | **Group** |
| **KWT** | **UK** |
| **Count** | **Column N %** | **Count** | **Column N %** |
| Gender | Male | 18 | 54.5% | 9 | 30.0% |
| Female | 15 | 45.5% | 21 | 70.0% |
| Total | 33 | 100.0% | 30 | 100.0% |
| Age | 19 – 29 | 7 | 21.2% | 9 | 30.0% |
| 30 – 39 | 17 | 51.5% | 21 | 70.0% |
| 40 – 49 | 7 | 21.2% | 0 | 0.0% |
| ≥ 50 | 2 | 6.1% | 0 | 0.0% |
| Ethnicity | Arabian | 30 | 90.9% | 4 | 13.3% |
| Non-Arabian | 3 | 9.1% | 26 | 86.7% |
| Religion | Muslim | 30 | 90.9% | 0 | 0.0% |
| Non-Muslim | 3 | 9.1% | 30 | 100.0% |
| Education | Below High School | 1 | 3.0% | 0 | 0.0% |
| High School | 8 | 24.2% | 5 | 16.7% |
| Diploma | 0 | 0.0% | 6 | 20.0% |
| Bachelor | 18 | 54.5% | 9 | 30.0% |
| Higher Education | 6 | 18.2% | 10 | 33.3% |
| Occupation | Student | 4 | 12.1% | 1 | 3.3% |
| Employed | 25 | 75.8% | 26 | 86.7% |
| Retired | 3 | 9.1% | 0 | 0.0% |
| Other | 1 | 3.0% | 3 | 10.0% |
| Organization | Public Sector (gov) | 10 | 30.3% | 2 | 6.7% |
| Private Sector | 20 | 60.6% | 17 | 56.7% |
| Other | 1 | 3.0% | 10 | 33.3% |
| Not Applicable | 2 | 6.1% | 1 | 3.3% |

**Reliability Statistics**

**Table 2: Groupwise Reliability of the constructs with overall reliability**

|  |  |  |
| --- | --- | --- |
| **Group** | **Constructs** | **Overall** |
| **IKEA** | **IG** | **LIKE** |
| **Cronbach's Alpha** | **N of PD’s** | **Cronbach's Alpha** | **N of PD’s** | **Cronbach's Alpha** | **N of PD’s** | **Cronbach's Alpha** | **N of PD’s** |
| KWT | 0.926 | 12 | 0.865 | 12 | 0.888 | 12 | 0.918 | 36 |
| UK | 0.807 | 12 | 0.761 | 12 | 0.818 | 12 | 0.81 | 36 |

**Table 3: Item-Total Statistics for IKEA Construct PD’s**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Group** | **Scale Mean if Item Deleted** | **Scale Variance if Item Deleted** | **Corrected Item-Total Correlation** | **Cronbach's Alpha if Item Deleted** |
| KWT | IKEA\_11\_1 | 33.09 | 93.210 | 0.447 | 0.929 |
| IKEA\_12\_4 | 33.33 | 88.792 | 0.678 | 0.920 |
| IKEA\_13\_7 | 33.61 | 86.996 | 0.759 | 0.916 |
| IKEA\_14\_10 | 33.42 | 87.502 | 0.785 | 0.916 |
| IKEA\_16\_13 | 34.58 | 90.002 | 0.556 | 0.925 |
| IKEA\_17\_16 | 34.39 | 90.809 | 0.555 | 0.925 |
| IKEA\_19\_19 | 32.58 | 94.002 | 0.523 | 0.925 |
| IKEA\_20\_22 | 33.82 | 85.091 | 0.803 | 0.914 |
| IKEA\_21\_25 | 33.88 | 85.735 | 0.782 | 0.915 |
| IKEA\_24\_28 | 33.03 | 88.155 | 0.800 | 0.915 |
| IKEA\_25\_31 | 33.03 | 88.093 | 0.712 | 0.918 |
| IKEA\_26\_34 | 33.58 | 85.002 | 0.850 | 0.912 |
| UK | IKEA\_11\_1 | 33.07 | 40.340 | 0.089 | 0.822 |
| IKEA\_12\_4 | 33.37 | 38.447 | 0.262 | 0.809 |
| IKEA\_13\_7 | 33.67 | 33.816 | 0.567 | 0.782 |
| IKEA\_14\_10 | 33.53 | 34.602 | 0.619 | 0.778 |
| IKEA\_16\_13 | 33.97 | 35.757 | 0.484 | 0.790 |
| IKEA\_17\_16 | 34.07 | 34.892 | 0.516 | 0.787 |
| IKEA\_19\_19 | 32.50 | 41.500 | 0.004 | 0.824 |
| IKEA\_20\_22 | 33.83 | 34.006 | 0.563 | 0.782 |
| IKEA\_21\_25 | 33.87 | 34.120 | 0.527 | 0.786 |
| IKEA\_24\_28 | 33.23 | 35.564 | 0.547 | 0.785 |
| IKEA\_25\_31 | 33.30 | 35.321 | 0.555 | 0.784 |
| IKEA\_26\_34 | 33.47 | 33.085 | 0.627 | 0.775 |

**Table 4: Item-Total Statistics for IG Construct PD’s**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Group** | **Scale Mean if Item Deleted** | **Scale Variance if Item Deleted** | **Corrected Item-Total Correlation** | **Cronbach's Alpha if Item Deleted** |
| KWT | IG\_11\_2 | 44.73 | 35.830 | 0.632 | 0.848 |
| IG\_12\_5 | 44.45 | 37.568 | 0.488 | 0.859 |
| IG\_13\_8 | 43.42 | 41.502 | 0.402 | 0.862 |
| IG\_14\_11 | 44.21 | 36.922 | 0.677 | 0.845 |
| IG\_16\_14 | 43.45 | 42.506 | 0.304 | 0.866 |
| IG\_17\_17 | 43.48 | 40.008 | 0.546 | 0.855 |
| IG\_19\_20 | 45.03 | 33.530 | 0.602 | 0.856 |
| IG\_20\_23 | 43.45 | 40.631 | 0.470 | 0.859 |
| IG\_21\_26 | 43.42 | 40.564 | 0.527 | 0.857 |
| IG\_24\_29 | 44.36 | 36.739 | 0.634 | 0.848 |
| IG\_25\_32 | 44.21 | 34.860 | 0.758 | 0.838 |
| IG\_26\_35 | 43.76 | 39.314 | 0.639 | 0.851 |
| UK | IG\_11\_2 | 40.00 | 19.517 | 0.428 | 0.741 |
| IG\_12\_5 | 39.60 | 19.972 | 0.268 | 0.761 |
| IG\_13\_8 | 38.67 | 21.747 | 0.121 | 0.769 |
| IG\_14\_11 | 39.17 | 19.661 | 0.426 | 0.741 |
| IG\_16\_14 | 39.03 | 17.137 | 0.607 | 0.714 |
| IG\_17\_17 | 38.87 | 19.775 | 0.376 | 0.746 |
| IG\_19\_20 | 40.23 | 19.013 | 0.415 | 0.742 |
| IG\_20\_23 | 38.90 | 19.610 | 0.465 | 0.738 |
| IG\_21\_26 | 39.07 | 18.547 | 0.610 | 0.721 |
| IG\_24\_29 | 39.70 | 19.872 | 0.327 | 0.752 |
| IG\_25\_32 | 39.50 | 19.224 | 0.413 | 0.742 |
| IG\_26\_35 | 38.80 | 20.924 | 0.289 | 0.755 |

**Table 5: Item-Total Statistics for LIKE construct**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Group** | **Scale Mean if Item Deleted** | **Scale Variance if Item Deleted** | **Corrected Item-Total Correlation** | **Cronbach's Alpha if Item Deleted** |
| KWT | LIKE\_11\_3 | 45.48 | 46.383 | 0.472 | 0.885 |
| LIKE\_12\_6 | 45.48 | 44.633 | 0.420 | 0.889 |
| LIKE\_13\_9 | 44.97 | 43.280 | 0.666 | 0.875 |
| LIKE\_14\_12 | 45.39 | 45.309 | 0.535 | 0.882 |
| LIKE\_16\_15 | 45.27 | 47.080 | 0.328 | 0.891 |
| LIKE\_17\_18 | 45.18 | 40.278 | 0.778 | 0.867 |
| LIKE\_19\_21 | 45.82 | 43.841 | 0.441 | 0.888 |
| LIKE\_20\_24 | 45.12 | 40.922 | 0.738 | 0.870 |
| LIKE\_21\_27 | 45.12 | 40.422 | 0.784 | 0.867 |
| LIKE\_24\_30 | 45.45 | 44.068 | 0.527 | 0.882 |
| LIKE\_25\_33 | 45.55 | 38.506 | 0.818 | 0.864 |
| LIKE\_26\_36 | 45.15 | 43.570 | 0.589 | 0.879 |
| UK | LIKE\_11\_3 | 41.40 | 30.938 | 0.602 | 0.793 |
| LIKE\_12\_6 | 41.23 | 31.702 | 0.586 | 0.795 |
| LIKE\_13\_9 | 40.70 | 34.010 | 0.453 | 0.807 |
| LIKE\_14\_12 | 41.03 | 33.068 | 0.471 | 0.805 |
| LIKE\_16\_15 | 40.97 | 32.723 | 0.499 | 0.802 |
| LIKE\_17\_18 | 40.93 | 32.616 | 0.492 | 0.803 |
| LIKE\_19\_21 | 41.33 | 32.851 | 0.383 | 0.813 |
| LIKE\_20\_24 | 41.17 | 30.420 | 0.582 | 0.794 |
| LIKE\_21\_27 | 41.40 | 29.903 | 0.576 | 0.795 |
| LIKE\_24\_30 | 41.37 | 33.206 | 0.370 | 0.814 |
| LIKE\_25\_33 | 41.03 | 33.551 | 0.342 | 0.816 |
| LIKE\_26\_36 | 40.60 | 35.283 | 0.289 | 0.817 |

**Comparison between Kuwait and United Kingdom**

**Table 6: Independent Samples t-Test (*IKEA,*** KWT **vs UK)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variables** | **Mean Difference** | **Std. Error Difference** | **t** | **df** | ***p*** | **Confidence Interval** **Lower Upper** |
| IKEA\_11\_1 | 0.018 | 0.262 | 0.069 | 61 | 0.945 | -0.505 | 0.542 |
| IKEA\_12\_4 | 0.076 | 0.259 | 0.293 | 61 | 0.771 | -0.442 | 0.593 |
| IKEA\_13\_7 | 0.103 | 0.282 | 0.365 | 61 | 0.716 | -0.436 | 0.587 |
| IKEA\_14\_10 | 0.152 | 0.255 | 0.595 | 61 | 0.554 | -0.460 | 0.666 |
| IKEA\_16\_13 | -0.567 | 0.280 | -2.021 | 61 | 0.048 | -0.358 | 0.661 |
| IKEA\_17\_16 | -0.285 | 0.279 | -1.023 | 61 | 0.311 | -1.127 | -0.006 |
| IKEA\_19\_19 | -0.033 | 0.217 | -0.154 | 61 | 0.878 | -0.842 | 0.272 |
| IKEA\_20\_22 | 0.058 | 0.290 | 0.199 | 61 | 0.843 | -0.466 | 0.400 |
| IKEA\_21\_25 | 0.030 | 0.292 | 0.104 | 61 | 0.918 | -0.521 | 0.637 |
| IKEA\_24\_28 | 0.245 | 0.243 | 1.011 | 61 | 0.316 | -0.553 | 0.614 |
| IKEA\_25\_31 | 0.312 | 0.261 | 1.194 | 61 | 0.237 | -0.240 | 0.731 |
| IKEA\_26\_34 | -0.067 | 0.285 | -0.234 | 61 | 0.816 | -0.211 | 0.835 |

**Note: Student’s t-Test**

**a**Levene's test is significant (p < .05), suggesting a violation of the equal variance assumption

**Figure 1:** Mean difference of the IKEA construct PD’s between KWT and UK groups

**Table 7: Group Descriptive (IKEA, KWT vs UK)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variables** | **Group** | **N** | **Mean** | **SD** | **SE** |
| IKEA\_11\_1 | KWT | 33 | 3.48 | 1.176 | 0.205 |
| UK | 30 | 3.47 | 0.860 | 0.157 |
| IKEA\_12\_4 | KWT | 33 | 3.24 | 1.146 | 0.200 |
| UK | 30 | 3.17 | 0.874 | 0.160 |
| IKEA\_13\_7 | KWT | 33 | 2.97 | 1.159 | 0.202 |
| UK | 30 | 2.87 | 1.074 | 0.196 |
| IKEA\_14\_10 | KWT | 33 | 3.15 | 1.093 | 0.190 |
| UK | 30 | 3.00 | 0.910 | 0.166 |
| IKEA\_16\_13 | KWT | 33 | 2.00 | 1.250 | 0.218 |
| UK | 30 | 2.57 | 0.935 | 0.171 |
| IKEA\_17\_16 | KWT | 33 | 2.18 | 1.185 | 0.206 |
| UK | 30 | 2.47 | 1.008 | 0.184 |
| IKEA\_19\_19 | KWT | 33 | 4.00 | 0.968 | 0.169 |
| UK | 30 | 4.03 | 0.718 | 0.131 |
| IKEA\_20\_22 | KWT | 33 | 2.76 | 1.226 | 0.213 |
| UK | 30 | 2.70 | 1.055 | 0.193 |
| IKEA\_21\_25 | KWT | 33 | 2.70 | 1.212 | 0.211 |
| UK | 30 | 2.67 | 1.093 | 0.200 |
| IKEA\_24\_28 | KWT | 33 | 3.55 | 1.034 | 0.180 |
| UK | 30 | 3.30 | 0.877 | 0.160 |
| IKEA\_25\_31 | KWT | 33 | 3.55 | 1.148 | 0.200 |
| UK | 30 | 3.23 | 0.898 | 0.164 |
| IKEA\_26\_34 | KWT | 33 | 3.00 | 1.173 | 0.204 |
| UK | 30 | 3.07 | 1.081 | 0.197 |

**Table 8: Independent Sample t-Test (IG KWT VS UK)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variables** | **Mean Difference** | **Std. Error Difference** | **T** | **df** | **p** | **Confidence Interval** **Lower Upper** |
| IG\_11\_2 | 0.406 | 0.233 | 1.743 | 61 | 0.086 | -0.060 | 0.872 |
| IG\_12\_5 | 0.279 | 0.246 | 1.133 | 61 | 0.262 | -0.213 | 0.771 |
| IG\_13\_8 | 0.376 | 0.154 | 2.433 | 61 | 0.018 | 0.067 | 0.685 |
| IG\_14\_11 | 0.088 | 0.204 | 0.431 | 61 | 0.668 | -0.320 | 0.495 |
| IG\_16\_14 | 0.712 | 0.195 | 3.657 | 61 | 0.001**a** | 0.323 | 1.102 |
| IG\_17\_17 | 0.515 | 0.178 | 2.900 | 61 | 0.005 | 0.160 | 0.870 |
| IG\_19\_20 | 0.336 | 0.292 | 1.150 | 61 | 0.254 | -0.248 | 0.921 |
| IG\_20\_23 | 0.579 | 0.168 | 3.439 | 61 | 0.001 | 0.242 | 0.915 |
| IG\_21\_26 | 0.776 | 0.167 | 4.634 | 61 | 0.000 | 0.441 | 1.110 |
| IG\_24\_29 | 0.470 | 0.223 | 2.103 | 61 | 0.040 | 0.023 | 0.916 |
| IG\_25\_32 | 0.421 | 0.234 | 1.800 | 61 | 0.077 | -0.047 | 0.889 |
| IG\_26\_35 | 0.176 | 0.158 | 1.112 | 61 | 0.270 | -0.140 | 0.492 |

**Note: Student’s t-Test**

**a**Levene's test is significant (p < .05), suggesting a violation of the equal variance assumption

**Figure 3:** Mean difference of the IG construct PD’s between KWT and UK groups

**Table 9: Group Descriptive (IG KWT VS UK)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variables** | **Group** | **N** | **Mean** | **SD** | **SE** |
| IG\_11\_2 | KWT | 33 | 3.27 | 1.069 | 0.186 |
| UK | 30 | 2.87 | 0.730 | 0.133 |
| IG\_12\_5 | KWT | 33 | 3.55 | 1.063 | 0.185 |
| UK | 30 | 3.27 | 0.868 | 0.159 |
| IG\_13\_8 | KWT | 33 | 4.58 | 0.614 | 0.107 |
| UK | 30 | 4.20 | 0.610 | 0.111 |
| IG\_14\_11 | KWT | 33 | 3.79 | 0.893 | 0.155 |
| UK | 30 | 3.70 | 0.702 | 0.128 |
| IG\_16\_14 | KWT | 33 | 4.55 | 0.564 | 0.098 |
| UK | 30 | 3.83 | 0.950 | 0.173 |
| IG\_17\_17 | KWT | 33 | 4.52 | 0.667 | 0.116 |
| UK | 30 | 4.00 | 0.743 | 0.136 |
| IG\_19\_20 | KWT | 33 | 2.97 | 1.380 | 0.240 |
| UK | 30 | 2.63 | 0.850 | 0.155 |
| IG\_20\_23 | KWT | 33 | 4.55 | 0.666 | 0.116 |
| UK | 30 | 3.97 | 0.669 | 0.122 |
| IG\_21\_26 | KWT | 33 | 4.58 | 0.614 | 0.107 |
| UK | 30 | 3.80 | 0.714 | 0.130 |
| IG\_24\_29 | KWT | 33 | 3.64 | 0.962 | 0.168 |
| UK | 30 | 3.17 | 0.791 | 0.145 |
| IG\_25\_32 | KWT | 33 | 3.79 | 1.023 | 0.178 |
| UK | 30 | 3.37 | 0.809 | 0.148 |
| IG\_26\_35 | KWT | 33 | 4.24 | 0.663 | 0.115 |
| UK | 30 | 4.07 | 0.583 | 0.106 |
|  |  |  |  |  |  |

**Figure 4:** Mean of all the PD’s for IG construct for KWT and UK groups

**Table 10: Independent Samples Test (LIKE KWT VS UK)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variables** | **Mean Difference** | **Std. Error Difference** | **t** | **df** | ***p*** | **Confidence Interval** **Lower Upper** |
| LIKE\_11\_3 | 0.536 | 0.200 | 2.682 | 61 | 0.009**a** | 0.136 | 0.936 |
| LIKE\_12\_6 | 0.370 | 0.229 | 1.616 | 61 | 0.111 | -0.088 | 0.827 |
| LIKE\_13\_9 | 0.352 | 0.188 | 1.874 | 61 | 0.066 | -0.023 | 0.726 |
| LIKE\_14\_12 | 0.261 | 0.190 | 1.370 | 61 | 0.176 | -0.120 | 0.641 |
| LIKE\_16\_15 | 0.315 | 0.195 | 1.618 | 61 | 0.111 | -0.074 | 0.705 |
| LIKE\_17\_18 | 0.373 | 0.231 | 1.612 | 61 | 0.112 | -0.090 | 0.835 |
| LIKE\_19\_21 | 0.136 | 0.253 | 0.540 | 61 | 0.591 | -0.369 | 0.641 |
| LIKE\_20\_24 | 0.667 | 0.250 | 2.665 | 61 | 0.010 | 0.166 | 1.167 |
| LIKE\_21\_27 | 0.900 | 0.260 | 3.464 | 61 | 0.001 | 0.380 | 1.420 |
| LIKE\_24\_30 | 0.533 | 0.227 | 2.348 | 61 | 0.022 | 0.079 | 0.988 |
| LIKE\_25\_33 | 0.109 | 0.257 | 0.424 | 61 | 0.673 | -0.406 | 0.624 |
| LIKE\_26\_36 | 0.070 | 0.195 | 0.358 | 61 | 0.722 | -0.320 | 0.459 |

**Note: Student’s t-Test**

**a**Levene's test is significant (p < .05), suggesting a violation of the equal variance assumption

**Figure 5:** Mean difference of the likability to IKEA-IG PD’s between KWT and UK groups

**Table 11: Group Statistics (LIKE KWT VS UK)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variables** | **Group** | **N** | **Mean** | **SD** | **SE** |
| LIKE\_11\_3 | KWT | 33 | 3.97 | 0.637 | 0.111 |
| UK | 30 | 3.43 | 0.935 | 0.171 |
| LIKE\_12\_6 | KWT | 33 | 3.97 | 0.951 | 0.166 |
| UK | 30 | 3.60 | 0.855 | 0.156 |
| LIKE\_13\_9 | KWT | 33 | 4.48 | 0.795 | 0.138 |
| UK | 30 | 4.13 | 0.681 | 0.124 |
| LIKE\_14\_12 | KWT | 33 | 4.06 | 0.704 | 0.123 |
| UK | 30 | 3.80 | 0.805 | 0.147 |
| LIKE\_16\_15 | KWT | 33 | 4.18 | 0.727 | 0.127 |
| UK | 30 | 3.87 | 0.819 | 0.150 |
| LIKE\_17\_18 | KWT | 33 | 4.27 | 0.977 | 0.170 |
| UK | 30 | 3.90 | 0.845 | 0.154 |
| LIKE\_19\_21 | KWT | 33 | 3.64 | 1.025 | 0.178 |
| UK | 30 | 3.50 | 0.974 | 0.178 |
| LIKE\_20\_24 | KWT | 33 | 4.33 | 0.957 | 0.167 |
| UK | 30 | 3.67 | 1.028 | 0.188 |
| LIKE\_21\_27 | KWT | 33 | 4.33 | 0.957 | 0.167 |
| UK | 30 | 3.43 | 1.104 | 0.202 |
| LIKE\_24\_30 | KWT | 33 | 4.00 | 0.866 | 0.151 |
| UK | 30 | 3.47 | 0.937 | 0.171 |
| LIKE\_25\_33 | KWT | 33 | 3.91 | 1.100 | 0.192 |
| UK | 30 | 3.80 | 0.925 | 0.169 |
| LIKE\_26\_36 | KWT | 33 | 4.30 | 0.847 | 0.147 |
| UK | 30 | 4.23 | 0.679 | 0.124 |

**Figure 6:** Mean of likability to IKEA and IG PD’s for KWT and UK groups

**Comparison between Kuwait and United Kingdom for II\_PD and ALL\_PD**

**Table 12: Independent Sample t-Test (II\_PD, KWT VS UK)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variables** | **Mean Difference** | **Std. Error Difference** | **T** | **Df** | ***p*** | **Confidence Interval** **Lower Upper** |
| II\_PD11 | 0.21212 | 0.17146 | 1.237 | 61 | 0.221 | -0.131 | 0.555 |
| II\_PD12 | 0.17727 | 0.17756 | 0.998 | 61 | 0.322 | -0.178 | 0.532 |
| II\_PD13 | 0.23939 | 0.15991 | 1.497 | 61 | 0.140 | -0.080 | 0.559 |
| II\_PD14 | 0.11970 | 0.17556 | 0.682 | 61 | 0.498 | -0.231 | 0.471 |
| II\_PD16 | 0.07273 | 0.17044 | 0.427 | 61 | 0.671 | -0.268 | 0.414 |
| II\_PD17 | 0.11515 | 0.15358 | 0.750 | 61 | 0.456 | -0.192 | 0.422 |
| II\_PD19 | 0.15152 | 0.16598 | 0.913 | 61 | 0.365 | -0.180 | 0.483 |
| II\_PD20 | 0.31818 | 0.15957 | 1.994 | 61 | 0.051 | -0.001 | 0.637 |
| II\_PD21 | 0.40303 | 0.17244 | 2.337 | 61 | 0.023 | 0.058 | 0.748 |
| II\_PD24 | 0.35758 | 0.15522 | 2.304 | 61 | 0.025 | 0.047 | 0.668 |
| II\_PD25 | 0.36667 | 0.16824 | 2.179 | 61 | 0.033**a** | 0.030 | 0.703 |
| II\_PD26 | 0.05455 | 0.15450 | 0.353 | 61 | 0.725 | -0.254 | 0.363 |

**Note: Student’s t-Test**

**a**Levene's test is significant (p < .05), suggesting a violation of the equal variance assumption

**Figure 7:** Mean difference of KWT and UK groups by considering the combination of the IKEA and IG PD’s (II\_PD)

**Table 13: Group Statistics (II\_PD, KWT vs UK)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variables** | **Group** | **N** | **Mean** | **SD** | **SE** |
| II\_PD11 | KWT | 33 | 3.3788 | 0.80069 | 0.13938 |
| UK | 30 | 3.1667 | 0.51417 | 0.09387 |
| II\_PD12 | KWT | 33 | 3.3939 | 0.88174 | 0.15349 |
| UK | 30 | 3.2167 | 0.42918 | 0.07836 |
| II\_PD13 | KWT | 33 | 3.7727 | 0.68569 | 0.11936 |
| UK | 30 | 3.5333 | 0.57135 | 0.10431 |
| II\_PD14 | KWT | 33 | 3.4697 | 0.75972 | 0.13225 |
| UK | 30 | 3.3500 | 0.61798 | 0.11283 |
| II\_PD16 | KWT | 33 | 3.2727 | 0.68569 | 0.11936 |
| UK | 30 | 3.2000 | 0.66436 | 0.12130 |
| II\_PD17 | KWT | 33 | 3.3485 | 0.59273 | 0.10318 |
| UK | 30 | 3.2333 | 0.62606 | 0.11430 |
| II\_PD19 | KWT | 33 | 3.4848 | 0.75503 | 0.13143 |
| UK | 30 | 3.3333 | 0.53067 | 0.09689 |
| II\_PD20 | KWT | 33 | 3.6515 | 0.67875 | 0.11816 |
| UK | 30 | 3.3333 | 0.57735 | 0.10541 |
| II\_PD21 | KWT | 33 | 3.6364 | 0.67630 | 0.11773 |
| UK | 30 | 3.2333 | 0.69149 | 0.12625 |
| II\_PD24 | KWT | 33 | 3.5909 | 0.65496 | 0.11401 |
| UK | 30 | 3.2333 | 0.56832 | 0.10376 |
| II\_PD25 | KWT | 33 | 3.6667 | 0.75691 | 0.13176 |
| UK | 30 | 3.3000 | 0.55086 | 0.10057 |
| II\_PD26 | KWT | 33 | 3.6212 | 0.63775 | 0.11102 |
| UK | 30 | 3.5667 | 0.58329 | 0.10649 |

**Figure 8:** Mean of IKEA and IG constructs PD’s (II\_PD) for KWT and UK groups

**Table 14: Independent Sample t-Test (**ALL\_PD**, KWT VS UK)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variables** | **Mean Difference** | **Std. Error Difference** | **T** | **Df** | ***P*** | **Confidence Interval** **Lower Upper** |
| ALL\_PD11 | 0.47121 | 0.15520 | 3.036 | 61 | 0.004 | 0.161 | 0.782 |
| ALL\_PD12 | 0.32424 | 0.20663 | 1.569 | 61 | 0.122 | -0.089 | 0.737 |
| ALL\_PD13 | 0.36364 | 0.13755 | 2.644 | 61 | 0.010 | 0.089 | 0.639 |
| ALL\_PD14 | 0.17424 | 0.16918 | 1.030 | 61 | 0.307 | -0.164 | 0.513 |
| ALL\_PD16 | 0.51364 | 0.16693 | 3.077 | 61 | 0.003 | 0.180 | 0.847 |
| ALL\_PD17 | 0.44394 | 0.18286 | 2.428 | 61 | 0.018 | 0.078 | 0.810 |
| ALL\_PD19 | 0.23636 | 0.22339 | 1.058 | 61 | 0.294 | -0.210 | 0.683 |
| ALL\_PD20 | 0.62273 | 0.18867 | 3.301 | 61 | 0.002 | 0.245 | 1.000 |
| ALL\_PD21 | 0.83788 | 0.17990 | 4.657 | 61 | 0.000 | 0.478 | 1.198 |
| ALL\_PD24 | 0.50152 | 0.18314 | 2.738 | 61 | 0.008 | 0.135 | 0.868 |
| ALL\_PD25 | 0.26515 | 0.20627 | 1.285 | 61 | 0.203 | -0.147 | 0.678 |
| ALL\_PD26 | 0.12273 | 0.14844 | 0.827 | 61 | 0.412 | -0.174 | 0.420 |

**Note: Student’s t-Test**

**a**Levene's test is significant (p < .05), suggesting a violation of the equal variance assumption

**Figure 9:** Mean difference of PD’s in ALL\_PD constructs between KWT and UK groups

**Table 15: Group Statistics (**ALL\_PD**, KWT vs UK)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variables** | **Group** | **N** | **Mean** | **SD** | **SE** |
| ALL\_PD11 | KWT | 33 | 3.6212 | 0.61276 | 0.10667 |
| UK | 30 | 3.1500 | 0.61798 | 0.11283 |
| ALL\_PD12 | KWT | 33 | 3.7576 | 0.92805 | 0.16155 |
| UK | 30 | 3.4333 | 0.67891 | 0.12395 |
| ALL\_PD13 | KWT | 33 | 4.5303 | 0.59869 | 0.10422 |
| UK | 30 | 4.1667 | 0.47946 | 0.08754 |
| ALL\_PD14 | KWT | 33 | 3.9242 | 0.69733 | 0.12139 |
| UK | 30 | 3.7500 | 0.63991 | 0.11683 |
| ALL\_PD16 | KWT | 33 | 4.3636 | 0.56282 | 0.09797 |
| UK | 30 | 3.8500 | 0.75601 | 0.13803 |
| ALL\_PD17 | KWT | 33 | 4.3939 | 0.75785 | 0.13192 |
| UK | 30 | 3.9500 | 0.68670 | 0.12537 |
| ALL\_PD19 | KWT | 33 | 3.3030 | 1.03787 | 0.18067 |
| UK | 30 | 3.0667 | 0.67891 | 0.12395 |
| ALL\_PD20 | KWT | 33 | 4.4394 | 0.74747 | 0.13012 |
| UK | 30 | 3.8167 | 0.74837 | 0.13663 |
| ALL\_PD21 | KWT | 33 | 4.4545 | 0.67735 | 0.11791 |
| UK | 30 | 3.6167 | 0.75067 | 0.13705 |
| ALL\_PD24 | KWT | 33 | 3.8182 | 0.79861 | 0.13902 |
| UK | 30 | 3.3167 | 0.63631 | 0.11617 |
| ALL\_PD25 | KWT | 33 | 3.8485 | 0.92267 | 0.16062 |
| UK | 30 | 3.5833 | 0.68334 | 0.12476 |
| ALL\_PD26 | KWT | 33 | 4.2727 | 0.68569 | 0.11936 |
| UK | 30 | 4.1500 | 0.45769 | 0.08356 |

**Figure 10:** Mean of ALL\_PD constructs PD’s for KWT and UK groups

**Table 16: Independent Sample t-Test (ALL\_PD, KWT VS UK)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variables** | **Mean Difference** | **Std. Error Difference** | **T** | **df** | ***P*** | ***CI******Lower Upper*** |
| Like\_IKEA\_Furniture\_79 | -0.097 | 0.165 | -0.587 | 61 | 0.559 | -0.427 | 0.233 |
| See\_more\_IKEA\_IG\_80 | 1.012 | 0.193 | 5.248 | 61 | 0.000 | 0.627 | 1.398 |
| I\_prefer\_no\_additional\_design | -1.679 | 0.299 | -5.616 | 61 | 0.000a | -2.277 | -1.081 |

**Note: Student’s t-Test**

**a**Levene's test is significant (p < .05), suggesting a violation of the equal variance assumption

**Figure 11:** Mean difference of the studied variable for KWT and UK groups

**Table 17: Group Statistics (Attributes, KWT vs UK)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variables** | **Group** | **N** | **Mean** | **SD** | **SE** |
| Like\_IKEA\_Furniture\_79 | KWT | 33 | 4.30 | 0.585 | 0.102 |
| UK | 30 | 4.40 | 0.724 | 0.132 |
| See\_more\_IKEA\_IG\_80 | KWT | 33 | 4.55 | 0.617 | 0.107 |
| UK | 30 | 3.53 | 0.900 | 0.164 |
| I\_prefer\_no\_additional\_design | KWT | 33 | 2.45 | 1.481 | 0.258 |
| UK | 30 | 4.13 | 0.730 | 0.133 |

**Figure 12:** Mean of the studied variable for KWT and UK groups

**Regression Analysis**

**Table 18: Multivariate ANOVA**

|  |
| --- |
|  |
| **Source** | **Type III Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
| Corrected Model | Like\_IKEA\_Furniture\_79 | 5.539a | 9 | 0.615 | 1.570 | 0.149 |
| See\_more\_IKEA\_IG\_80 | 21.196b | 9 | 2.355 | 4.086 | 0.001 |
| I\_prefer\_no\_additional\_design | 63.034c | 9 | 7.004 | 5.548 | 0.000 |
| Intercept | Like\_IKEA\_Furniture\_79 | 10.647 | 1 | 10.647 | 27.157 | 0.000 |
| See\_more\_IKEA\_IG\_80 | 19.671 | 1 | 19.671 | 34.125 | 0.000 |
| I\_prefer\_no\_additional\_design | 8.447 | 1 | 8.447 | 6.692 | 0.012 |
| Gender | Like\_IKEA\_Furniture\_79 | 1.779 | 1 | 1.779 | 4.537 | 0.038 |
| See\_more\_IKEA\_IG\_80 | 0.016 | 1 | 0.016 | 0.027 | 0.869 |
| I\_prefer\_no\_additional\_design | 4.365 | 1 | 4.365 | 3.458 | 0.069 |
| Age | Like\_IKEA\_Furniture\_79 | 1.572 | 1 | 1.572 | 4.009 | 0.050 |
| See\_more\_IKEA\_IG\_80 | 0.744 | 1 | 0.744 | 1.290 | 0.261 |
| I\_prefer\_no\_additional\_design | 0.206 | 1 | 0.206 | 0.163 | 0.688 |
| Province | Like\_IKEA\_Furniture\_79 | 0.013 | 1 | 0.013 | 0.033 | 0.857 |
| See\_more\_IKEA\_IG\_80 | 1.079 | 1 | 1.079 | 1.872 | 0.177 |
| I\_prefer\_no\_additional\_design | 0.082 | 1 | 0.082 | 0.065 | 0.800 |
| Ethnicity | Like\_IKEA\_Furniture\_79 | 0.450 | 1 | 0.450 | 1.148 | 0.289 |
| See\_more\_IKEA\_IG\_80 | 0.110 | 1 | 0.110 | 0.190 | 0.665 |
| I\_prefer\_no\_additional\_design | 3.080 | 1 | 3.080 | 2.440 | 0.124 |
| Religion | Like\_IKEA\_Furniture\_79 | 0.101 | 1 | 0.101 | 0.259 | 0.613 |
| See\_more\_IKEA\_IG\_80 | 2.578 | 1 | 2.578 | 4.472 | 0.039 |
| I\_prefer\_no\_additional\_design | 0.246 | 1 | 0.246 | 0.195 | 0.660 |
| Education | Like\_IKEA\_Furniture\_79 | 0.034 | 1 | 0.034 | 0.086 | 0.770 |
| See\_more\_IKEA\_IG\_80 | 0.324 | 1 | 0.324 | 0.562 | 0.457 |
| I\_prefer\_no\_additional\_design | 0.420 | 1 | 0.420 | 0.332 | 0.567 |
| Occupation | Like\_IKEA\_Furniture\_79 | 0.439 | 1 | 0.439 | 1.121 | 0.295 |
| See\_more\_IKEA\_IG\_80 | 0.301 | 1 | 0.301 | 0.521 | 0.473 |
| I\_prefer\_no\_additional\_design | 3.696 | 1 | 3.696 | 2.928 | 0.093 |
| Organization | Like\_IKEA\_Furniture\_79 | 0.384 | 1 | 0.384 | 0.978 | 0.327 |
| See\_more\_IKEA\_IG\_80 | 0.307 | 1 | 0.307 | 0.533 | 0.468 |
| I\_prefer\_no\_additional\_design | 1.266 | 1 | 1.266 | 1.003 | 0.321 |
| Group | Like\_IKEA\_Furniture\_79 | 0.057 | 1 | 0.057 | 0.146 | 0.704 |
| See\_more\_IKEA\_IG\_80 | 0.003 | 1 | 0.003 | 0.005 | 0.945 |
| I\_prefer\_no\_additional\_design | 5.631 | 1 | 5.631 | 4.461 | 0.039 |
| Error | Like\_IKEA\_Furniture\_79 | 20.779 | 53 | 0.392 |   |   |
| See\_more\_IKEA\_IG\_80 | 30.551 | 53 | 0.576 |   |   |
| I\_prefer\_no\_additional\_design | 66.903 | 53 | 1.262 |   |   |
| Total | Like\_IKEA\_Furniture\_79 | 1218.000 | 63 |   |   |   |
| See\_more\_IKEA\_IG\_80 | 1092.000 | 63 |   |   |   |
| I\_prefer\_no\_additional\_design | 797.000 | 63 |   |   |   |
| Corrected Total | Like\_IKEA\_Furniture\_79 | 26.317 | 62 |   |   |   |
| See\_more\_IKEA\_IG\_80 | 51.746 | 62 |   |   |   |
| I\_prefer\_no\_additional\_design | 129.937 | 62 |   |   |   |
| a. R Squared = .210 (Adjusted R Squared = .076) |
| b. R Squared = .410 (Adjusted R Squared = .309) |
| c. R Squared = .485 (Adjusted R Squared = .398) |

**Table 19: Regression Equation Parameter Estimates**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Dependent Variable | B | Std. Error | t | Sig. | 95% Confidence Interval |
| Lower Bound | Upper Bound |
| Like\_IKEA\_Furniture\_79 | Intercept | 3.838 | 0.897 | 4.280 | 0.000 | 2.039 | 5.636 |
| Gender | 0.383 | 0.180 | 2.130 | 0.038 | 0.022 | 0.743 |
| Age | -0.278 | 0.139 | -2.002 | 0.050 | -0.556 | 0.000 |
| Province | -0.013 | 0.073 | -0.181 | 0.857 | -0.159 | 0.133 |
| Ethnicity | -0.300 | 0.280 | -1.071 | 0.289 | -0.863 | 0.262 |
| Religion | 0.221 | 0.435 | 0.509 | 0.613 | -0.651 | 1.093 |
| Education | -0.023 | 0.079 | -0.293 | 0.770 | -0.181 | 0.135 |
| Occupation | 0.161 | 0.152 | 1.059 | 0.295 | -0.144 | 0.467 |
| Organization | 0.114 | 0.116 | 0.989 | 0.327 | -0.117 | 0.346 |
| [Group=1.00] | 0.156 | 0.407 | 0.382 | 0.704 | -0.660 | 0.972 |
| [Group=2.00] | 0a |   |   |   |   |   |
| See\_more\_IKEA\_IG\_80 | Intercept | 5.305 | 1.087 | 4.880 | 0.000 | 3.124 | 7.485 |
| Gender | -0.036 | 0.218 | -0.165 | 0.869 | -0.473 | 0.401 |
| Age | 0.191 | 0.168 | 1.136 | 0.261 | -0.146 | 0.528 |
| Province | 0.121 | 0.088 | 1.368 | 0.177 | -0.056 | 0.297 |
| Ethnicity | 0.148 | 0.340 | 0.436 | 0.665 | -0.534 | 0.830 |
| Religion | -1.115 | 0.527 | -2.115 | 0.039 | -2.173 | -0.057 |
| Education | -0.072 | 0.096 | -0.750 | 0.457 | -0.263 | 0.120 |
| Occupation | -0.134 | 0.185 | -0.722 | 0.473 | -0.504 | 0.237 |
| Organization | 0.102 | 0.140 | 0.730 | 0.468 | -0.179 | 0.383 |
| [Group=1.00] | 0.034 | 0.493 | 0.070 | 0.945 | -0.955 | 1.024 |
| [Group=2.00] | 0a |   |   |   |   |   |
| I\_prefer\_no\_additional\_design | Intercept | 4.258 | 1.609 | 2.647 | 0.011 | 1.032 | 7.485 |
| Gender | -0.599 | 0.322 | -1.860 | 0.069 | -1.246 | 0.047 |
| Age | -0.100 | 0.249 | -0.403 | 0.688 | -0.599 | 0.399 |
| Province | 0.033 | 0.130 | 0.255 | 0.800 | -0.228 | 0.295 |
| Ethnicity | 0.786 | 0.503 | 1.562 | 0.124 | -0.223 | 1.795 |
| Religion | -0.345 | 0.780 | -0.442 | 0.660 | -1.910 | 1.220 |
| Education | -0.082 | 0.141 | -0.577 | 0.567 | -0.365 | 0.202 |
| Occupation | 0.468 | 0.274 | 1.711 | 0.093 | -0.081 | 1.017 |
| Organization | -0.208 | 0.207 | -1.002 | 0.321 | -0.624 | 0.208 |
| [Group=1.00] | -1.542 | 0.730 | -2.112 | 0.039 | -3.006 | -0.078 |
| [Group=2.00] | 0a |   |   |   |   |   |
| a. This parameter is set to zero because it is redundant. |

**Table 20: Estimated Marginal Means**

|  |  |  |  |
| --- | --- | --- | --- |
| **Dependent Variable** | **Mean** | **Std. Error** | **95% Confidence Interval** |
| **Lower Bound** | **Upper Bound** |
| Like\_IKEA\_Furniture\_79 | 4.346a | 0.079 | 4.186 | 4.505 |
| See\_more\_IKEA\_IG\_80 | 4.063a | 0.096 | 3.869 | 4.256 |
| I\_prefer\_no\_additional\_design | 3.291a | 0.143 | 3.005 | 3.577 |
| a. Covariates appearing in the model are evaluated at the following values: Gender = 1.57, Age = 1.92, Province = 2.03, Ethnicity = 1.46, Religion = 1.52, Education = 3.70, Occupation = 2.10, Organization = 2.08. |

**Table 21: Group Estimates**

|  |  |  |  |
| --- | --- | --- | --- |
| Dependent Variable | Mean | Std. Error | 95% Interval |
| Lower Bound | Upper Bound |
| Like\_IKEA\_Furniture\_79 | KWT | 4.423a | 0.209 | 4.004 | 4.843 |
| UK | 4.268a | 0.227 | 3.812 | 4.723 |
| See\_more\_IKEA\_IG\_80 | KWT | 4.080a | 0.254 | 3.571 | 4.589 |
| UK | 4.045a | 0.276 | 3.493 | 4.598 |
| I\_prefer\_no\_additional\_design | KWT | 2.520a | 0.375 | 1.767 | 3.273 |
| UK | 4.062a | 0.408 | 3.244 | 4.880 |
| a. Covariates appearing in the model are evaluated at the following values: Gender = 1.57, Age = 1.92, Province = 2.03, Ethnicity = 1.46, Religion = 1.52, Education = 3.70, Occupation = 2.10, Organization = 2.08. |

**Table 22: Post-hoc analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Dependent Variable | Mean Difference (I-J) | Std. Error | Sig.b | 95% Confidence Interval for Differenceb |
| Lower Bound | Upper Bound |
| Like\_IKEA\_Furniture\_79 | KWT | UK | 0.156 | 0.407 | 0.704 | -0.660 | 0.972 |
| UK | KWT | -0.156 | 0.407 | 0.704 | -0.972 | 0.660 |
| See\_more\_IKEA\_IG\_80 | KWT | UK | 0.034 | 0.493 | 0.945 | -0.955 | 1.024 |
| UK | KWT | -0.034 | 0.493 | 0.945 | -1.024 | 0.955 |
| I\_prefer\_no\_additional\_design | KWT | UK | -1.542\* | 0.730 | 0.039 | -3.006 | -0.078 |
| UK | KWT | 1.542\* | 0.730 | 0.039 | 0.078 | 3.006 |
| Based on estimated marginal means |
| \*. The mean difference is significant at the |
| b. Adjustment for multiple comparisons: Bonferroni. |



**Figure 13:** Estimated marginal means of Like-IKEA\_Furniture\_79



**Figure 14:** Estimated marginal means of See\_more\_IKEA\_IG\_80



**Figure 15:** Estimated marginal means of I\_prefer\_no\_additional\_design

**Table 23: Mean and Standard deviation for IKEA, IG, LIKE and ALL\_PD constructs PD’s for Kuwait Sample (*n* = 33)**

|  |  |  |  |
| --- | --- | --- | --- |
| **IKEA** | **IG** | **LIKE** | **ALL\_PD** |
| **PD’s** | **Mean** | **SD** | **PD’s** | **Mean** | **SD** | **PD’s** | **Mean** | **SD** | **PD’s** | **Mean** | **SD** |
| IKEA\_19\_19 | 4.00 | 0.97 | IG\_21\_26 | 4.58 | 0.61 | LIKE\_13\_9 | 4.48 | 0.80 | ALL\_PD13 | 4.53 | 0.60 |
| IKEA\_25\_31 | 3.55 | 1.15 | IG\_13\_8 | 4.58 | 0.61 | LIKE\_20\_24 | 4.33 | 0.96 | ALL\_PD21 | 4.45 | 0.68 |
| IKEA\_24\_28 | 3.55 | 1.03 | IG\_20\_23 | 4.55 | 0.67 | LIKE\_21\_27 | 4.33 | 0.96 | ALL\_PD20 | 4.44 | 0.75 |
| IKEA\_11\_1 | 3.48 | 1.18 | IG\_16\_14 | 4.55 | 0.56 | LIKE\_26\_36 | 4.30 | 0.85 | ALL\_PD17 | 4.39 | 0.76 |
| IKEA\_12\_4 | 3.24 | 1.15 | IG\_17\_17 | 4.52 | 0.67 | LIKE\_17\_18 | 4.27 | 0.98 | ALL\_PD16 | 4.36 | 0.56 |
| IKEA\_14\_10 | 3.15 | 1.09 | IG\_26\_35 | 4.24 | 0.66 | LIKE\_16\_15 | 4.18 | 0.73 | ALL\_PD26 | 4.27 | 0.69 |
| IKEA\_26\_34 | 3.00 | 1.17 | IG\_25\_32 | 3.79 | 1.02 | LIKE\_14\_12 | 4.06 | 0.70 | ALL\_PD14 | 3.92 | 0.70 |
| IKEA\_13\_7 | 2.97 | 1.16 | IG\_14\_11 | 3.79 | 0.89 | LIKE\_24\_30 | 4.00 | 0.87 | ALL\_PD25 | 3.85 | 0.92 |
| IKEA\_20\_22 | 2.76 | 1.23 | IG\_24\_29 | 3.64 | 0.96 | LIKE\_12\_6 | 3.97 | 0.95 | ALL\_PD24 | 3.82 | 0.80 |
| IKEA\_21\_25 | 2.70 | 1.21 | IG\_12\_5 | 3.55 | 1.06 | LIKE\_11\_3 | 3.97 | 0.64 | ALL\_PD12 | 3.76 | 0.93 |
| IKEA\_17\_16 | 2.18 | 1.19 | IG\_11\_2 | 3.27 | 1.07 | LIKE\_25\_33 | 3.91 | 1.10 | ALL\_PD11 | 3.62 | 0.61 |
| IKEA\_16\_13 | 2.00 | 1.25 | IG\_19\_20 | 2.97 | 1.38 | LIKE\_19\_21 | 3.64 | 1.03 | ALL\_PD19 | 3.30 | 1.04 |

**Table 24: Mean and Standard deviation for IKEA, IG, LIKE and II\_PD constructs PD’s for Kuwait Sample (*n* = 33)**

|  |  |  |  |
| --- | --- | --- | --- |
| **IKEA** | **IG** | **LIKE** | **II\_PD** |
| **PD’s** | **Mean** | **SD** | **PD’s** | **Mean** | **SD** | **PD’s** | **Mean** | **SD** | **PD’s** | **Mean** | **SD** |
| IKEA\_19\_19 | 4.00 | 0.97 | IG\_21\_26 | 4.58 | 0.61 | LIKE\_13\_9 | 4.48 | 0.80 | II\_PD13 | 3.77 | 0.69 |
| IKEA\_25\_31 | 3.55 | 1.15 | IG\_13\_8 | 4.58 | 0.61 | LIKE\_20\_24 | 4.33 | 0.96 | II\_PD25 | 3.67 | 0.76 |
| IKEA\_24\_28 | 3.55 | 1.03 | IG\_20\_23 | 4.55 | 0.67 | LIKE\_21\_27 | 4.33 | 0.96 | II\_PD20 | 3.65 | 0.68 |
| IKEA\_11\_1 | 3.48 | 1.18 | IG\_16\_14 | 4.55 | 0.56 | LIKE\_26\_36 | 4.30 | 0.85 | II\_PD21 | 3.64 | 0.68 |
| IKEA\_12\_4 | 3.24 | 1.15 | IG\_17\_17 | 4.52 | 0.67 | LIKE\_17\_18 | 4.27 | 0.98 | II\_PD26 | 3.62 | 0.64 |
| IKEA\_14\_10 | 3.15 | 1.09 | IG\_26\_35 | 4.24 | 0.66 | LIKE\_16\_15 | 4.18 | 0.73 | II\_PD24 | 3.59 | 0.65 |
| IKEA\_26\_34 | 3.00 | 1.17 | IG\_25\_32 | 3.79 | 1.02 | LIKE\_14\_12 | 4.06 | 0.70 | II\_PD19 | 3.48 | 0.76 |
| IKEA\_13\_7 | 2.97 | 1.16 | IG\_14\_11 | 3.79 | 0.89 | LIKE\_24\_30 | 4.00 | 0.87 | II\_PD14 | 3.47 | 0.76 |
| IKEA\_20\_22 | 2.76 | 1.23 | IG\_24\_29 | 3.64 | 0.96 | LIKE\_12\_6 | 3.97 | 0.95 | II\_PD12 | 3.39 | 0.88 |
| IKEA\_21\_25 | 2.70 | 1.21 | IG\_12\_5 | 3.55 | 1.06 | LIKE\_11\_3 | 3.97 | 0.64 | II\_PD11 | 3.38 | 0.80 |
| IKEA\_17\_16 | 2.18 | 1.19 | IG\_11\_2 | 3.27 | 1.07 | LIKE\_25\_33 | 3.91 | 1.10 | II\_PD17 | 3.35 | 0.59 |
| IKEA\_16\_13 | 2.00 | 1.25 | IG\_19\_20 | 2.97 | 1.38 | LIKE\_19\_21 | 3.64 | 1.02 | II\_PD16 | 3.27 | 0.69 |

**Table 25: Mean and Standard deviation for IKEA, IG, LIKE and ALL\_PD constructs PD’s for UK Sample (*n* = 30)**

|  |  |  |  |
| --- | --- | --- | --- |
| **IKEA** | **IG** | **LIKE** | **ALL\_PD** |
| **PD’s** | **Mean** | **SD** | **PD’s** | **Mean** | **SD** | **PD’s** | **Mean** | **SD** | **PD’s** | **Mean** | **SD** |
| IKEA\_19\_19 | 4.03 | 0.72 | IG\_13\_8 | 4.20 | 0.61 | LIKE\_26\_36 | 4.23 | 0.68 | ALL\_PD13 | 4.17 | 0.48 |
| IKEA\_11\_1 | 3.47 | 0.86 | IG\_26\_35 | 4.07 | 0.58 | LIKE\_13\_9 | 4.13 | 0.68 | ALL\_PD26 | 4.15 | 0.46 |
| IKEA\_24\_28 | 3.3 | 0.88 | IG\_17\_17 | 4.00 | 0.74 | LIKE\_17\_18 | 3.90 | 0.85 | ALL\_PD17 | 3.95 | 0.69 |
| IKEA\_25\_31 | 3.23 | 0.90 | IG\_20\_23 | 3.97 | 0.67 | LIKE\_16\_15 | 3.87 | 0.82 | ALL\_PD16 | 3.85 | 0.76 |
| IKEA\_12\_4 | 3.17 | 0.87 | IG\_16\_14 | 3.83 | 0.95 | LIKE\_25\_33 | 3.80 | 0.93 | ALL\_PD20 | 3.82 | 0.75 |
| IKEA\_26\_34 | 3.07 | 1.08 | IG\_21\_26 | 3.80 | 0.71 | LIKE\_14\_12 | 3.80 | 0.81 | ALL\_PD14 | 3.75 | 0.64 |
| IKEA\_14\_10 | 3.00 | 0.91 | IG\_14\_11 | 3.70 | 0.70 | LIKE\_20\_24 | 3.67 | 1.03 | ALL\_PD21 | 3.62 | 0.75 |
| IKEA\_13\_7 | 2.87 | 1.07 | IG\_25\_32 | 3.37 | 0.81 | LIKE\_12\_6 | 3.60 | 0.86 | ALL\_PD25 | 3.58 | 0.68 |
| IKEA\_20\_22 | 2.70 | 1.06 | IG\_12\_5 | 3.27 | 0.87 | LIKE\_19\_21 | 3.50 | 0.97 | ALL\_PD12 | 3.43 | 0.68 |
| IKEA\_21\_25 | 2.67 | 1.09 | IG\_24\_29 | 3.17 | 0.79 | LIKE\_24\_30 | 3.47 | 0.94 | ALL\_PD24 | 3.32 | 0.64 |
| IKEA\_16\_13 | 2.57 | 0.94 | IG\_11\_2 | 2.87 | 0.73 | LIKE\_21\_27 | 3.43 | 1.10 | ALL\_PD11 | 3.15 | 0.62 |
| IKEA\_17\_16 | 2.47 | 1.01 | IG\_19\_20 | 2.63 | 0.85 | LIKE\_11\_3 | 3.43 | 0.94 | ALL\_PD19 | 3.07 | 0.68 |

**Table 26: Mean and Standard deviation for IKEA, IG, LIKE and II\_PD constructs PD’s for UK Sample (*n* = 30)**

|  |  |  |  |
| --- | --- | --- | --- |
| **IKEA** | **IG** | **LIKE** | **II\_PD** |
| **PD’s** | **Mean** | **SD** | **PD’s** | **Mean** | **SD** | **PD’s** | **Mean** | **SD** | **PD’s** | **Mean** | **SD** |
| IKEA\_19\_19 | 4.03 | 0.72 | IG\_13\_8 | 4.20 | 0.61 | LIKE\_26\_36 | 4.23 | 0.68 | II\_PD26 | 3.57 | 0.58 |
| IKEA\_11\_1 | 3.47 | 0.86 | IG\_26\_35 | 4.07 | 0.58 | LIKE\_13\_9 | 4.13 | 0.68 | II\_PD13 | 3.53 | 0.57 |
| IKEA\_24\_28 | 3.30 | 0.88 | IG\_17\_17 | 4.00 | 0.74 | LIKE\_17\_18 | 3.90 | 0.85 | II\_PD14 | 3.35 | 0.62 |
| IKEA\_25\_31 | 3.23 | 0.90 | IG\_20\_23 | 3.97 | 0.67 | LIKE\_16\_15 | 3.87 | 0.82 | II\_PD19 | 3.33 | 0.53 |
| IKEA\_12\_4 | 3.17 | 0.87 | IG\_16\_14 | 3.83 | 0.95 | LIKE\_25\_33 | 3.80 | 0.93 | II\_PD20 | 3.33 | 0.58 |
| IKEA\_26\_34 | 3.07 | 1.08 | IG\_21\_26 | 3.80 | 0.71 | LIKE\_14\_12 | 3.80 | 0.81 | II\_PD25 | 3.30 | 0.55 |
| IKEA\_14\_10 | 3.00 | 0.91 | IG\_14\_11 | 3.70 | 0.70 | LIKE\_20\_24 | 3.67 | 1.03 | II\_PD24 | 3.23 | 0.57 |
| IKEA\_13\_7 | 2.87 | 1.07 | IG\_25\_32 | 3.37 | 0.81 | LIKE\_12\_6 | 3.60 | 0.86 | II\_PD17 | 3.23 | 0.63 |
| IKEA\_20\_22 | 2.70 | 1.06 | IG\_12\_5 | 3.27 | 0.87 | LIKE\_19\_21 | 3.50 | 0.97 | II\_PD21 | 3.23 | 0.69 |
| IKEA\_21\_25 | 2.67 | 1.09 | IG\_24\_29 | 3.17 | 0.79 | LIKE\_24\_30 | 3.47 | 0.94 | II\_PD12 | 3.22 | 0.43 |
| IKEA\_16\_13 | 2.57 | 0.94 | IG\_11\_2 | 2.87 | 0.73 | LIKE\_21\_27 | 3.43 | 1.10 | II\_PD16 | 3.20 | 0.66 |
| IKEA\_17\_16 | 2.47 | 1.01 | IG\_19\_20 | 2.63 | 0.85 | LIKE\_11\_3 | 3.43 | 0.94 | II\_PD11 | 3.17 | 0.51 |