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APPENDICES

影响消费者选择购物渠道的因素

* 1. 您的性别 (your gender) :

男 (male)

女 (female)

* 2. 您目前从事的职业 (your current occupation) :

请选择 ▼

* 3. 您的年龄段 (your age group) :

18岁以下
(under 18)

18~25

26~30

31~40

41~50

51~60

60以上 (over
60)

* 4. 每月收入 (monthly income)

< RMB2000

RMB2000-RMB3000

RMB3000-RMB4000

RMB4000-RMB5000

> RMB5000

* 5. 一个月内的购物频率 (Frequency of purchases in a month)

< 5

5-10

> 10

* 6. 你更倾向于那种购物方式

线上渠道

线下渠道

* 7. 我会认真查看线上渠道购物的产品的文字描述

很不同意(strongly disagree)

很同意(very agree)

①

②

③

④

⑤

* 8. 我会更在意线上渠道的产品价格

很不同意

很同意

①

②

③

④

⑤

* 9. 我会优先考虑进行线上渠道购物

很不同意

很同意

①

②

③

④

⑤

* 10. 我认为线上渠道的价格比线下渠道的价格低

很不同意

很同意

①

②

③

④

⑤

* 11. 我会在不同的购物渠道选择不同类型的产品

很不同意

很同意

①

②

③

④

⑤

* 12. 我会更在意线上渠道的产品质量

很不同意

很同意

①

②

③

④

⑤

* 13. 我会更在意线上渠道的产品品牌

很不同意

很同意

①

②

③

④

⑤

* 14. 线上渠道购物程序比线下渠道购物程序更简单

很不同意

很同意

①

②

③

④

⑤

* 15. 我认为在线上渠道买到的产品质量更好

很不同意

很同意

①

②

③

④

⑤

* 16. 线上渠道相对于线下渠道使我购物更加容易

很不同意

很同意

①

②

③

④

⑤

* 17. 线上渠道相对于线下渠道对我来说有更多好处

很不同意

很同意

①

②

③

④

⑤

* 18. 线上渠道相对于线下渠道缩短了购买决策所需时间

很不同意 很同意

① ② ③ ④ ⑤

* 19. 身边的人支持我选择线上渠道(取代线下渠道)满足我的购物需求

很不同意 很同意

① ② ③ ④ ⑤

* 20. 我周围的人(家人, 朋友, 同事)习惯采用线上渠道购物

很不同意 很同意

① ② ③ ④ ⑤

* 21. 能影响我的人的意见我容易接受

很不同意 很同意

① ② ③ ④ ⑤

* 22. 在日常购物中, 选择线上渠道代替线下渠道是可能的

很不满意 很满意

① ② ③ ④ ⑤

* 23. 环境迫使我不得不选择线上渠道购物

很不满意 很满意

① ② ③ ④ ⑤

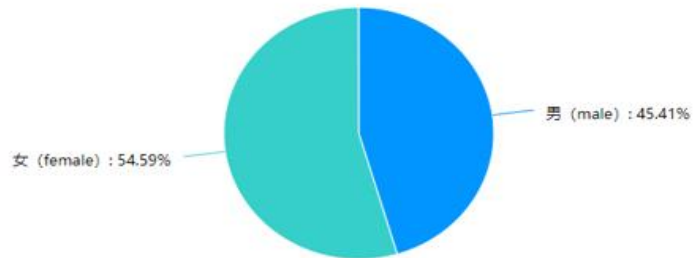
* 24. 我认为线上渠道的商家是可以信赖的

很不满意 很满意

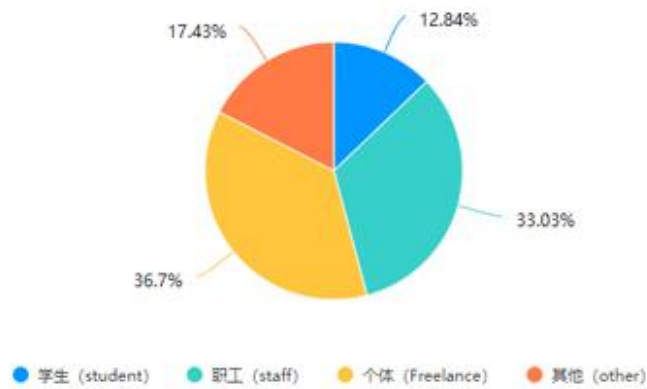
① ② ③ ④ ⑤

提交

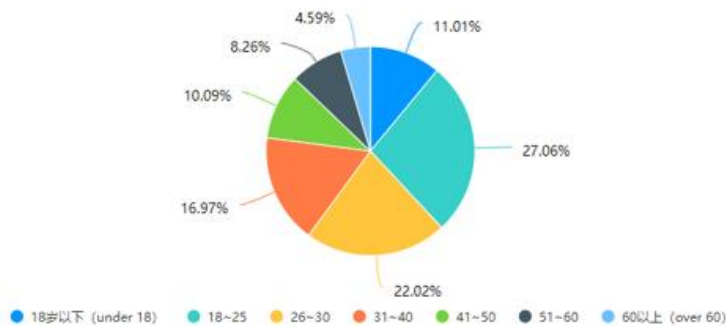
第1题：您的性别 (your gender)



第2题：您目前从事的职业 (your current occupation)



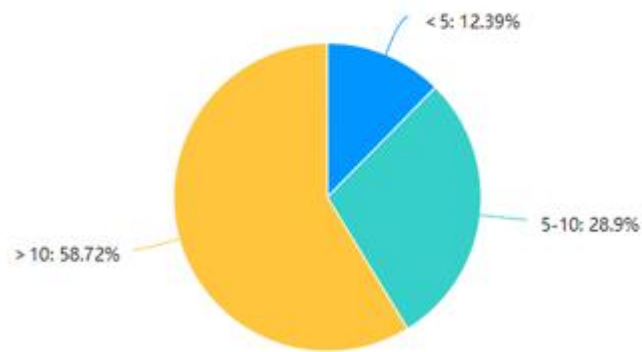
第3题：您的年龄段 (your age group)



第4题：每月收入 (monthly income)



第5题：一个月内的购物频率 (Frequency of purchases in a month)



第6题：你更倾向于那种购物渠道(Which shopping channel do you prefer)



2: X1 29.00 可视: 27/27 个变量

	@1 您 的	@2 您 的	@3 您 的	@4 每 月	@5 一	X11	X12	X13	X14	X15	X16	X21	X22	X23	X24	X25	X26	X31	X32	X33	X34	X35	X36	X1	X2	X3	Y	变量
1	2	3	4	1	1	3	5	5	4	4	5	5	3	5	4	4	4	3	3	4	3	4	4	26	25	21	1	
2	1	3	4	3	2	5	5	5	5	4	5	5	3	5	4	5	4	5	4	5	3	5	4	26	26	26	1	
3	2	2	4	3	3	5	4	5	5	4	3	3	4	5	5	4	5	5	5	4	5	5	5	28	24	29	1	
4	1	2	3	5	1	4	5	4	4	4	3	5	4	5	5	5	5	4	5	4	3	3	4	24	29	23	1	
5	1	1	1	2	1	2	2	2	2	3	1	1	2	1	2	2	2	2	2	1	4	4	4	12	10	17	0	
6	1	1	1	1	1	1	3	1	2	2	2	1	3	2	1	1	2	1	2	2	4	4	3	11	10	16	0	
7	1	2	6	2	3	5	5	5	3	5	4	4	4	4	4	5	5	4	5	4	3	3	3	27	26	22	1	
8	1	2	4	4	3	4	3	5	5	5	4	3	5	4	5	5	4	3	3	4	4	4	5	26	26	23	1	
9	2	1	1	2	1	1	1	2	1	1	1	2	1	3	1	2	2	1	1	1	5	1	1	7	11	10	0	
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11	2	4	4	3	2	5	3	3	5	5	5	3	4	3	4	5	5	4	3	4	4	5	5	26	24	25	1	
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13	2	1	1	2	1	3	2	2	3	1	1	3	2	2	2	3	2	2	1	2	5	1	2	12	14	13	0	
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15	1	2	2	3	3	3	5	4	5	4	5	5	4	4	5	5	3	5	5	4	5	5	4	26	26	28	1	
16	1	3	4	4	1	5	4	5	4	4	3	5	4	4	3	4	4	4	4	5	4	4	5	25	24	26	1	
17	2	1	1	1	1	3	2	2	2	1	2	3	1	2	1	2	2	1	2	5	5	5	12	11	20	0		
18	1	3	2	4	2	5	4	5	5	5	5	5	5	5	3	5	3	5	4	4	3	4	3	29	26	23	1	
19	1	2	2	4	3	5	4	4	5	3	4	4	5	5	5	5	4	5	5	5	5	5	4	25	27	29	1	
20	2	4	2	2	2	3	3	5	5	4	5	4	3	4	4	4	4	5	4	3	3	4	5	25	23	24	1	
21	2	2	4	1	1	5	4	5	5	5	5	4	3	5	4	4	3	4	5	3	5	3	5	29	25	25	1	
22	2	2	4	3	2	3	3	4	4	4	3	5	4	3	4	4	5	5	5	5	5	4	5	24	26	28	0	

24	2	1	1	2	1	2	2	1	3	1	3	2	3	2	3	2	3	2	1	2	4	4	4	12	15	17	0
25	1	2	6	2	2	4	5	5	3	5	4	3	4	5	5	4	4	5	4	5	3	4	3	26	25	24	1
26	1	3	6	5	1	3	4	5	4	3	4	5	4	4	5	5	4	4	5	5	1	5	5	23	27	25	0
27	1	2	3	5	2	5	4	5	4	5	5	4	5	5	5	4	5	4	4	4	5	5	3	28	28	25	1
28	2	2	3	4	1	4	5	5	3	4	3	4	4	4	5	4	5	5	4	3	5	4	5	24	26	26	1
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34	2	3	4	5	2	4	5	4	5	4	3	4	4	4	5	4	4	4	3	5	4	3	4	25	25	23	1
35	1	1	1	2	1	1	3	1	2	1	1	4	2	3	2	1	2	2	1	2	5	3	4	9	14	17	0
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39	2	1	1	2	1	2	2	2	2	2	2	5	1	1	2	1	2	1	2	1	2	5	3	12	12	14	0
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41	1	2	7	4	1	5	5	5	5	5	4	4	4	3	5	4	5	4	4	5	5	4	3	30	24	27	1
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45	2	2	4	5	2	5	4	3	5	3	3	4	4	5	5	3	4	5	4	3	5	4	4	23	26	26	0

38: X2 26.00 可视: 27/27 个变量

	@1 您 的	@2 您 的	@3 您 的	@4 每 月	@5 一	X11	X12	X13	X14	X15	X16	X21	X22	X23	X24	X25	X26	X31	X32	X33	X34	X35	X36	X1	X2	X3	Y	变量
48	2	3	3	4	3	3	5	4	4	5	4	5	5	4	3	5	4	4	3	4	2	4	4	25	26	21	1	
49	2	1	1	2	1	2	1	2	3	2	3	2	3	2	2	1	1	2	2	2	5	4	4	13	11	19	0	
50	1	4	4	3	1	5	3	4	4	5	5	4	4	5	5	3	5	5	4	5	5	5	5	26	26	29	1	
51	2	2	6	3	2	5	5	5	4	4	5	3	4	4	4	5	3	5	3	4	5	5	3	28	23	25	1	
52	2	1	1	2	1	1	2	1	3	3	2	3	2	3	1	1	2	2	2	2	5	5	4	12	12	20	0	
53	2	2	7	5	3	3	4	5	3	5	5	5	3	4	5	4	5	4	4	4	3	5	4	25	26	24	1	
54	1	2	2	2	2	5	4	4	5	5	5	4	5	4	3	4	5	4	4	4	2	1	28	25	20	1		
55	1	2	3	2	2	4	5	5	5	4	5	4	5	4	3	4	5	4	4	5	4	3	5	28	25	25	1	
56	1	1	1	2	1	2	3	2	2	2	2	1	2	1	3	2	1	3	3	2	4	4	4	5	13	10	21	0
57	2	2	4	4	2	5	5	5	3	5	4	4	5	4	4	5	5	4	5	4	3	5	27	27	26	1		
58	1	3	4	3	2	4	4	4	3	5	4	4	5	4	4	5	4	5	4	3	4	4	5	24	26	25	1	
59	1	2	2	3	1	5	5	4	3	4	5	5	5	5	4	5	4	5	4	4	4	4	5	26	29	26	1	
60	1	2	2	4	1	5	5	5	5	5	3	3	5	5	4	5	5	3	5	5	4	2	3	28	27	22	1	
61	2	2	7	2	1	4	5	4	4	4	5	3	4	4	4	4	3	5	5	5	3	1	1	26	22	20	1	
62	2	3	2	4	2	4	5	3	4	4	4	5	4	4	4	5	4	5	4	5	4	4	5	25	25	27	1	
63	1	2	4	5	1	5	5	4	4	4	5	4	4	5	4	4	5	4	5	3	5	5	4	27	26	26	1	
64	1	2	3	4	3	5	5	4	5	4	3	3	5	4	4	5	5	4	3	4	1	4	5	26	26	21	1	
65	2	2	2	2	1	4	5	5	4	5	5	4	4	4	4	4	5	4	4	3	4	3	4	28	25	24	1	
66	1	2	3	3	2	5	5	4	4	5	4	4	5	4	5	5	5	3	4	3	5	4	27	28	24	1		
67	2	3	2	4	2	4	5	4	5	5	5	4	4	5	4	4	5	4	4	5	1	1	28	25	20	1		
68	1	3	5	4	3	5	4	5	5	4	5	5	4	4	4	3	4	5	4	2	5	4	28	25	24	1		
69	2	2	2	4	2	3	4	4	5	4																		

	@1 、 您 的	@2 、 您 的	@3 、 您 的	@4 、 每 月 、 一	@5	X11	X12	X13	X14	X15	X16	X21	X22	X23	X24	X25	X26	X31	X32	X33	X34	X35	X36	X1	X2	X3	Y	变量
71	2	3	4	4	3	4	4	3	3	4	4	3	5	4	5	4	4	4	5	3	1	4	4	22	25	21	1	
72	2	2	4	2	1	5	4	4	5	3	3	3	4	5	5	4	5	5	5	4	5	5	5	3	24	26	27	1
73	1	2	4	2	1	4	5	5	4	4	4	5	4	5	5	4	4	4	5	5	5	4	5	3	26	27	26	1
74	1	1	1	1	1	2	1	1	1	1	1	1	1	2	1	2	3	1	2	1	4	3	3	7	10	14	0	
75	2	3	3	3	2	4	4	5	5	5	4	5	5	4	5	3	5	5	5	3	1	5	4	27	27	23	1	
76	2	2	3	3	2	5	5	4	5	4	5	5	3	5	3	4	5	4	4	3	3	1	2	28	25	17	1	
77	2	3	3	4	2	4	4	5	5	5	4	3	5	4	4	4	5	4	4	5	3	1	3	27	25	20	1	
78	1	1	1	2	1	1	2	1	2	3	1	2	3	2	2	2	1	2	2	5	4	1	10	12	19	0		
79	2	1	1	2	1	2	1	2	1	2	1	3	2	2	1	1	2	1	2	2	5	3	5	9	11	18	0	
80	1	2	4	2	3	3	4	4	5	5	4	4	5	3	5	4	3	5	4	4	5	2	1	25	24	21	1	
81	1	1	1	2	1	1	2	1	1	1	1	2	2	2	1	2	1	3	2	1	3	4	4	7	10	17	0	
82	1	3	2	4	3	4	5	5	4	4	3	5	4	5	4	5	4	4	5	5	2	3	4	25	27	23	1	
83	2	2	4	3	1	3	5	5	5	3	4	3	3	3	3	5	4	4	4	2	5	5	25	21	24	1		
84	2	2	4	4	2	5	5	5	3	5	5	4	5	5	4	5	5	3	4	5	3	2	28	28	22	1		
85	2	1	1	2	1	1	3	1	1	3	2	2	2	1	3	3	1	2	3	1	5	5	4	11	12	20	0	
86	1	2	6	5	2	3	4	5	4	4	4	4	5	5	4	5	5	5	4	3	4	5	4	24	28	25	1	
87	1	3	5	4	2	4	5	5	4	4	4	3	3	3	3	4	5	5	3	4	5	4	25	20	26	1		
88	2	2	4	2	2	3	4	5	4	5	4	4	3	5	5	5	4	4	5	3	5	3	25	26	24	1		
89	1	2	6	4	2	4	5	4	4	4	5	3	5	4	5	5	5	5	2	4	5	2	4	26	27	26	1	
90	2	2	6	4	1	5	5	4	4	5	4	4	5	4	5	3	3	5	4	4	4	4	3	27	24	24	1	
91	1	2	2	4	2	5	4	4	3	3	5	4	5	5	5	4	3	5	3	5	2	2	24	28	20	1		
92	2	1	1	1	1	1	2	1	2	1	2	2	2	3	1	1	2	1	2	2	4	4	5	10	12	18	0	

82 : X2 27.00 可视: 27/27 个变量

	@1 、 您 的	@2 、 您 的	@3 、 您 的	@4 、 每 月 、 一	@5	X11	X12	X13	X14	X15	X16	X21	X22	X23	X24	X25	X26	X31	X32	X33	X34	X35	X36	X1	X2	X3	Y	变量
94	1	3	4	4	1	4	4	4	4	4	4	5	4	5	3	4	3	4	5	5	5	2	3	4	25	23	24	1
95	2	4	6	5	2	4	4	4	4	4	4	4	5	4	4	5	5	3	5	4	5	5	4	4	24	26	27	1
96	1	2	4	4	2	4	4	5	4	4	4	5	4	5	3	5	4	5	3	4	4	1	4	4	26	26	20	1
97	1	2	6	4	2	4	5	4	4	5	4	4	5	5	4	4	4	5	4	4	4	4	5	4	26	26	26	1
98	1	2	2	5	2	3	4	5	3	3	5	5	4	5	4	4	5	4	4	3	4	5	5	23	27	26	0	
99	1	1	1	2	1	2	2	2	2	2	2	1	1	1	1	2	2	2	1	2	5	4	4	12	8	18	0	
100	2	4	5	2	3	5	4	4	4	4	4	4	5	4	4	5	5	5	3	4	5	5	4	25	27	26	1	
101	1	4	2	3	2	4	4	5	5	5	5	5	4	4	4	3	4	5	3	5	4	5	5	28	24	27	1	
102	2	3	2	3	2	4	3	5	3	5	5	4	3	5	5	4	4	5	3	4	3	2	1	25	25	18	1	
103	2	2	4	1	2	5	5	5	4	5	5	4	4	5	4	5	5	5	5	4	5	5	5	29	27	29	1	
104	1	1	1	1	1	2	2	3	1	1	2	1	1	1	1	2	2	1	1	2	2	4	5	11	8	18	0	
105	1	2	2	4	2	5	4	5	3	4	5	4	5	4	5	4	5	4	5	4	5	3	3	4	26	27	23	1
106	1	1	1	2	1	1	2	3	1	1	2	3	2	1	2	2	2	1	1	1	5	4	5	10	12	17	0	
107	2	2	4	5	1	5	5	5	5	3	4	5	5	5	4	5	5	4	5	4	3	5	5	28	28	26	1	
108	2	2	4	4	1	4	4	4	5	5	5	5	5	4	5	3	5	3	4	4	4	3	5	27	27	23	1	
109	2	2	4	3	1	5	5	3	5	3	5	5	4	4	5	5	4	5	3	3	5	5	4	26	27	25	1	
110	1	2	2	4	1	5	4	5	5	4	4	3	4	5	5	5	4	4	4	3	3	4	27	26	22	1		
111	1	2	3	2	1	5	3	5	4	4	4	4	5	5	4	5	4	4	4	4	4	2	2	25	27	20	1	
112	1	2	2	4	2	5	5	4	5	5	4	4	3	4	5	5	3	5	5	1	5	5	5	28	24	26	1	
113	2	2	6	4	2	4	4	5	4	4	5	5	5	3	4	4	4	3	5	5	5	4	3	26	25	25	1	
114	1	3	2	4	3	5	3	3	5	3	5	5	5	5	5	5	5	4	5	4	5	4	5	4	30	30	24	1
115	2	2	2	2	2	4	4	5	4	4	4	4	4	4	3	5	5	4	4	4	4	4	4	30	30	26	1	

106 : X36 5 可视: 27/27 个变量

	@1 、 您 的	@2 、 您 的	@3 、 您 的	@4 、 每 月 、 一	@5	X11	X12	X13	X14	X15	X16	X21	X22	X23	X24	X25	X26	X31	X32	X33	X34	X35	X36	X1	X2	X3	Y	变量
117	2	2	2	3	2	5	4	5	5	3	5	5	4	4	5	4	4	5	4	4	2	4	5	27	27	24	1	
118	1	3	2	4	2	3	4	3	5	3	4	4	4	3	4	3	4	4	5	4	4	5	5	22	22	27	1	
119	1	2	3	4	1	5	5	3	5	5	4	4	4	4	4	5	4	4	5	4	3	4	4	27	25	24	1	
120	1	2	7	4	2	3	5	5	3	4	5	4	4	5	4	4	4	5	4	4	5	4	5	25	25	27	1	
121	2	3	3	4	1	3	3	3	4	5	6	4	4	3	3	4	5	3	3	4	2	4	5	23	23	21	0	
122	1	4	2	3	1	5	4	4	4	4	4	5	3	4	4	5	5	5	5	5	4	4	4	26	26	28	1	
123	1	1	1	2	1	1	3	1	3	2	1	3	1	3	1	3	1	2	1	2	1	4	5	11	11	17	0	
124	2	3	5	3	2	4	4	5	4	4	4	5	5	5	4	4	3	5	4	4	4	4	5	25	27	25	1	
125	1	2	2	5	2	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	29	29	28	1	
126	2	2	5	4	3	4	5	5	4	3	5	3	4	4	5	5	4	5	5	4	4	5	5	26	25	28	1	
127	1	2	4	2	1	5	4	4	5	4	4	4	5	4	4	4	4	5	3	5	4	5	4	26	26	26	1	
128	1	1	1	2	1	2	3	1	1	3	2	2	1	2	1	1	2	1	2	3	5	5	4	12	9	20	0	
129	2	3	4	3	2	3	4	5	5	5	5	4	3	4	5	4	3	4	5	5	4	4	4	27	23	26	1	
130	1	2	4	5	2	5	4	5	5	5	4	5	5	3	5	4	5	5	4	4	5	4	5	28	27	27	1	
131	2	2	3	1	3	5	3	5	4	5	5	4	5	5	5	5	4	3	4	4	4	4	4	27	28	22	1	
132	1	1	1	2	1	1	3	1	2	3	1	3	1	2	2	1	1	1	2	1	3	4	5	11	10	16	0	
133	1	3	2	4	1	4	4	4	4	4	4	4	4	5	4	5	4	5	5	5	4	5	5	24	27	27	1	
134	2	2	2	3	3	4	4	5	4	5	4	4	4	4	4	5	4	4	5	3	5	5	3	27	26	24	1	
135	1	3	4	3	2	4	4	5	3	5	4	4	5	4	4	5	4	4	5	3	2	1	25	27	19	1		
136	1	2	2	2	1	5	5	6	4	5	5	5	4	5	4	5	4	5	4	1	5	5	29	28	24	1		

157.X3 25.00 可视: 27/27个变量

	@1 您 的	@2 您 的	@3 您 的	@4 月 、	@5 、	X11	X12	X13	X14	X15	X16	X21	X22	X23	X24	X25	X26	X31	X32	X33	X34	X35	X36	X1	X2	X3	Y	变量
164	1	2	2	1	2	5	4	5	4	5	5	5	5	4	5	4	4	4	4	5	4	2	5	28	27	24	1	
165	2	3	6	5	1	4	4	5	4	3	4	4	4	5	5	4	5	4	5	5	5	4	1	24	27	24	1	
166	2	2	2	1	2	5	5	4	5	5	5	5	5	3	5	5	5	4	4	5	4	5	4	3	29	28	24	1
167	2	2	3	5	3	5	5	4	5	4	4	5	4	5	4	5	3	5	3	5	4	3	5	27	26	25	1	
168	2	2	4	2	1	4	5	5	4	4	3	5	4	3	4	4	5	5	5	3	4	4	5	25	25	26	1	
169	1	1	1	2	1	1	2	2	2	2	1	1	2	2	2	1	1	1	2	1	4	4	4	9	9	16	0	
170	1	2	2	4	3	5	4	4	4	5	4	3	4	5	5	5	4	5	4	4	4	5	5	26	26	27	1	
171	1	2	4	3	2	5	4	5	5	5	3	5	4	4	3	4	5	5	3	5	4	5	4	27	25	26	1	
172	1	2	3	3	1	5	4	4	5	5	3	5	3	4	3	5	4	4	5	5	5	4	5	26	24	28	1	
173	2	2	4	5	1	3	5	5	3	4	4	4	4	4	4	4	4	5	4	3	3	5	5	24	25	22	1	
174	1	2	5	3	3	4	4	4	5	4	3	5	4	4	5	5	3	5	5	4	2	4	5	24	26	25	1	
175	1	2	5	3	1	4	4	5	3	4	4	4	5	4	5	4	4	5	3	4	4	3	5	24	26	24	1	
176	2	2	3	2	2	4	4	5	5	4	4	4	5	5	5	4	5	4	5	3	5	4	4	26	28	25	1	
177	1	2	4	3	3	4	3	3	5	4	3	4	4	4	4	4	4	5	5	4	4	4	5	22	24	27	0	
178	2	2	2	1	1	3	4	4	4	5	4	5	4	5	4	5	4	4	5	4	4	4	2	4	24	27	23	1
179	1	2	4	5	2	4	4	4	4	4	5	3	5	5	5	4	5	5	3	2	4	5	5	25	27	23	1	
180	2	1	1	1	1	1	2	1	2	2	1	1	2	1	1	2	1	2	2	1	3	4	4	9	8	16	0	
181	1	2	4	1	2	5	4	5	5	4	4	4	5	5	5	4	3	4	4	3	5	4	5	27	26	25	1	
182	1	2	7	3	3	4	4	5	4	5	5	5	4	5	4	4	5	5	5	4	5	4	5	4	27	27	27	1
183	1	2	4	3	2	4	4	5	5	4	5	4	3	4	4	5	4	5	5	4	1	4	5	27	24	24	1	
184	1	2	7	3	1	5	4	5	4	3	4	4	5	5	4	5	3	5	4	5	5	4	5	25	26	28	1	
185	1	2	4	3	2	5	4	5	4	4	5	4	4	5	5	4	4	4	5	4	5	4	4	28	26	26	1	
186	1	2	3	3	2	4	5	4	5	4	4	4	5	4	4	4	5	4	3	4	5	3	4	26	26	23	1	
187	2	2	2	4	1	5	4	3	3	5	5	3	4	4	4	4	4	4	3	4	1	5	4	25	23	21	1	
188	1	3	3	4	2	4	4	4	5	5	3	5	5	5	3	3	3	4	4	4	5	4	5	25	24	26	1	
189	2	2	3	3	1	5	5	4	5	5	5	5	5	3	4	4	5	4	4	5	5	4	3	29	26	25	1	
190	1	3	2	4	2	5	5	4	5	4	3	4	4	4	5	4	3	4	3	5	4	5	5	26	24	26	1	
191	2	4	4	5	2	4	5	4	5	5	3	4	4	4	4	5	5	4	4	5	4	5	4	26	26	26	1	
192	1	2	7	5	2	4	5	5	4	4	5	4	5	4	5	5	4	3	4	4	4	5	4	27	26	25	1	
193	1	2	6	3	3	4	3	4	5	4	4	5	5	3	5	4	3	4	5	4	2	2	1	24	25	18	1	
194	2	3	3	3	2	4	5	4	5	4	4	5	5	4	4	4	4	4	5	5	4	4	5	26	26	27	1	
195	1	2	7	3	1	4	5	5	4	5	3	4	5	4	4	5	3	4	5	5	3	5	4	26	25	26	1	
196	1	1	1	1	1	1	3	3	1	1	2	2	1	3	1	1	2	1	3	5	4	5	10	10	20	0		
197	1	2	3	2	2	4	4	4	3	4	5	4	3	5	4	4	5	5	4	5	4	1	4	24	25	23	1	
198	2	2	3	3	2	4	5	4	4	5	3	5	4	5	4	4	5	5	4	3	5	4	1	25	27	22	1	
199																												
200																												

182	1	2	7	3	3	4	4	5	4	5	5	4	5	4	4	5	5	5	4	5	4	5	4	27	27	27	1	
183	1	2	4	3	2	4	4	5	5	4	5	4	3	4	4	5	4	5	5	4	1	4	5	27	24	24	1	
184	1	2	7	3	1	5	4	5	4	3	4	4	5	5	4	5	3	5	4	5	5	4	5	25	26	28	1	
185	1	3	4	3	2	5	4	5	4	4	5	5	4	4	5	4	4	4	5	4	5	4	4	28	26	26	1	
186	1	2	3	3	2	4	5	4	5	4	4	4	5	4	4	4	5	4	3	4	5	3	4	26	26	23	1	
187	2	2	2	4	1	5	4	3	3	5	5	3	4	4	4	4	4	4	3	4	1	5	4	25	23	21	1	
188	1	3	3	4	2	4	4	4	5	5	3	5	5	5	3	3	3	4	4	4	5	4	5	25	24	26	1	
189	2	2	3	3	1	5	5	4	5	5	5	5	5	3	4	4	5	4	4	5	5	4	3	29	26	25	1	
190	1	3	2	4	2	5	5	4	5	4	3	4	4	4	5	4	3	4	3	5	4	5	5	26	24	26	1	
191	2	4	4	5	2	4	5	4	5	5	3	4	4	4	4	5	5	4	4	5	4	5	4	26	26	26	1	
192	1	2	7	5	2	4	5	5	4	4	5	4	5	4	5	5	4	3	4	4	4	5	4	27	26	25	1	
193	1	2	6	3	3	4	3	4	5	4	4	5	5	3	5	4	3	4	5	4	2	2	1	24	25	18	1	
194	2	3	3	3	2	4	5	4	5	4	4	5	5	4	4	4	4	4	5	5	4	4	5	26	26	27	1	
195	1	2	7	3	1	4	5	5	4	5	3	4	5	4	4	5	3	4	5	5	3	5	4	26	25	26	1	
196	1	1	1	1	1	1	3	3	1	1	2	2	1	3	1	1	2	1	3	5	4	5	10	10	20	0		
197	1	2	3	2	2	4	4	4	3	4	5	4	3	5	4	4	5	5	4	5	4	1	4	24	25	23	1	
198	2	2	3	3	2	4	5	4	4	5	3	5	4	5	4	4	5	5	4	3	5	4	1	25	27	22	1	
199																												
200																												

ANOVA

		平方和	自由度	均方	F	显著性
X1	组间	6501.194	6	1083.532	362.191	.000
	组内	571.396	191	2.992		
	总计	7072.591	197			
X2	组间	6155.192	6	1025.865	385.951	.000
	组内	507.682	191	2.658		
	总计	6662.874	197			
X3	组间	1495.699	6	249.283	39.702	.000
	组内	1199.256	191	6.279		
	总计	2694.955	197			

方程中的变量

	B	标准误差	瓦尔德	自由度	显著性	Exp(B)	
步骤 1 ^a	X1	2.053	.575	12.756	1	.000	7.794
	X2	.480	.088	29.501	1	.000	1.617
	X3	.489	.074	43.603	1	.000	1.630
	常量	-42.494	15.209	7.807	1	.005	.000

a. 在步骤 1 输入的变量: X1, X2, X3.

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	29.195 ^a	.588	.912

a. Estimation terminated at iteration number 10 because parameter estimates changed by less than .001.

→ 描述

描述统计

	个案数	最小值	最大值	平均值	标准差
X1	198	7.00	30.00	23.3788	5.99178
X2	198	7.00	30.00	23.2475	5.81564
X3	198	10.00	29.00	23.3485	3.69864
有效个案数 (成列)	198				

相关性

		X1	X2	X3	Y
X1	皮尔逊相关性	1	.925 ^{**}	.722 ^{**}	.812 ^{**}
	显著性 (双尾)		.000	.000	.000
	个案数	198	198	198	198
X2	皮尔逊相关性	.925 ^{**}	1	.694 ^{**}	.802 ^{**}
	显著性 (双尾)	.000		.000	.000
	个案数	198	198	198	198
X3	皮尔逊相关性	.722 ^{**}	.694 ^{**}	1	.600 ^{**}
	显著性 (双尾)	.000	.000		.000
	个案数	198	198	198	198
Y	皮尔逊相关性	.812 ^{**}	.802 ^{**}	.600 ^{**}	1
	显著性 (双尾)	.000	.000	.000	
	个案数	198	198	198	198

** . 在 0.01 级别 (双尾), 相关性显著。

相关性

		X11	X12	X13	X14	X15	X16	X1
X11	皮尔逊相关性	1	.625**	.672**	.682**	.695**	.681**	.865**
	显著性 (双尾)		.000	.000	.000	.000	.000	.000
	个案数	198	198	198	198	198	198	198
X12	皮尔逊相关性	.625**	1	.654**	.592**	.644**	.583**	.804**
	显著性 (双尾)	.000		.000	.000	.000	.000	.000
	个案数	198	198	198	198	198	198	198
X13	皮尔逊相关性	.672**	.654**	1	.640**	.666**	.670**	.856**
	显著性 (双尾)	.000	.000		.000	.000	.000	.000
	个案数	198	198	198	198	198	198	198
X14	皮尔逊相关性	.682**	.592**	.640**	1	.665**	.610**	.830**
	显著性 (双尾)	.000	.000	.000		.000	.000	.000
	个案数	198	198	198	198	198	198	198
X15	皮尔逊相关性	.695**	.644**	.666**	.665**	1	.644**	.855**
	显著性 (双尾)	.000	.000	.000	.000		.000	.000
	个案数	198	198	198	198	198	198	198
X16	皮尔逊相关性	.681**	.583**	.670**	.610**	.644**	1	.834**
	显著性 (双尾)	.000	.000	.000	.000	.000		.000
	个案数	198	198	198	198	198	198	198
X1	皮尔逊相关性	.865**	.804**	.856**	.830**	.855**	.834**	1
	显著性 (双尾)	.000	.000	.000	.000	.000	.000	
	个案数	198	198	198	198	198	198	198

** 在 0.01 级别 (双尾), 相关性显著。

相关性

		X21	X22	X23	X24	X25	X26	X2
X21	皮尔逊相关性	1	.583**	.625**	.610**	.548**	.573**	.778**
	显著性 (双尾)		.000	.000	.000	.000	.000	.000
	个案数	198	198	198	198	198	198	198
X22	皮尔逊相关性	.583**	1	.647**	.694**	.688**	.669**	.852**
	显著性 (双尾)	.000		.000	.000	.000	.000	.000
	个案数	198	198	198	198	198	198	198
X23	皮尔逊相关性	.625**	.647**	1	.646**	.686**	.662**	.849**
	显著性 (双尾)	.000	.000		.000	.000	.000	.000
	个案数	198	198	198	198	198	198	198
X24	皮尔逊相关性	.610**	.694**	.646**	1	.692**	.634**	.854**
	显著性 (双尾)	.000	.000	.000		.000	.000	.000
	个案数	198	198	198	198	198	198	198
X25	皮尔逊相关性	.548**	.688**	.686**	.692**	1	.653**	.852**
	显著性 (双尾)	.000	.000	.000	.000		.000	.000
	个案数	198	198	198	198	198	198	198
X26	皮尔逊相关性	.573**	.669**	.662**	.634**	.653**	1	.837**
	显著性 (双尾)	.000	.000	.000	.000	.000		.000
	个案数	198	198	198	198	198	198	198
X2	皮尔逊相关性	.778**	.852**	.849**	.854**	.852**	.837**	1
	显著性 (双尾)	.000	.000	.000	.000	.000	.000	
	个案数	198	198	198	198	198	198	198

** 在 0.01 级别 (双尾), 相关性显著。

相关性

	X31	X32	X33	X34	X35	X36	X3
X31 皮尔逊相关性	1	.654**	.699**	-.053	.043	.003	.751**
显著性 (双尾)		.000	.000	.461	.544	.963	.000
个案数	198	198	198	198	198	198	198
X32 皮尔逊相关性	.654**	1	.636**	-.142*	.004	-.010	.682**
显著性 (双尾)	.000		.000	.045	.951	.891	.000
个案数	198	198	198	198	198	198	198
X33 皮尔逊相关性	.699**	.636**	1	-.113	.020	.029	.724**
显著性 (双尾)	.000	.000		.114	.775	.681	.000
个案数	198	198	198	198	198	198	198
X34 皮尔逊相关性	-.053	-.142*	-.113	1	-.055	-.149*	.159*
显著性 (双尾)	.461	.045	.114		.438	.037	.026
个案数	198	198	198	198	198	198	198
X35 皮尔逊相关性	.043	.004	.020	-.055	1	.506**	.454**
显著性 (双尾)	.544	.951	.775	.438		.000	.000
个案数	198	198	198	198	198	198	198
X36 皮尔逊相关性	.003	-.010	.029	-.149*	.506**	1	.414**
显著性 (双尾)	.963	.891	.681	.037	.000		.000
个案数	198	198	198	198	198	198	198
X3 皮尔逊相关性	.751**	.682**	.724**	.159*	.454**	.414**	1
显著性 (双尾)	.000	.000	.000	.026	.000	.000	
个案数	198	198	198	198	198	198	198

** 在 0.01 级别 (双尾), 相关性显著。

* 在 0.05 级别 (双尾), 相关性显著。

➔ 可靠性

标度: 所有变量

个案处理摘要

	个案数	%
个案 有效	198	100.0
排除 ^a	0	.0
总计	198	100.0

a. 基于过程中所有变量的成列删除。

可靠性统计

克隆巴赫 Alpha	项数
.935	18

Analysis of variance for each variable

方差分析中间过程值 目						
项	差异	平方和	自由度	均方	F ②	p 值 ②
Y	组间	4.618	16	0.289	8.170	0.000
	组内	6.394	181	0.035		
	总计	11.012	197			

方差分析中间过程值 目						
项	差异	平方和	自由度	均方	F ②	p 值 ②
Y	组间	1.354	19	0.071	2.324	0.002
	组内	5.459	178	0.031		
	总计	6.813	197			

方差分析中间过程值 目						
项	差异	平方和	自由度	均方	F ②	p 值 ②
Y	组间	0.892	15	0.059	15.923	0.000
	组内	0.680	182	0.004		
	总计	1.572	197			