

Annex B. Calculations of Customers Research

Table B1. Mean and standard deviation per item

	N	Min.	Max.	Mean	Std. Deviation
Electronic Media Marketing affects your purchasing decisions.	412	1	5	3.35	.989
Electronic Media Marketing helps you know more brands.	412	1	5	4.11	.882
You prefer to buy items with brand only.	412	1	5	2.81	1.256
You buy items that has good review irrespective of the brand.	412	1	5	3.56	1.109
Electronic Media Marketing saves time.	412	1	5	3.87	1.014
Electronic Media Marketing is a good shopping tool.	412	1	5	3.75	1.058
Media marketing is time consuming.	412	1	5	3.36	1.189
Electronic Media Marketing is effective in the agro companies in Lebanon.	412	1	5	2.93	1.249
Electronic Media Marketing in the agro companies in Lebanon should be more spread.	412	1	5	3.94	1.036
More firms in the agro companies in Lebanon should use Electronic Media Marketing.	412	1	5	3.96	1.098

Table B2. Chi squared table per item – Consumer sample

Question	Test Per category	Area of residence	Age	Gender
EMM affects your purchasing decisions.	Chi Squared Value	22.43	25.23	2.34
	P-value	0.13	0.07	0.67
	Decision	No Diff	No Diff	No Diff
EMM helps you know more brands.	Chi Squared Value	12.80	33.18	5.15
	P- value	0.69	0.01	0.27
	Decision	No Diff	Sig Diff	No Diff
You prefer to buy items with brand only.	Chi Squared Value	19.39	27.72	15.47
	P- value	0.249	0.034	0.004
	Decision	No Diff	Sig Diff	Sig Diff
You buy items that has good review irrespective of the brand.	Chi Squared Value	26.109	27.77	7.83
	P- value	0.053	0.034	0.098
	Decision	No Diff	Sig Diff	No Diff
Electronic Media Marketing saves time.	Chi Squared Value	15.74	17.06	2.31
	P- value	0.471	0.382	0.679
	Decision	No Diff	No Diff	No Diff
Electronic Media Marketing is a good shopping tool.	Chi Squared Value	23.46	19.83	4.57
	P- value	0.10	0.23	0.34
	Decision	No Diff	No Diff	No Diff
Electronic Media Marketing is time consuming.	Chi Squared Value	19.55	31.22	8.14
	P- value	0.24	0.01	0.09
	Decision	No Diff	Sig Diff	No Diff
Electronic Media Marketing is effective in the agro companies in Lebanon.	Chi Squared Value	51.37	52.06	2.90
	P- value	0.00	0.00	0.58
	Decision	Sig Diff	Sig Diff	No Diff
Electronic Media Marketing in the agro companies	Chi Squared Value	46.87	22.03	9.08
	P- value	0.00	0.14	0.06

Question	Test Per category	Area of residence	Age	Gender
in Lebanon should be more spread.	Decision	Sig Diff	No Diff	No Diff
More firms in the agro companies in Lebanon should use Electronic Media Marketing.	Chi Squared Value	36.65	19.59	3.79
	P-value	0.00	0.24	0.44
	Decision	Sig Diff	No Diff	No Diff
Decision taken at 5% significance level, whereby any P-value < 0.05 indicates that there is a significant difference in the mean between categories.				

Question	Test Per category	Marital status	Income bracket	Educational degree
EMM affects your purchasing decisions.	Chi Squared Value	6.01	12.09	20.91
	P-value	0.92	0.15	0.18
	Decision	No Diff	No Diff	No Diff
EMM helps you know more brands.	Chi Squared Value	22.20	8.49	47.52
	P-value	0.04	0.39	0.00
	Decision	Sig Diff	No Diff	Sig Diff
You prefer to buy items with brand only.	Chi Squared Value	17.722	18.804	15.472
	P-value	0.124	0.016	0.49
	Decision	No Diff	Sig Diff	No Diff
You buy items that has good review irrespective of the brand.	Chi Squared Value	16.664	8.029	27.06
	P-value	0.163	0.431	0.041
	Decision	No Diff	No Diff	Sig Diff
Electronic Media Marketing saves time.	Chi Squared Value	8.31	8.466	24.407
	P-value	0.76	0.389	0.081
	Decision	No Diff	No Diff	No Diff
Electronic Media Marketing is a good shopping tool.	Chi Squared Value	12.59	12.96	42.98
	P-value	0.40	0.11	0.00
	Decision	No Diff	No Diff	Sig Diff

Electronic Media Marketing is time consuming.	Chi Squared Value	21.71	10.94	28.90
	P- value	0.04	0.21	0.03
	Decision	Sig Diff	No Diff	Sig Diff
Electronic Media Marketing is effective in the agro companies in Lebanon.	Chi Squared Value	23.75	22.96	46.17
	P- value	0.02	0.00	0.00
	Decision	Sig Diff	Sig Diff	No Diff
Electronic Media Marketing in the agro companies in Lebanon should be more spread.	Chi Squared Value	12.52	15.27	32.25
	P- value	0.41	0.05	0.01
	Decision	No Diff	No Diff	Sig Diff
More firms in the agro companies in Lebanon should use Electronic Media Marketing.	Chi Squared Value	17.40	10.91	45.29
	P-value	0.14	0.21	0.00
	Decision	No Diff	No Diff	Sig Diff
Decision taken at 5% significance level, whereby any P-value < 0.05 indicates that there is a significant difference in the mean between categories.				

Table B3. Correlation coefficient and number of participants

Correlations				
Spearman's rho	Electronic Media Marketing affects your purchasing decisions.	Correlation coefficient	Electronic Media Marketing affects your purchasing decisions.	Electronic Media Marketing helps you know more brands.
1.000				
.454**				
.260**				
.210**				
.364**				
.371**				
.169**				
.276**				
.202**				
.256**				

You prefer to buy items with brand only.					Electronic Media Marketing helps you know more brands.				
Correlation coefficient	N	Sig. (2-tailed)	Correlation coefficient	N	Sig. (2-tailed)	Correlation coefficient	N	Sig. (2-tailed)	
.210 ^{ab}	412	.000	.260 ^{ab}	412	.000	.454 ^{ab}	412	.	.
.302 ^{ab}	412	.002	.153 ^{ab}	412	.	1.000	412	.000	.000
.169 ^{ab}	412	.	1.000	412	.002	.153 ^{ab}	412	.000	.000
1.000	412	.001	.169 ^{ab}	412	.000	.302 ^{ab}	412	.000	.000
.303 ^{ab}	412	.000	.186 ^{ab}	412	.000	.402 ^{ab}	412	.000	.000
.217 ^{ab}	412	.002	.149 ^{ab}	412	.000	.295 ^{ab}	412	.000	.000
.103 ^a	412	.966	.002	412	.431	.039	412	.001	.001
.199 ^{ab}	412	.013	.122 ^a	412	.004	.141 ^{ab}	412	.000	.000
.096	412	.088	.084	412	.000	.175 ^{ab}	412	.000	.000
.016	412	.028	.108 ^a	412	.004	.141 ^{ab}	412	.000	.000

Electronic Media Marketing is a good shopping tool.						Electronic Media Marketing saves time.			
N	Sig. (2-tailed)	Correlation coefficient	N	Correlation coefficient	Sig. (2-tailed)	N	Correlation coefficient	N	Sig. (2-tailed)
412	.000	.371**	412		.000	412	.364**	412	.000
412	.000	.295**	412		.000	412	.402**	412	.000
412	.002	.149**	412		.000	412	.186**	412	.001
412	.000	.217**	412		.000	412	.303**	412	.
412	.000	.510**	412		.	412	1.000	412	.000
412	.	1.000	412		.000	412	.510**	412	.000
412	.000	.268**	412		.000	412	.278**	412	.036
412	.503	.033	412		.002	412	.149**	412	.000
412	.000	.505**	412		.000	412	.294**	412	.053
412	.000	.549**	412		.000	412	.343**	412	.745

Electronic Media Marketing is effective in the agro companies in Lebanon.				EMM is effective in the agro companies in Lebanon.				Electronic Media Marketing is time consuming.			
Sig. (2-tailed)	Correlation coefficient	N	Sig. (2-tailed)	Correlation coefficient	N	Sig. (2-tailed)	Correlation coefficient	Sig. (2-tailed)	N	Sig. (2-tailed)	Correlation coefficient
.000	.202**	412	.000	.276**	412	.001	.169**				
.000	.175**	412	.004	.141**	412	.431	.039				
.088	.084	412	.013	.122*	412	.966	.002				
.053	.096	412	.000	.199**	412	.036	.103*				
.000	.294**	412	.002	.149**	412	.000	.278**				
.000	.505**	412	.503	.033	412	.000	.268**				
.000	.231**	412	.066	.091	412	.	1.000				
.752	-.016	412	.	1.000	412	.066	.091				
.	1.000	412	.752	-.016	412	.000	.231**				
.000	.689**	412	.215	.061	412	.000	.201**				

	More firms in the agro companies in Lebanon should use Electronic Media Marketing.			
	N	Sig. (2-tailed)	Correlation coef- ficient	N
	412	.000	.256**	412
	412	.004	.141**	412
	412	.028	.108*	412
	412	.745	.016	412
	412	.000	.343**	412
	412	.000	.549**	412
	412	.000	.201**	412
	412	.215	.061	412
	412	.000	.689**	412
	412	.	1.000	412
**. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.05 level (2-tailed).				

Table B4. Communalities criteria of EMM extraction

Communalities		
	Initial	Extraction
EMM affects your purchasing decisions.	1.000	.550
EMM helps you know more brands.	1.000	.502
You prefer to buy items with brand only.	1.000	.259
You buy items that has good review irrespective of the brand.	1.000	.357
EMM saves time.	1.000	.558
EMM is a good shopping tool.	1.000	.662
EMM is time consuming.	1.000	.162
EMM is effective in the agro companies in Lebanon.	1.000	.323
EMM in the agro companies in Lebanon should be more spread.	1.000	.700
More firms in the agro companies in Lebanon should use EMM.	1.000	.697
Extraction Method: Principal component analysis.		

Table B5. Total variance explained percentage

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
1	3.333	33.333	33.333	3.333	33.333	33.333	2.964
2	1.436	14.359	47.692	1.436	14.359	47.692	2.564
3	.981	9.809	57.501				
4	.904	9.042	66.542				
5	.848	8.485	75.027				
6	.799	7.993	83.021				
7	.545	5.454	88.475				
8	.483	4.827	93.302				
9	.363	3.627	96.930				
10	.307	3.070	100.000				
Extraction method: Principal component analysis.							
a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.							

Table B6. Matrices of EMM component

Component matrix		
	Component	
	1	2
Electronic Media Marketing is a good shopping tool.	.777	
Electronic Media Marketing saves time.	.746	
More firms in the agro companies in Lebanon should use Electronic Media Marketing.	.674	-.492

Electronic Media Marketing in the agro companies in Lebanon should be more spread.	.660	-.513
Electronic Media Marketing affects your purchasing decisions.	.648	.361
Electronic helps you know more brands.	.617	.348
You prefer to buy items with brand only.	.362	.358
Electronic is time consuming.	.358	
Electronic is effective in the agro companies in Lebanon.		.501
You buy items that has good review irrespective of the brand.	.390	.453
Extraction Method: Principal component analysis.		
a. 2 components extracted.		

Table B7. Pattern matrices of EMM component

Pattern Matrcix		
	Component	
	1	2
Electronic Media Marketing in the agro companies in Lebanon should be more spread.	.896	
More firms in the agro companies in Lebanon should use Electronic Media Marketing.	.887	
Electronic Media Marketing is a good shopping tool.	.747	
Electronic Media Marketing saves time.	.481	.408
Electronic Media Marketing is time consuming.	.406	
Electronic Media Marketing affects your purchasing decisions.		.669
Electronic Media Marketing helps you know more brands.		.641
You buy items that has good review irrespective of the brand.		.635
Electronic is effective in the agro companies in Lebanon.		.623
You prefer to buy items with brand only.		.527
Extraction method: principal component analysis.		
Rotation method: promax with Kaiser normalization.		
a. Rotation converged in 3 iterations.		

Table B8. Structure matrices of EMM component

Structure matrix		
	Component	
	1	2
More firms in the agro companies in Lebanon should use Electronic Media Marketing.	.822	

Elerctronic Media Marketing in the agro companies in Lebanon should be more spread.	.819	
Electronic Media Marketing is a good shopping tool.	.804	.446
Electronic Media Marketing saves time.	.648	.605
Electronic Media Marketing is time consuming.	.403	
Electronic Media Marketing affects your purchasing decisions.	.422	.729
Electronic Media Marketing helps you know more brands.	.400	.697
You buy items that has good review irrespective of the brand.		.589
Electronic Media Marketing is effective in the agro companies in Lebanon.		.525
You prefer to buy items with brand only.		.507
Extraction method: principal component analysis. Rotation method: promax with Kaiser normalization.		
Extraction method: principal component analysis. Rotation method: promax with Kaiser normalization.		

Table B9. Component correlation matrix

Component correlation matrix		
Component	1	2
1	1.000	.411
2	.411	1.000
Extraction method: principal component analysis. Rotation method: promax with Kaiser normalization.		

Table B10. Reliability statistics and item total

Reliability statistics	
Cronbach's alpha	N of Items
.798	6
Item-total statistics	

	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
Electronic Media Marketing affects your purchasing decisions.	19.63	14.068	.461	.788
Electronic Media Marketing helps you know more brands.	18.87	14.575	.462	.787
Electronic Media Marketing is a good shopping tool.	19.23	12.346	.673	.737
Electronic Media Marketing in the agro companies in Lebanon should be more spread.	19.04	13.173	.561	.765
More firms in the agro companies in Lebanon should use Electronic Media Marketing.	19.02	12.729	.579	.761
Electronic Electronic Media Marketing saves time.	19.11	13.158	.582	.760