

VII. ANNEXES

Annexe 1 : Questionnaire

Bonjour,

Nous sommes étudiants en deuxième année de master à la LSM (Louvain School Of Managment) et, dans le cadre de notre mémoire de fin d'études, nous nous intéressons à la confiance dans les entreprises digitales.

Vos réponses resteront anonymes et il n'y a ni bonnes, ni mauvaises réponses.

Nous vous remercions pour votre participation.

Aymeric-Alexandre Beele et Gelly Bimwala

Partie A: Démographie

A1. Quel âge avez-vous ?

A2. Choisissez

Homme ☐

Femme ☐

A3. Quel est votre niveau d'étude ?

Primaire ☐

Secondaire ☐

Haute école ☐

Universitaire - Premier Cycle ☐

Universitaire - Deuxième Cycle ☐

Universitaire - Troisième Cycle ☐

A4. Situation familiale

Célibataire sans enfant ☐

Célibataire avec enfant ☐

En couple sans enfant ☐

En couple avec enfant ☐

Partie B: Mise en contexte

B1. Votre fréquence d'achat en ligne ?

- Au moins une fois par semaine ☐
- 1 ou 2 fois par mois ☐
- Moins de 10 fois par an ☐
- Jamais ☐

B2. Votre fréquence d'achat dans les magasins physiques ?

- Au moins une fois par semaine ☐
- 1 ou 2 fois par mois ☐
- Moins de 10 fois par an ☐
- Jamais ☐

B3. Votre attitude d'achat ?

- J'achète quand j'aime ☐
- J'achète quand j'en ai besoin ☐
- J'achète pour acheter ☐

B4. Quels éléments affectent le plus vos décisions d'achat ?

- Le prix ☐
- Les remises ☐
- La mode ☐
- La marque ☐
- La politique de livraison ☐
- La qualité du produit ☐
- La qualité du service client ☐
- Les frais de ports ☐

B5. Quelles sont les raisons pour lesquelles vous effectuez des achats en ligne ?

- La variété et l'abondance des produits ☐
- L'économie de temps ☐
- L'économie d'énergie ☐
- Le prix ☐

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Partie C: DNVB

La marque A est une Digital Native Vertical Brand (DNVB)

Les DNVB sont des marques dont le développement se fait à l'origine essentiellement, voire exclusivement, par le biais d'une présence sur Internet permettant d'assurer la création, la promotion et la distribution de la marque. Elles suppriment les intermédiaires de la fabrication à la distribution. Celles-ci pratiquent souvent une politique des prix fixes et transparents, mettant au coeur de leur stratégie la relation client.

C1. A quel point êtes-vous d'accord avec les affirmations suivantes ?

[illegible]

Partie D: Amazon

Considérez maintenant le géant du Web Amazon

D1. A quel point êtes-vous d'accord avec les affirmations suivantes ?

[illegible]

[illegible]

Annexe 2 : Principales données obtenues

22	Masculin	6,00	6,00	5,00	6,00	6,00	6,00	5,00	4,00	3,00	3,00	3,00	3,00	3,00	5,00	3,00	5,00	4,00	6,00	5,00	5,00	6,00	3,00	6,00	6,00	6,00	5,00	6,00	4,00	5,67	3,33	6,00	3,00	5,56	3,11	
20	Féminin	6,00	5,00	3,00	5,00	6,00	6,00	6,00	6,00	5,00	4,00	6,00	6,00	6,00	6,00	6,00	2,00	4,00	4,00	4,00	4,00	6,00	2,00	4,00	3,00	6,00	6,00	4,00	2,00	4,67	5,00	5,67	6,00	5,44	5,67	
35	Masculin	6,00	6,00	6,00	6,00	6,00	6,00	6,00	6,00	3,00	6,00	6,00	6,00	6,00	6,00	5,00	6,00	3,00	7,00	6,00	5,00	7,00	5,00	6,00	6,00	5,00	6,00	5,00	7,00	6,00	5,00	6,00	6,00	6,00	5,67	
23	Masculin	4,00	4,00	2,00	4,00	4,00	4,00	4,00	4,00	5,00	6,00	6,00	6,00	6,00	6,00	4,00	5,00	6,00	4,00	4,00	4,00	6,00	2,00	4,00	5,00	4,00	5,00	4,00	4,00	3,33	5,67	4,00	6,00	3,78	5,56	
20	Féminin	4,00	5,00	4,00	5,00	5,00	5,00	4,00	5,00	2,00	2,00	1,00	3,00	4,00	7,00	6,00	4,00	7,00	7,00	4,00	3,00	4,00	6,00	3,00	5,00	5,00	1,00	6,00	7,00	1,00	4,33	1,67	5,00	4,67	4,78	3,44
26	Féminin	5,00	5,00	5,00	6,00	5,00	5,00	6,00	7,00	7,00	7,00	2,00	4,00	4,00	5,00	7,00	2,00	4,00	5,00	6,00	4,00	5,00	3,00	5,00	4,00	7,00	6,00	5,00	5,00	5,33	5,33	4,33	5,78	5,56		
28	Masculin	7,00	6,00	5,00	5,00	4,00	5,00	5,00	5,00	6,00	5,00	4,00	5,00	5,00	5,00	6,00	6,00	5,00	7,00	4,00	5,00	5,00	6,00	5,00	6,00	5,00	4,00	5,00	5,00	6,00	5,00	4,67	4,67	5,22	5,22	
45	Masculin	5,00	4,00	5,00	5,00	5,00	5,00	5,00	2,00	4,00	4,00	2,00	2,00	2,00	3,00	4,00	3,00	5,00	5,00	4,00	7,00	1,00	5,00	7,00	5,00	6,00	7,00	5,00	5,00	4,67	3,33	5,00	2,00	4,89	3,11	
24	Masculin	5,00	5,00	5,00	5,00	6,00	6,00	6,00	7,00	7,00	7,00	7,00	7,00	7,00	7,00	7,00	7,00	7,00	6,00	7,00	5,00	6,00	3,00	6,00	5,00	2,00	6,00	6,00	5,00	7,00	5,67	7,00	5,56	7,00		
21	Masculin	3,00	3,00	4,00	3,00	3,00	3,00	3,00	3,00	5,00	5,00	4,00	5,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	5,00	4,00	4,00	3,00	4,00	4,00	5,00	4,00	3,33	4,67	3,00	5,00	3,11	4,89	
21	Féminin	5,00	6,00	2,00	5,00	5,00	7,00	6,00	5,00	5,00	2,00	5,00	5,00	5,00	7,00	6,00	4,00	4,00	3,00	6,00	4,00	2,00	7,00	2,00	1,00	4,00	7,00	4,00	6,00	4,33	4,00	5,00	5,00	5,11	5,00	
26	Masculin	4,00	5,00	4,00	6,00	4,00	6,00	6,00	4,00	6,00	4,00	6,00	6,00	6,00	6,00	6,00	6,00	6,00	4,00	4,00	4,00	3,00	3,00	5,00	4,00	4,00	5,00	6,00	6,00	4,33	4,67	5,33	5,33	5,22	5,33	
20	Féminin	6,00	6,00	5,00	4,00	4,00	6,00	5,00	6,00	5,00	6,00	5,00	3,00	3,00	3,00	4,00	3,00	6,00	7,00	5,00	3,00	6,00	2,00	6,00	3,00	4,00	3,00	5,00	3,00	5,67	5,33	4,67	3,00	5,44	3,78	
54	Féminin	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	6,00	6,00	6,00	6,00	6,00	6,00	6,00	5,00	2,00	2,00	4,00	4,00	5,00	2,00	3,00	5,00	4,00	4,00	4,00	4,00	4,00	6,00	4,00	6,00	4,00	6,00	
52	Féminin	4,00	4,00	4,00	1,00	1,00	7,00	5,00	5,00	1,00	1,00	1,00	1,00	1,00	1,00	5,00	5,00	1,00	5,00	2,00	5,00	5,00	4,00	5,00	4,00	2,00	5,00	4,00	5,00	4,00	1,00	3,00	1,00	4,00	2,33	
29	Masculin	6,00	6,00	6,00	5,00	5,00	6,00	6,00	5,00	7,00	6,00	7,00	5,00	5,00	5,00	5,00	5,00	6,00	5,00	7,00	6,00	3,00	5,00	3,00	5,00	5,00	4,00	6,00	6,00	6,67	5,33	5,00	5,44	5,56		
27	Féminin	4,00	4,00	4,00	3,00	4,00	4,00	4,00	4,00	7,00	7,00	7,00	7,00	7,00	7,00	7,00	7,00	4,00	7,00	4,00	7,00	1,00	7,00	7,00	7,00	7,00	7,00	7,00	3,00	4,00	7,00	3,67	7,00	3,89	7,00	
25	Féminin	5,00	6,00	2,00	6,00	6,00	7,00	6,00	6,00	5,00	4,00	5,00	2,00	3,00	5,00	7,00	6,00	2,00	4,00	2,00	3,00	4,00	3,00	4,00	5,00	4,00	7,00	7,00	4,00	4,33	4,67	6,33	3,33	5,56	4,67	
46	Féminin	3,00	3,00	5,00	3,00	3,00	3,00	2,00	2,00	4,00	4,00	4,00	1,00	1,00	1,00	1,00	5,00	4,00	1,00	5,00	4,00	3,00	4,00	6,00	1,00	6,00	6,00	4,00	6,00	3,67	4,00	3,00	1,00	2,89	3,00	
48	Féminin	5,00	5,00	5,00	4,00	4,00	5,00	5,00	6,00	5,00	6,00	5,00	4,00	5,00	5,00	5,00	2,00	7,00	7,00	4,00	6,00	7,00	1,00	5,00	3,00	7,00	4,00	6,00	5,00	5,00	5,33	4,67	4,67	5,22	5,00	
21	Masculin	6,00	7,00	5,00	5,00	6,00	7,00	4,00	5,00	4,00	4,00	3,00	4,00	4,00	4,00	5,00	6,00	5,00	4,00	5,00	4,00	7,00	1,00	5,00	5,00	6,00	5,00	6,00	6,00	6,00	3,67	6,00	4,00	5,67	4,22	
26	Féminin	5,00	5,00	4,00	5,00	5,00	5,00	5,00	6,00	6,00	6,00	6,00	7,00	5,00	6,00	7,00	7,00	6,00	6,00	6,00	6,00	3,00	5,00	6,00	7,00	7,00	6,00	6,00	4,67	6,33	5,00	6,00	5,22	6,44		
52	Féminin	7,00	5,00	6,00	6,00	5,00	6,00	6,00	6,00	5,00	5,00	6,00	6,00	6,00	6,00	6,00	6,00	6,00	7,00	7,00	6,00	6,00	2,00	4,00	4,00	6,00	7,00	6,00	4,00	6,00	5,33	5,67	6,00	5,89	5,78	
26	Féminin	3,00	3,00	5,00	4,00	5,00	5,00	5,00	5,00	4,00	3,00	2,00	3,00	2,00	5,00	5,00	5,00	5,00	4,00	4,00	4,00	5,00	4,00	3,00	3,00	4,00	5,00	4,00	5,00	3,00	3,00	5,00	3,33	4,44	3,78	
47	Masculin	2,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	3,33	4,00	4,00	4,00	3,78	4,00	
25	Masculin	1,00	2,00	6,00	3,00	5,00	4,00	3,00	3,00	3,00	3,00	3,00	5,00	3,00	4,00	4,00	2,00	2,00	7,00	5,00	7,00	6,00	3,00	3,00	3,00	3,00	5,00	4,00	5,00	3,00	3,00	4,00	4,00	3,33	3,00	
19	Féminin	5,00	4,00	5,00	6,00	5,00	5,00	4,00	6,00	4,00	3,00	3,00	3,00	3,00	4,00	5,00	4,00	3,00	3,00	4,00	4,00	5,00	3,00	5,00	5,00	4,00	5,00	4,00	4,67	3,33	5,33	3,33	5,33	3,56		
26	Masculin	5,00	5,00	5,00	5,00	5,00	7,00	6,00	6,00	5,00	4,00	5,00	5,00	4,00	4,00	5,00	4,00	3,00	4,00	2,00	4,00	4,00	6,00	3,00	4,00	4,00	5,00	4,00	5,00	4,00	5,00	4,67	4,33	5,56	4,33	
24	Masculin	4,00	5,00	3,00	5,00	5,00	5,00	4,00	5,00	3,00	4,00	3,00	3,00	3,00	3,00	6,00	6,00	2,00	4,00	5,00	5,00	4,00	6,00	4,00	6,00	4,00	4,00	6,00	4,00	3,33	5,00	3,00	4,67	4,11		
23	Féminin	7,00	7,00	6,00	6,00	6,00	6,00	6,00	6,00	6,00	6,00	6,00	6,00	6,00	6,00	6,00	6,00	1,00	5,00	7,00	7,00	6,00	5,00	1,00	5,00	2,00	6,00	7,00	5,00	6,67	5,67	6,00	6,00	6,22	5,89	
23	Masculin	5,00	6,00	5,00	6,00	5,00	5,00	6,00	5,00	5,00	5,00	4,00	4,00	5,00	6,00	6,00	5,00	5,00	6,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,33	5,00	5,33	4,33	5,22	5,11	
23	Féminin	4,00	5,00	2,00	5,00	3,00	3,00	4,00	3,00	5,00	5,00	3,00	3,00	4,00	6,00	4,00	6,00	6,00	6,00	6,00	5,00	7,00	3,00	7,00	3,00	3,00	7,00	7,00	3,00	3,67	5,00	3,67	3,33	3,44	4,11	
24	Masculin	4,00	6,00	5,00	4,00	4,00	7,00	5,00	7,00	4,00	5,00	7,00	6,00	6,00	6,00	4,00	5,00	3,00	6,00	4,00	3,00	6,00	5,00	2,00	5,00	4,00	5,00	7,00	3,00	5,00	5,33	5,00	6,00	5,67	5,78	
41	Féminin	4,00	6,00	6,00	6,00	6,00	5,00	5,00	5,00	4,00	5,00	3,00	5,00	5,00	5,00	3,00	6,00	5,00	7,00	4,00	4,00	3,00	5,00	4,00	7,00	6,00	5,00	5,33	4,00	5,67	5,00	5,33	5,00			
23	Féminin	5,00	5,00	5,00	6,00	6,00	7,00	7,00	7,00	4,00	3,00	2,00	3,00	6,00	6,00	4,00	4,00	6,00	6,00	4,00	4,00	7,00	1,00	5,00	3,00	4,00	5,00	5,00	5,00	3,00	6,33	5,00	6,11	4,00		
27	Masculin	4,00	4,00	3,00	5,00	5,00	6,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	3,00	5,00	4,00	3,00	5,00	6,00	2,00	5,00	4,00	4,00	4,00	6,00	6,00	3,67	4,00	5,33	4,00	4,33	4,00	
25	Féminin	4,00	5,00	5,00	4,00	4,00	5,00	4,00	5,00	3,00	3,00	6,00	6,00	6,00	7,00	4,00	5,00	5,00	6,00	3,00	3,00	5,00	5,00	3,00	4,00	5,00	7,00	7,00	6,00	4,67	4,00	4,33	6,33	4,67	5,11	
25	Masculin	4,00	4,00	4,00	4,00	4,00	6,00	6,00	5,00	4,00	4,00	5,00	5,00	5,00	5,00	4,00	4,00	5,00	5,00	4,00	4,00	5,00	7,00	2,00	6,00	4,00	4,00	6,00	5,00	6,00	4,00	4,33	4,67	5,00	4,89	4,44
66	Masculin																																			

24 Féminin	5,00	6,00	5,00	5,00	5,00	7,00	5,00	6,00	5,00	5,00	4,00	3,00	3,00	6,00	7,00	6,00	5,00	5,00	6,00	6,00	6,00	6,00	7,00	2,00	5,00	6,00	6,00	7,00	5,00	6,00	5,33	4,67	5,67	4,00	5,67	4,89
19 Féminin	5,00	4,00	5,00	5,00	6,00	5,00	6,00	4,00	5,00	5,00	5,00	5,00	5,00	4,00	3,00	5,00	5,00	5,00	4,00	5,00	5,00	5,00	3,00	5,00	4,00	5,00	3,00	4,00	2,00	4,67	5,00	5,33	4,67	4,67	4,89	
19 Féminin	6,00	5,00	5,00	5,00	6,00	4,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	6,00	6,00	3,00	5,00	5,00	7,00	5,00	6,00	3,00	6,00	5,00	5,00	5,00	5,00	3,00	5,33	5,00	5,33	5,00	5,33	5,00	5,33	
51 Féminin	4,00	5,00	5,00	6,00	6,00	6,00	5,00	6,00	1,00	2,00	1,00	3,00	3,00	5,00	6,00	6,00	5,00	7,00	4,00	4,00	6,00	6,00	1,00	6,00	3,00	4,00	6,00	6,00	3,00	4,67	1,33	6,00	3,67	5,56	3,67	
51 Masculin	5,00	5,00	5,00	4,00	5,00	4,00	4,00	3,00	2,00	2,00	2,00	3,00	4,00	4,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	5,00	3,00	5,00	2,00	4,00	7,00	5,00	3,00	5,00	2,00	4,33	3,67	4,11	3,56	
23 Féminin	6,00	6,00	6,00	4,00	6,00	6,00	6,00	6,00	5,00	2,00	2,00	6,00	6,00	5,00	7,00	7,00	6,00	7,00	5,00	5,00	6,00	6,00	3,00	6,00	7,00	7,00	7,00	6,00	7,00	6,00	3,00	5,33	5,67	5,78	5,22	
51 Masculin	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	
23 Féminin	3,00	3,00	3,00	1,00	1,00	1,00	3,00	3,00	3,00	2,00	2,00	1,00	1,00	1,00	3,00	2,00	1,00	2,00	2,00	2,00	3,00	2,00	3,00	3,00	1,00	1,00	1,00	2,00	3,00	2,33	1,00	1,00	2,33	1,78		
22 Masculin	6,00	5,00	4,00	5,00	5,00	7,00	4,00	5,00	5,00	3,00	2,00	5,00	5,00	5,00	3,00	3,00	5,00	4,00	3,00	6,00	7,00	2,00	3,00	2,00	4,00	7,00	4,00	5,00	5,00	3,33	5,67	5,00	5,22	3,78		
52 Féminin	7,00	6,00	6,00	6,00	6,00	6,00	6,00	6,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	6,00	1,00	6,00	6,00	6,00	2,00	2,00	6,00	4,00	4,00	5,00	5,00	5,00	6,33	4,00	6,00	4,00	6,11	4,00		
26 Féminin	5,00	6,00	5,00	6,00	6,00	7,00	7,00	5,00	4,00	7,00	5,00	7,00	7,00	7,00	6,00	7,00	5,00	3,00	4,00	4,00	7,00	1,00	6,00	6,00	4,00	6,00	6,00	7,00	5,33	5,33	6,33	7,00	5,56	6,44		
18 Féminin	6,00	6,00	5,00	6,00	6,00	6,00	6,00	6,00	5,00	5,00	5,00	4,00	4,00	4,00	3,00	4,00	6,00	6,00	6,00	6,00	7,00	1,00	5,00	2,00	4,00	6,00	6,00	6,00	4,00	5,67	5,00	6,00	4,00	5,89	4,33	
40 Féminin	5,00	6,00	6,00	6,00	6,00	6,00	3,00	6,00	5,00	5,00	3,00	6,00	5,00	5,00	6,00	6,00	2,00	2,00	6,00	4,00	7,00	7,00	1,00	5,00	1,00	7,00	7,00	7,00	7,00	5,67	4,33	6,00	5,33	5,89	5,22	
23 Féminin	4,00	4,00	4,00	4,00	5,00	5,00	5,00	5,00	7,00	7,00	7,00	6,00	7,00	7,00	7,00	7,00	7,00	7,00	6,00	7,00	7,00	6,00	2,00	6,00	4,00	6,00	7,00	7,00	6,00	4,00	7,00	4,67	6,67	4,56	6,89	
18 Féminin	4,00	4,00	5,00	4,00	4,00	3,00	3,00	3,00	3,00	5,00	5,00	5,00	5,00	5,00	3,00	7,00	5,00	5,00	5,00	5,00	3,00	5,00	5,00	5,00	4,00	3,00	4,00	4,00	4,33	5,00	3,67	5,00	3,67	3,00		
18 Féminin	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	3,00	5,00	4,00	5,00	3,00	4,00	5,00	4,00	7,00	7,00	5,00	4,00	4,00	2,00	5,00	3,00	3,00	4,00	3,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	
18 Féminin	5,00	2,00	5,00	6,00	6,00	7,00	2,00	5,00	4,00	3,00	2,00	5,00	4,00	3,00	2,00	5,00	5,00	6,00	5,00	7,00	3,00	5,00	3,00	5,00	5,00	2,00	6,00	4,00	1,00	4,00	3,00	6,33	4,67	5,11	4,22	
23 Féminin	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	
22 Masculin	4,00	5,00	3,00	3,00	5,00	6,00	6,00	6,00	6,00	6,00	5,00	4,00	4,00	5,00	3,00	5,00	6,00	5,00	3,00	5,00	6,00	5,00	2,00	5,00	5,00	5,00	6,00	6,00	4,00	5,67	4,67	4,33	4,89	5,00		
24 Féminin	4,00	6,00	6,00	7,00	6,00	7,00	6,00	7,00	6,00	5,00	1,00	5,00	5,00	3,00	4,00	6,00	5,00	4,00	4,00	7,00	6,00	7,00	1,00	4,00	4,00	4,00	5,00	4,00	5,00	3,33	4,00	6,33	4,33	5,56	4,78	
23 Féminin	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	5,00	5,00	4,00	4,00	4,00	4,00	6,00	6,00	5,00	6,00	4,00	4,00	4,00	6,00	2,00	6,00	5,00	5,00	7,00	6,00	4,00	4,67	4,00	4,00	4,00	4,89		
23 Féminin	5,00	5,00	5,00	5,00	5,00	5,00	4,00	5,00	5,00	3,00	3,00	4,00	4,00	5,00	4,00	5,00	2,00	5,00	5,00	5,00	3,00	3,00	5,00	3,00	1,00	3,00	5,00	5,00	5,00	5,00	3,67	5,00	4,33	5,00	4,33	
26 Masculin	4,00	4,00	4,00	4,00	4,00	6,00	3,00	5,00	5,00	2,00	6,00	2,00	2,00	3,00	4,00	4,00	5,00	4,00	4,00	4,00	4,00	7,00	1,00	5,00	4,00	4,00	4,00	7,00	6,00	4,00	4,33	4,67	2,33	4,56	3,56	
23 Masculin	4,00	4,00	5,00	4,00	4,00	4,00	4,00	4,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	4,33	5,00	4,00	5,00	4,11	5,00	
24 Féminin	6,00	6,00	5,00	6,00	6,00	6,00	5,00	5,00	2,00	2,00	4,00	4,00	3,00	3,00	5,00	5,00	3,00	6,00	2,00	4,00	5,00	4,00	3,00	6,00	4,00	4,00	5,00	5,00	5,67	2,67	6,00	3,33	5,56	3,67		

Annexe 3 : Analyses descriptives

age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17	1	.8	.8	.8
	18	4	3.2	3.2	4.0
	19	4	3.2	3.2	7.3
	20	5	4.0	4.0	11.3
	21	8	6.5	6.5	17.7
	22	8	6.5	6.5	24.2
	23	17	13.7	13.7	37.9
	24	18	14.5	14.5	52.4
	25	16	12.9	12.9	65.3
	26	11	8.9	8.9	74.2
	27	3	2.4	2.4	76.6
	28	2	1.6	1.6	78.2
	29	4	3.2	3.2	81.5
	30	2	1.6	1.6	83.1
	35	2	1.6	1.6	84.7
	38	1	.8	.8	85.5
	40	1	.8	.8	86.3
	41	1	.8	.8	87.1
	45	1	.8	.8	87.9
	46	1	.8	.8	88.7
	47	1	.8	.8	89.5
	48	1	.8	.8	90.3
	49	1	.8	.8	91.1
	50	1	.8	.8	91.9
	51	5	4.0	4.0	96.0
	52	3	2.4	2.4	98.4
	54	1	.8	.8	99.2
	66	1	.8	.8	100.0
	Total	124	100.0	100.0	

Situation familiale					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Célibataire avec enfant	5	4.0	4.0	4.0
	Célibataire sans enfant	78	62.9	62.9	66.9
	En couple avec enfant	17	13.7	13.7	80.6
	En couple sans enfant	24	19.4	19.4	100.0
	Total	124	100.0	100.0	

niveaudetude

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Haute école	31	25.0	25.0	25.0
	Secondaire	17	13.7	13.7	38.7
	Universitaire – Deuxième Cycle	40	32.3	32.3	71.0
	Universitaire – Premier Cycle	26	21.0	21.0	91.9
	Universitaire – Troisième Cycle	10	8.1	8.1	100.0
	Total	124	100.0	100.0	

Annexe 4 : Création de Variables et validité

Crédibilité DNVB

Correlation Matrix

		A_Credi1	A_Credi3	A_Credi4
Correlation	A_Credi1	1.000	.704	.467
	A_Credi3	.704	1.000	.488
	A_Credi4	.467	.488	1.000

KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.663
Bartlett's Test of Sphericity	Approx. Chi-Square	120.704
	df	3
	Sig.	.000

Communalities

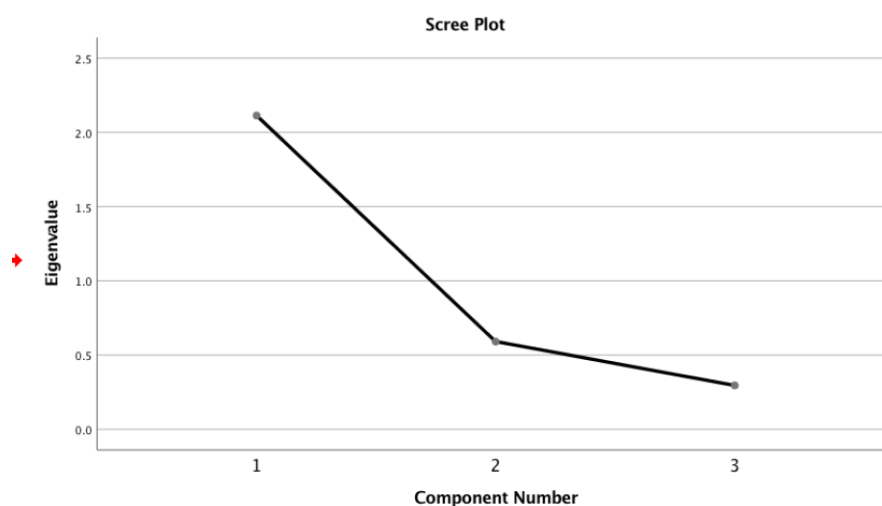
	Initial	Extraction
A_Credi1	1.000	.765
A_Credi3	1.000	.780
A_Credi4	1.000	.568

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.113	70.442	70.442	2.113	70.442	70.442
2	.591	19.703	90.146			
3	.296	9.854	100.000			

Extraction Method: Principal Component Analysis.



Crédibilité Amazon

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.706
Bartlett's Test of Sphericity	Approx. Chi-Square	177.503
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
B_Cred11	1.000	.781
B_Cred13	1.000	.848
B_Cred14	1.000	.724

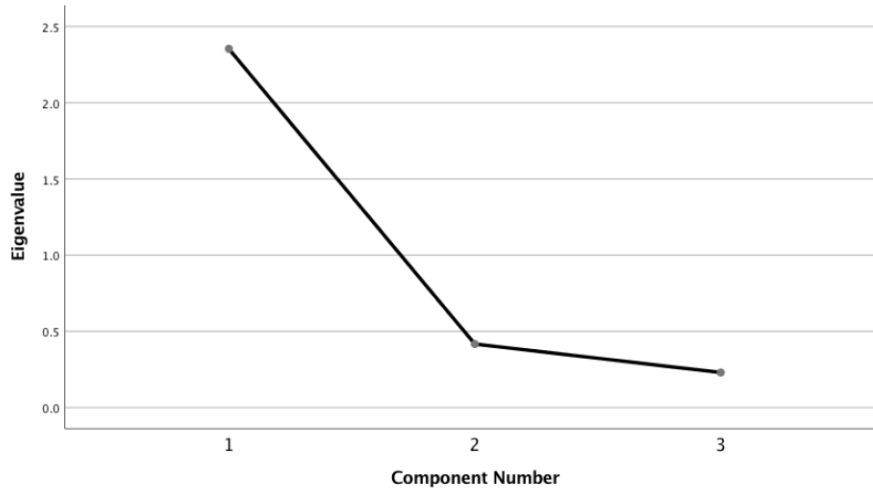
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.353	78.445	78.445	2.353	78.445	78.445
2	.417	13.892	92.337			
3	.230	7.663	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Intégrité DNVB

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
A_INTE2	4.75	1.273	124
A_INTE4	4.80	1.275	124
A_INTE5	5.19	1.239	124

Correlation Matrix

		A_INTE2	A_INTE4	A_INTE5
Correlation	A_INTE2	1.000	.810	.509
	A_INTE4	.810	1.000	.575
	A_INTE5	.509	.575	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.657
Bartlett's Test of Sphericity	Approx. Chi-Square	179.106
	df	3
	Sig.	.000

Communalities

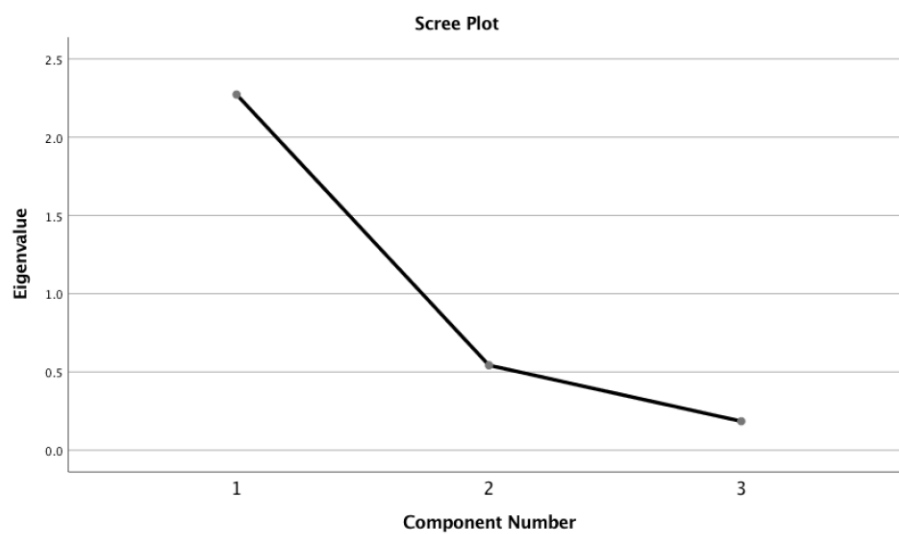
	Initial	Extraction
A_INTE2	1.000	.811
A_INTE4	1.000	.856
A_INTE5	1.000	.606

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.272	75.746	75.746	2.272	75.746	75.746
2	.543	18.090	93.836			
3	.185	6.164	100.000			

Extraction Method: Principal Component Analysis.



Intégrité Amazon

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
B_INTE2	4.47	1.495	121
B_INTE4	4.52	1.455	121
B_INTE5	4.55	1.449	121

Correlation Matrix

		B_INTE2	B_INTE4	B_INTE5
Correlation	B_INTE2	1.000	.859	.669
	B_INTE4	.859	1.000	.749
	B_INTE5	.669	.749	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.701
Bartlett's Test of Sphericity	Approx. Chi-Square	256.427
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
B_INTE2	1.000	.851
B_INTE4	1.000	.906
B_INTE5	1.000	.765

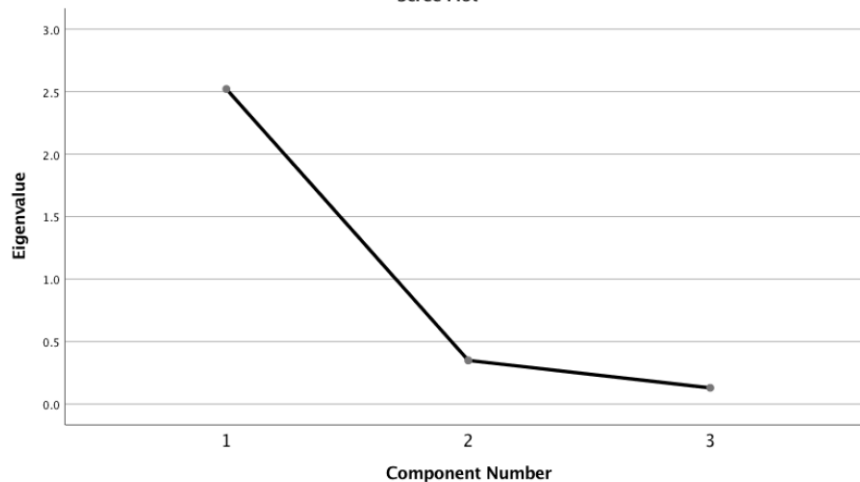
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.521	84.034	84.034	2.521	84.034	84.034
2	.349	11.644	95.679			
3	.130	4.321	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Bienveillance DNVB

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
A_BIENV1	4.65	1.183	124
A_BIENV2	4.98	1.093	124

Correlation Matrix

		A_BIENV1	A_BIENV2
Correlation	A_BIENV1	1.000	.578
	A_BIENV2	.578	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	49.469
	df	1
	Sig.	.000

Communalities

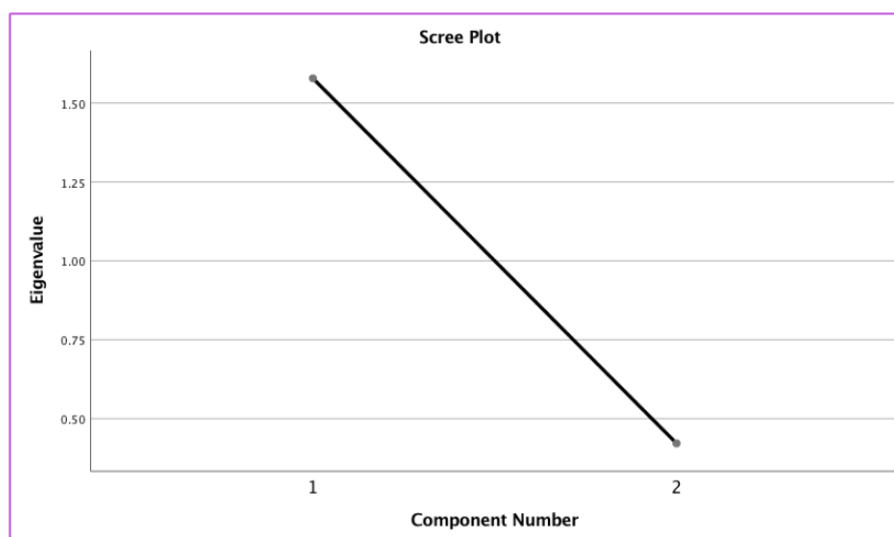
	Initial	Extraction
A_BIENV1	1.000	.789
A_BIENV2	1.000	.789

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.578	78.916	78.916	1.578	78.916	78.916
2	.422	21.084	100.000			

Extraction Method: Principal Component Analysis.



Bienveillance Amazon

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
B_BIENV1	4.91	1.379	122
B_BIENV2	5.15	1.315	122

Correlation Matrix

		B_BIENV1	B_BIENV2
Correlation	B_BIENV1	1.000	.714
	B_BIENV2	.714	1.000

KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	85.113
	df	1
	Sig.	.000

Communalities

	Initial	Extraction
B_BIENV1	1.000	.857
B_BIENV2	1.000	.857

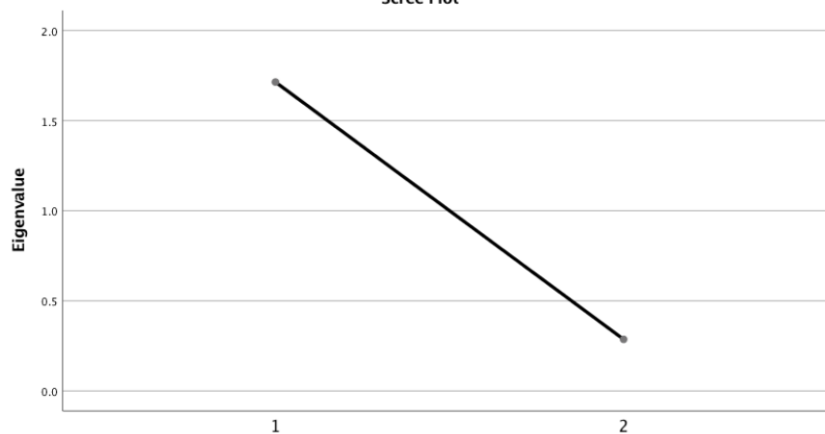
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.714	85.688	85.688	1.714	85.688	85.688
2	.286	14.312	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Confiance A

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
A_CREDIFINAL	4.5269	1.07286	124
A_INTEGRFINAL	4.9113	1.09702	124
A_BIENV2	4.98	1.093	124

Correlation Matrix

		A_CREDIFINAL	A_INTEGRFINAL	A_BIENV2
Correlation	A_CREDIFINAL	1.000	.670	.459
	A_INTEGRFINAL	.670	1.000	.568
	A_BIENV2	.459	.568	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.669
Bartlett's Test of Sphericity	Approx. Chi-Square	121.435
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
A_CREDIFINAL	1.000	.716
A_INTEGRFINAL	1.000	.798
A_BIENV2	1.000	.622

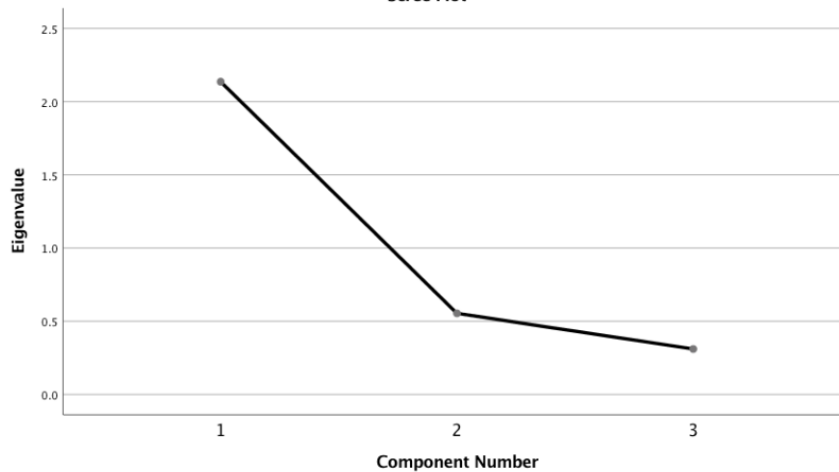
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.136	71.196	71.196	2.136	71.196	71.196
2	.554	18.459	89.656			
3	.310	10.344	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Confiance B

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
B_CREDIFINAL	4.4230	1.34367	119
B_INTEGRFINAL	4.5126	1.35351	119
B_BIENV2	5.15	1.313	119

Correlation Matrix

		B_CREDIFINAL	B_INTEGRFINAL	B_BIENV2
Correlation	B_CREDIFINAL	1.000	.648	.478
	B_INTEGRFINAL	.648	1.000	.573
	B_BIENV2	.478	.573	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.682
Bartlett's Test of Sphericity	Approx. Chi-Square	112.810
	df	3
	Sig.	.000

Communalities

	Initial	Extraction
B_CREDIFINAL	1.000	.709
B_INTEGRFINAL	1.000	.783
B_BIENV2	1.000	.642

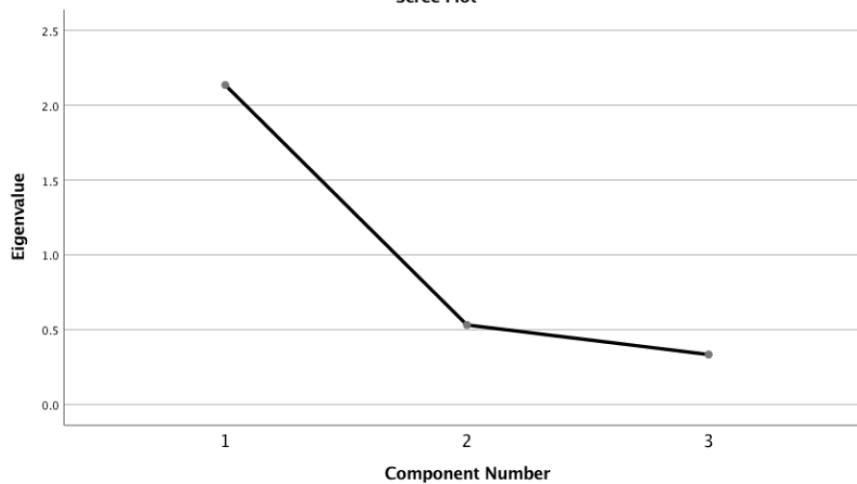
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.135	71.164	71.164	2.135	71.164	71.164
2	.531	17.706	88.869			
3	.334	11.131	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Annexe 5 : Tests Crédibilité

Hypothèse 1

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
A_CREDIFINAL	124	4.5269	1.07286	.09635

One-Sample Test

Test Value = 4.3852

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
A_CREDIFINAL	1.471	123	.144	.14168	-.0490	.3324

Means

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
A_CREDIFINAL	124	100.0%	0	0.0%	124	100.0%
B_CREDIFINAL	122	98.4%	2	1.6%	124	100.0%

Report

	A_CREDIFINAL	B_CREDIFINAL
Mean	4.5269	4.3852
N	124	122
Std. Deviation	1.07286	1.36466

Annexe 5.1 Test crédibilité DNVB

Intégration verticale

➔ **Oneway**

Descriptives

A_CREDIFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	5	3.8667	.50553	.22608	3.2390	4.4944	3.00	4.33
2	4	4.6667	.81650	.40825	3.3674	5.9659	4.00	5.67
3	6	4.5000	1.48698	.60706	2.9395	6.0605	3.00	7.00
4	47	4.4965	.97770	.14261	4.2094	4.7835	2.00	6.33
5	25	4.4000	1.10135	.22027	3.9454	4.8546	2.33	6.67
6	23	4.9275	.98451	.20528	4.5018	5.3533	3.00	6.67
7	14	4.4048	1.42732	.38147	3.5807	5.2289	1.00	6.00
Total	124	4.5269	1.07286	.09635	4.3362	4.7176	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_CREDIFINAL	Based on Mean	.957	6	117	.458
	Based on Median	1.014	6	117	.419
	Based on Median and with adjusted df	1.014	6	90.297	.421
	Based on trimmed mean	.982	6	117	.441

ANOVA

A_CREDIFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.609	6	1.101	.955	.459
Within Groups	134.968	117	1.154		
Total	141.577	123			

Robust Tests of Equality of Means

A_CREDIFINAL

	Statistic ^a	df1	df2	Sig.
Welch	1.780	6	19.724	.155

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: A_CREDIFINAL

Bonferroni

(I) Expl_prefIntVertical	(J) Expl_prefIntVertical	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-.80000	.72049	1.000	-3.0377	1.4377
	3	-.63333	.65037	1.000	-2.6533	1.3866
	4	-.62979	.50523	1.000	-2.1990	.9394
	5	-.53333	.52617	1.000	-2.1675	1.1009
	6	-1.06087	.52997	1.000	-2.7069	.5851
	7	-.53810	.55957	1.000	-2.2760	1.1998
	7	-.53810	.55957	1.000	-2.2760	1.1998
2	1	.80000	.72049	1.000	-1.4377	3.0377
	3	.16667	.69329	1.000	-1.9866	2.3199
	4	.17021	.55941	1.000	-1.5672	1.9076
	5	.26667	.57839	1.000	-1.5297	2.0631
	6	-.26087	.58185	1.000	-2.0680	1.5463
	7	.26190	.60893	1.000	-1.6293	2.1531
	7	.26190	.60893	1.000	-1.6293	2.1531
3	1	.63333	.65037	1.000	-1.3866	2.6533
	2	-.16667	.69329	1.000	-2.3199	1.9866
	4	.00355	.46563	1.000	-1.4426	1.4497
	5	.10000	.48827	1.000	-1.4165	1.6165
	6	-.42754	.49236	1.000	-1.9567	1.1017
	7	.09524	.52408	1.000	-1.5325	1.7229
	7	.09524	.52408	1.000	-1.5325	1.7229
4	1	.62979	.50523	1.000	-.9394	2.1990
	2	-.17021	.55941	1.000	-1.9076	1.5672
	3	-.00355	.46563	1.000	-1.4497	1.4426
	5	.09645	.26587	1.000	-.7293	.9222
	6	-.43108	.27331	1.000	-1.2799	.4178
	7	.09169	.32702	1.000	-.9240	1.1074
	7	.09169	.32702	1.000	-.9240	1.1074
5	1	.53333	.52617	1.000	-1.1009	2.1675
	2	-.26667	.57839	1.000	-2.0631	1.5297
	3	-.10000	.48827	1.000	-1.6165	1.4165
	4	-.09645	.26587	1.000	-.9222	.7293
	6	-.52754	.31032	1.000	-1.4913	.4363
	7	-.00476	.35853	1.000	-1.1183	1.1088
	7	-.00476	.35853	1.000	-1.1183	1.1088
6	1	1.06087	.52997	1.000	-.5851	2.7069
	2	.26087	.58185	1.000	-1.5463	2.0680
	3	.42754	.49236	1.000	-1.1017	1.9567
	4	.43108	.27331	1.000	-.4178	1.2799
	5	.52754	.31032	1.000	-.4363	1.4913
	7	.52277	.36408	1.000	-.6080	1.6535
	7	.52277	.36408	1.000	-.6080	1.6535
7	1	.53810	.55957	1.000	-1.1998	2.2760
	2	-.26190	.60893	1.000	-2.1531	1.6293
	3	-.09524	.52408	1.000	-1.7229	1.5325
	4	-.09169	.32702	1.000	-1.1074	.9240
	5	.00476	.35853	1.000	-1.1088	1.1183
	6	-.52277	.36408	1.000	-1.6535	.6080
	6	-.52277	.36408	1.000	-1.6535	.6080

Prix

➔ Oneway

Warnings

Post hoc tests are not performed for A_CREDIFINAL because at least one group has fewer than two cases.

Descriptives

A_CREDIFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	30	4.4889	1.21527	.22188	4.0351	4.9427	1.00	6.67
2	30	4.2556	1.03459	.18889	3.8692	4.6419	2.67	6.67
3	30	4.7889	.89478	.16336	4.4548	5.1230	2.33	6.00
4	16	4.6042	1.10366	.27591	4.0161	5.1923	3.33	7.00
5	11	4.5455	.99189	.29906	3.8791	5.2118	2.33	6.00
6	6	4.5556	1.54440	.63050	2.9348	6.1763	2.00	6.00
7	1	4.3333	.	.	.	.	4.33	4.33
Total	124	4.5269	1.07286	.09635	4.3362	4.7176	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_CREDIFINAL	Based on Mean	1.004	5	117	.419
	Based on Median	.808	5	117	.546
	Based on Median and with adjusted df	.808	5	109.505	.546
	Based on trimmed mean	.997	5	117	.423

ANOVA

A_CREDIFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.453	6	.742	.633	.703
Within Groups	137.124	117	1.172		
Total	141.577	123			

Qualité

→ Oneway

Descriptives

A_CREDIFINAL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
2	4	4.9167	1.03190	.51595	3.2747	6.5586	4.00	6.33
3	8	4.0833	.95535	.33777	3.2846	4.8820	3.00	5.33
4	17	4.4510	1.07975	.26188	3.8958	5.0061	2.33	7.00
5	33	4.5657	1.01887	.17736	4.2044	4.9269	2.33	6.67
6	26	4.7436	1.05117	.20615	4.3190	5.1682	2.00	6.00
7	36	4.4259	1.17814	.19636	4.0273	4.8246	1.00	6.67
Total	124	4.5269	1.07286	.09635	4.3362	4.7176	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_CREDIFINAL	Based on Mean	.112	5	118	.990
	Based on Median	.185	5	118	.968
	Based on Median and with adjusted df	.185	5	105.212	.968
	Based on trimmed mean	.134	5	118	.984

ANOVA

A_CREDIFINAL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.917	5	.783	.672	.646
Within Groups	137.660	118	1.167		
Total	141.577	123			

Robust Tests of Equality of Means

A_CREDIFINAL

	Statistic ^a	df1	df2	Sig.
Welch	.677	5	21.817	.646

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: A_CREDIFINAL

Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Expl_prefQualiteSurPrix	Expl_prefQualiteSurPrix				Lower Bound	Upper Bound
2	3	.83333	.66142	1.000	-1.1484	2.8150
	4	.46569	.60023	1.000	-1.3327	2.2641
	5	.35101	.57184	1.000	-1.3623	2.0643
	6	.17308	.58011	1.000	-1.5650	1.9112
	7	.49074	.56926	1.000	-1.2148	2.1963
3	2	-.83333	.66142	1.000	-2.8150	1.1484
	4	-.36765	.46309	1.000	-1.7551	1.0198
	5	-.48232	.42565	1.000	-1.7576	.7930
	6	-.66026	.43669	1.000	-1.9686	.6481
	7	-.34259	.42218	1.000	-1.6075	.9223
4	2	-.46569	.60023	1.000	-2.2641	1.3327
	3	.36765	.46309	1.000	-1.0198	1.7551
	5	-.11468	.32245	1.000	-1.0808	.8514
	6	-.29261	.33689	1.000	-1.3020	.7168
	7	.02505	.31785	1.000	-.9273	.9774
5	2	-.35101	.57184	1.000	-2.0643	1.3623
	3	.48232	.42565	1.000	-.7930	1.7576
	4	.11468	.32245	1.000	-.8514	1.0808
	6	-.17793	.28323	1.000	-1.0265	.6707
	7	.13973	.26030	1.000	-.6402	.9196

6	2	-.17308	.58011	1.000	-1.9112	1.5650
	3	.66026	.43669	1.000	-.6481	1.9686
	4	.29261	.33689	1.000	-.7168	1.3020
	5	.17793	.28323	1.000	-.6707	1.0265
	7	.31766	.27798	1.000	-.5152	1.1505
7	2	-.49074	.56926	1.000	-2.1963	1.2148
	3	.34259	.42218	1.000	-.9223	1.6075
	4	-.02505	.31785	1.000	-.9774	.9273
	5	-.13973	.26030	1.000	-.9196	.6402
	6	-.31766	.27798	1.000	-1.1505	.5152

Spécialisation

➔ Oneway

Descriptives

A_CREDIFINAL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	4	4.0833	.16667	.08333	3.8181	4.3485	4.00	4.33
2	6	4.2222	.75031	.30631	3.4348	5.0096	3.00	5.00
3	12	4.7500	.65327	.18858	4.3349	5.1651	3.67	5.67
4	31	4.3656	1.14618	.20586	3.9452	4.7860	2.00	6.00
5	30	4.4556	1.06668	.19475	4.0573	4.8539	2.33	6.67
6	31	4.6344	1.05884	.19017	4.2460	5.0228	2.33	7.00
7	10	5.0000	1.57919	.49938	3.8703	6.1297	1.00	6.00
Total	124	4.5269	1.07286	.09635	4.3362	4.7176	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_CREDIFINAL	Based on Mean	2.027	6	117	.067
	Based on Median	1.245	6	117	.289
	Based on Median and with adjusted df	1.245	6	70.456	.294
	Based on trimmed mean	1.854	6	117	.095

ANOVA

A_CREDIFINAL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.497	6	.916	.788	.581
Within Groups	136.080	117	1.163		
Total	141.577	123			

Robust Tests of Equality of Means

A_CREDIFINAL

	Statistic ^a	df1	df2	Sig.
Welch	2.755	6	31.007	.029

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: A_CREDIFINAL

Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Expl_prefSpecialisation	Expl_prefSpecialisation				Lower Bound	Upper Bound
1	2	-.13889	.69614	1.000	-2.3010	2.0232
	3	-.66667	.62265	1.000	-2.6005	1.2672
	4	-.28226	.57296	1.000	-2.0618	1.4973
	5	-.37222	.57405	1.000	-2.1551	1.4107
	6	-.55108	.57296	1.000	-2.3306	1.2285
	7	-.91667	.63803	1.000	-2.8983	1.0649
2	1	.13889	.69614	1.000	-2.0232	2.3010
	3	-.52778	.53923	1.000	-2.2025	1.1470
	4	-.14337	.48100	1.000	-1.6373	1.3505
	5	-.23333	.48230	1.000	-1.7313	1.2646
	6	-.41219	.48100	1.000	-1.9061	1.0817
	7	-.77778	.55691	1.000	-2.5075	.9519
3	1	.66667	.62265	1.000	-1.2672	2.6005
	2	.52778	.53923	1.000	-1.1470	2.2025
	4	.38441	.36666	1.000	-.7544	1.5232
	5	.29444	.36836	1.000	-.8496	1.4385
	6	.11559	.36666	1.000	-1.0232	1.2544
	7	-.25000	.46177	1.000	-1.6842	1.1842

4	1	.28226	.57296	1.000	-1.4973	2.0618
	2	.14337	.48100	1.000	-1.3505	1.6373
	3	-.38441	.36666	1.000	-1.5232	.7544
	5	-.08996	.27620	1.000	-.9478	.7679
	6	-.26882	.27393	1.000	-1.1196	.5820
	7	-.63441	.39221	1.000	-1.8525	.5837
5	1	.37222	.57405	1.000	-1.4107	2.1551
	2	.23333	.48230	1.000	-1.2646	1.7313
	3	-.29444	.36836	1.000	-1.4385	.8496
	4	.08996	.27620	1.000	-.7679	.9478
	6	-.17885	.27620	1.000	-1.0367	.6790
	7	-.54444	.39380	1.000	-1.7675	.6786
6	1	.55108	.57296	1.000	-1.2285	2.3306
	2	.41219	.48100	1.000	-1.0817	1.9061
	3	-.11559	.36666	1.000	-1.2544	1.0232
	4	.26882	.27393	1.000	-.5820	1.1196
	5	.17885	.27620	1.000	-.6790	1.0367
	7	-.36559	.39221	1.000	-1.5837	.8525
7	1	.91667	.63803	1.000	-1.0649	2.8983
	2	.77778	.55691	1.000	-.9519	2.5075
	3	.25000	.46177	1.000	-1.1842	1.6842
	4	.63441	.39221	1.000	-.5837	1.8525
	5	.54444	.39380	1.000	-.6786	1.7675
	6	.36559	.39221	1.000	-.8525	1.5837

Expérience achat

➔ Oneway

Warnings

Post hoc tests are not performed for A_CREDIFINAL because at least one group has fewer than two cases.

Descriptives

A_CREDIFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	1	3.0000	.	.	.	.	3.00	3.00
4	34	4.0882	.84610	.14510	3.7930	4.3835	2.00	6.00
5	35	4.7714	1.02508	.17327	4.4193	5.1236	2.67	6.33
6	31	4.8172	1.05000	.18859	4.4321	5.2023	2.33	7.00
7	23	4.4783	1.27059	.26494	3.9288	5.0277	1.00	6.67
Total	124	4.5269	1.07286	.09635	4.3362	4.7176	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_CREDIFINAL	Based on Mean	1.298	3	119	.278
	Based on Median	1.109	3	119	.348
	Based on Median and with adjusted df	1.109	3	104.007	.349
	Based on trimmed mean	1.263	3	119	.290

ANOVA

A_CREDIFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.634	4	3.408	3.170	.016
Within Groups	127.943	119	1.075		
Total	141.577	123			

Robust Tests of Equality of Means^b

A_CREDIFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for A_CREDIFINAL because at least one group has the sum of case weights less than or equal to 1.

Annexe 5.2: Tests Crédibilité - Amazon

Intégration verticale

➔ Oneway

Descriptives

B_CREDIFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	5	2.9333	.95452	.42687	1.7481	4.1185	1.67	4.00
2	4	4.2500	2.75379	1.37689	-.1319	8.6319	1.00	7.00
3	6	3.1111	1.29386	.52822	1.7533	4.4689	1.00	5.00
4	46	4.3188	1.08629	.16017	3.9963	4.6414	1.33	7.00
5	25	4.4133	1.24826	.24965	3.8981	4.9286	2.00	6.67
6	22	4.7424	1.19935	.25570	4.2107	5.2742	2.33	7.00
7	14	5.0952	1.74154	.46545	4.0897	6.1008	1.00	7.00
Total	122	4.3852	1.36466	.12355	4.1406	4.6298	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_CREDIFINAL	Based on Mean	2.853	6	115	.013
	Based on Median	2.539	6	115	.024
	Based on Median and with adjusted df	2.539	6	96.847	.025
	Based on trimmed mean	2.769	6	115	.015

ANOVA

B_CREDIFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	30.440	6	5.073	2.994	.009
Within Groups	194.897	115	1.695		
Total	225.338	121			

Robust Tests of Equality of Means

B_CREDIFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	3.026	6	18.482	.031

a. Asymptotically F distributed.

Multiple Comparisons

Dependent Variable: B_CREDIFINAL

Bonferroni

(I) Expl_prefIntVertical	(J) Expl_prefIntVertical	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-1.31667	.87329	1.000	-4.0300	1.3967
	3	-.17778	.78830	1.000	-2.6270	2.2715
	4	-1.38551	.61302	.540	-3.2902	.5192
	5	-1.48000	.63776	.463	-3.4616	.5016
	6	-1.80909	.64497	.124	-3.8130	.1949
	7	-2.16190 [*]	.67824	.039	-4.2692	-.0546
2	1	1.31667	.87329	1.000	-1.3967	4.0300
	3	1.13889	.84033	1.000	-1.4720	3.7498
	4	-.06884	.67863	1.000	-2.1774	2.0397
	5	-.16333	.70106	1.000	-2.3415	2.0149
	6	-.49242	.70762	1.000	-2.6910	1.7062
	7	-.84524	.73807	1.000	-3.1384	1.4480
3	1	.17778	.78830	1.000	-2.2715	2.6270
	2	-1.13889	.84033	1.000	-3.7498	1.4720
	4	-1.20773	.56507	.729	-2.9634	.5480
	5	-1.30222	.59182	.625	-3.1410	.5366
	6	-1.63131	.59958	.158	-3.4942	.2316
	7	-1.98413 [*]	.63523	.047	-3.9578	-.0104
4	1	1.38551	.61302	.540	-.5192	3.2902
	2	.06884	.67863	1.000	-2.0397	2.1774
	3	1.20773	.56507	.729	-.5480	2.9634
	5	-.09449	.32347	1.000	-1.0995	.9105
	6	-.42358	.33746	1.000	-1.4721	.6249
	7	-.77640	.39736	1.000	-2.0110	.4582
5	1	1.48000	.63776	.463	-.5016	3.4616
	2	.16333	.70106	1.000	-2.0149	2.3415
	3	1.30222	.59182	.625	-.5366	3.1410
	4	.09449	.32347	1.000	-.9105	1.0995
	6	-.32909	.38056	1.000	-1.5115	.8533
	7	-.68190	.43456	1.000	-2.0321	.6683
6	1	1.80909	.64497	.124	-.1949	3.8130
	2	.49242	.70762	1.000	-1.7062	2.6910
	3	1.63131	.59958	.158	-.2316	3.4942
	4	.42358	.33746	1.000	-.6249	1.4721
	5	.32909	.38056	1.000	-.8533	1.5115
	7	-.35281	.44507	1.000	-1.7357	1.0300
7	1	2.16190 [*]	.67824	.039	.0546	4.2692
	2	.84524	.73807	1.000	-1.4480	3.1384
	3	1.98413 [*]	.63523	.047	.0104	3.9578
	4	.77640	.39736	1.000	-.4582	2.0110
	5	.68190	.43456	1.000	-.6683	2.0321
	6	.35281	.44507	1.000	-1.0300	1.7357

*. The mean difference is significant at the 0.05 level.

Prix

➔ Oneway

Warnings

Post hoc tests are not performed for B_CREDIFINAL because at least one group has fewer than two cases.

Descriptives

B_CREDIFINAL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	30	4.2889	1.39713	.25508	3.7672	4.8106	1.00	7.00
2	29	4.4828	1.30805	.24290	3.9852	4.9803	2.00	7.00
3	30	4.2889	1.32391	.24171	3.7945	4.7832	1.67	7.00
4	16	4.0417	1.76751	.44188	3.0998	4.9835	1.00	7.00
5	10	4.7333	.95323	.30144	4.0514	5.4152	3.33	6.33
6	6	5.2778	1.10387	.45065	4.1193	6.4362	3.67	6.67
7	1	4.0000	.	.	.	.	4.00	4.00
Total	122	4.3852	1.36466	.12355	4.1406	4.6298	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_CREDIFINAL	Based on Mean	.580	5	115	.715
	Based on Median	.602	5	115	.698
	Based on Median and with adjusted df	.602	5	101.109	.698
	Based on trimmed mean	.578	5	115	.717

ANOVA

B_CREDIFINAL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.861	6	1.477	.785	.584
Within Groups	216.477	115	1.882		
Total	225.338	121			

Robust Tests of Equality of Means^b

B_CREDIFINAL

	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for B_CREDIFINAL because at least one group has the sum of case weights less than or equal to 1.

Qualité

→ Oneway

Descriptives

B_CREDIFINAL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
2	4	4.1667	.33333	.16667	3.6363	4.6971	4.00	4.67
3	7	4.2857	1.48360	.56075	2.9136	5.6578	2.33	6.33
4	17	4.0588	1.51031	.36630	3.2823	4.8354	1.00	6.00
5	32	4.3542	1.30326	.23039	3.8843	4.8240	2.00	7.00
6	26	4.7308	1.46975	.28824	4.1371	5.3244	1.33	7.00
7	36	4.3611	1.34607	.22435	3.9057	4.8166	1.00	7.00
Total	122	4.3852	1.36466	.12355	4.1406	4.6298	1.00	7.00

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
B_CREDIFINAL Based on Mean	.849	5	116	.518
Based on Median	.884	5	116	.494
Based on Median and with adjusted df	.884	5	108.397	.494
Based on trimmed mean	.873	5	116	.502

ANOVA

B_CREDIFINAL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.228	5	1.046	.551	.737
Within Groups	220.110	116	1.898		
Total	225.338	121			

Robust Tests of Equality of Means

B_CREDIFINAL

	Statistic ^a	df1	df2	Sig.
Welch	.627	5	28.352	.680

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: B_CREDIFINAL

Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Expl_prefQualiteSurPrix	Expl_prefQualiteSurPrix				Lower Bound	Upper Bound
2	3	-.11905	.86339	1.000	-2.7068	2.4687
	4	.10784	.76550	1.000	-2.1865	2.4022
	5	-.18750	.73053	1.000	-2.3770	2.0020
	6	-.56410	.73984	1.000	-2.7815	1.6533
	7	-.19444	.72601	1.000	-2.3704	1.9815
3	2	.11905	.86339	1.000	-2.4687	2.7068
	4	.22689	.61862	1.000	-1.6272	2.0810
	5	-.06845	.57478	1.000	-1.7912	1.6543
	6	-.44505	.58656	1.000	-2.2031	1.3130
	7	-.07540	.56902	1.000	-1.7809	1.6301
4	2	-.10784	.76550	1.000	-2.4022	2.1865
	3	-.22689	.61862	1.000	-2.0810	1.6272
	5	-.29534	.41342	1.000	-1.5344	.9438
	6	-.67195	.42965	1.000	-1.9597	.6158
	7	-.30229	.40537	1.000	-1.5173	.9127
5	2	.18750	.73053	1.000	-2.0020	2.3770
	3	.06845	.57478	1.000	-1.6543	1.7912
	4	.29534	.41342	1.000	-.9438	1.5344
	6	-.37660	.36370	1.000	-1.4667	.7135
	7	-.00694	.33467	1.000	-1.0100	.9961

6	2	.56410	.73984	1.000	-1.6533	2.7815
	3	.44505	.58656	1.000	-1.3130	2.2031
	4	.67195	.42965	1.000	-.6158	1.9597
	5	.37660	.36370	1.000	-.7135	1.4667
	7	.36966	.35453	1.000	-.6929	1.4322
7	2	.19444	.72601	1.000	-1.9815	2.3704
	3	.07540	.56902	1.000	-1.6301	1.7809
	4	.30229	.40537	1.000	-.9127	1.5173
	5	.00694	.33467	1.000	-.9961	1.0100
	6	-.36966	.35453	1.000	-1.4322	.6929

Spécialisation

➔ Oneway

Descriptives

B_CREDIFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	4	2.8333	.83887	.41944	1.4985	4.1682	1.67	3.67
2	6	4.0000	1.29957	.53055	2.6362	5.3638	2.33	5.00
3	12	4.0833	1.60885	.46443	3.0611	5.1055	1.33	7.00
4	30	4.5333	1.21485	.22180	4.0797	4.9870	2.00	7.00
5	29	4.3678	1.32241	.24557	3.8648	4.8708	1.00	7.00
6	31	4.6237	1.40566	.25246	4.1081	5.1393	1.00	7.00
7	10	4.4667	1.53317	.48483	3.3699	5.5634	1.00	6.67
Total	122	4.3852	1.36466	.12355	4.1406	4.6298	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_CREDIFINAL	Based on Mean	.568	6	115	.755
	Based on Median	.567	6	115	.756
	Based on Median and with adjusted df	.567	6	103.749	.756
	Based on trimmed mean	.573	6	115	.751

ANOVA

B_CREDIFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.113	6	2.352	1.281	.272
Within Groups	211.225	115	1.837		
Total	225.338	121			

Robust Tests of Equality of Means

B_CREDIFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	2.282	6	22.907	.071

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: B_CREDIFINAL

Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Expl_prefSpecialisation	Expl_prefSpecialisation				Lower Bound	Upper Bound
1	2	-1.16667	.87482	1.000	-3.8848	1.5514
	3	-1.25000	.78246	1.000	-3.6811	1.1811
	4	-1.70000	.72139	.423	-3.9414	.5414
	5	-1.53448	.72286	.754	-3.7804	.7115
	6	-1.79032	.72002	.301	-4.0275	.4468
	7	-1.63333	.80178	.923	-4.1245	.8578
2	1	1.16667	.87482	1.000	-1.5514	3.8848
	3	-.08333	.67763	1.000	-2.1888	2.0221
	4	-.53333	.60609	1.000	-2.4165	1.3498
	5	-.36782	.60783	1.000	-2.2564	1.5207
	6	-.62366	.60446	1.000	-2.5017	1.2544
	7	-.46667	.69985	1.000	-2.6411	1.7078
3	1	1.25000	.78246	1.000	-1.1811	3.6811
	2	.08333	.67763	1.000	-2.0221	2.1888
	4	-.45000	.46291	1.000	-1.8883	.9883
	5	-.28448	.46519	1.000	-1.7298	1.1609
	6	-.54032	.46077	1.000	-1.9720	.8913
	7	-.38333	.58029	1.000	-2.1863	1.4196

4	1	1.70000	.72139	.423	-.5414	3.9414
	2	.53333	.60609	1.000	-1.3498	2.4165
	3	.45000	.46291	1.000	-.9883	1.8883
	5	.16552	.35293	1.000	-.9311	1.2621
	6	-.09032	.34709	1.000	-1.1688	.9881
	7	.06667	.49487	1.000	-1.4709	1.6043
5	1	1.53448	.72286	.754	-.7115	3.7804
	2	.36782	.60783	1.000	-1.5207	2.2564
	3	.28448	.46519	1.000	-1.1609	1.7298
	4	-.16552	.35293	1.000	-1.2621	.9311
	6	-.25584	.35012	1.000	-1.3437	.8320
	7	-.09885	.49700	1.000	-1.6431	1.4453
6	1	1.79032	.72002	.301	-.4468	4.0275
	2	.62366	.60446	1.000	-1.2544	2.5017
	3	.54032	.46077	1.000	-.8913	1.9720
	4	.09032	.34709	1.000	-.9881	1.1688
	5	.25584	.35012	1.000	-.8320	1.3437
	7	.15699	.49287	1.000	-1.3744	1.6884
7	1	1.63333	.80178	.923	-.8578	4.1245
	2	.46667	.69985	1.000	-1.7078	2.6411
	3	.38333	.58029	1.000	-1.4196	2.1863
	4	-.06667	.49487	1.000	-1.6043	1.4709
	5	.09885	.49700	1.000	-1.4453	1.6431
	6	-.15699	.49287	1.000	-1.6884	1.3744

Expérience achat

Oneway

Warnings

➔ Post hoc tests are not performed for B_CREDIFINAL because at least one group has fewer than two cases.

Descriptives

B_CREDIFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	1	2.3333	.	.	.	.	2.33	2.33
4	33	4.3434	1.25964	.21928	3.8968	4.7901	1.00	7.00
5	35	4.3048	1.22440	.20696	3.8842	4.7254	2.00	7.00
6	30	4.3222	1.42899	.26090	3.7886	4.8558	1.00	7.00
7	23	4.7391	1.60792	.33528	4.0438	5.4344	1.00	7.00
Total	122	4.3852	1.36466	.12355	4.1406	4.6298	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_CREDIFINAL	Based on Mean	.726	3	117	.538
	Based on Median	.633	3	117	.595
	Based on Median and with adjusted df	.633	3	113.379	.595
	Based on trimmed mean	.692	3	117	.559

ANOVA

B_CREDIFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.494	4	1.874	1.006	.407
Within Groups	217.844	117	1.862		
Total	225.338	121			

Robust Tests of Equality of Means^b

B_CREDIFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for B_CREDIFINAL because at least one group has the sum of case weights less than or equal to 1.

Annexe 6 : Tests Intégrité

Means

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
A_INTEGRFINAL	124	100.0%	0	0.0%	124	100.0%
B_INTEGRFINAL	121	97.6%	3	2.4%	124	100.0%

Report

	A_INTEGRFINAL	B_INTEGRFINAL
Mean	4.9113	4.5124
N	124	121
Std. Deviation	1.09702	1.34374

Means

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
A_INTEGRFINAL	124	100.0%	0	0.0%	124	100.0%
B_INTEGRFINAL	121	97.6%	3	2.4%	124	100.0%

Report

	A_INTEGRFINAL	B_INTEGRFINAL
Mean	4.9113	4.5124
N	124	121
Std. Deviation	1.09702	1.34374

→ T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
A_INTEGRFINAL	124	4.9113	1.09702	.09852

One-Sample Test

Test Value = 4.5124						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
A_INTEGRFINAL	4.049	123	.000	.39889	.2039	.5939

Annexe 5.1: Tests Intégrité - DNVB

Integration verticale

➔ Oneway

Descriptives

A_INTEGRFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	5	3.6667	1.54560	.69121	1.7475	5.5858	1.00	5.00
2	4	5.0000	1.44016	.72008	2.7084	7.2916	3.00	6.33
3	6	5.2778	1.43630	.58637	3.7705	6.7851	3.67	7.00
4	47	4.9929	1.04371	.15224	4.6865	5.2994	2.33	7.00
5	25	4.8000	.88715	.17743	4.4338	5.1662	2.67	7.00
6	23	5.1594	1.00940	.21047	4.7229	5.5959	2.67	6.67
7	14	4.6905	1.21574	.32492	3.9885	5.3924	2.67	6.67
Total	124	4.9113	1.09702	.09852	4.7163	5.1063	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_INTEGRFINAL	Based on Mean	.727	6	117	.629
	Based on Median	.456	6	117	.840
	Based on Median and with adjusted df	.456	6	89.786	.839
	Based on trimmed mean	.676	6	117	.670

ANOVA

A_INTEGRFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.304	6	1.884	1.612	.150
Within Groups	136.720	117	1.169		
Total	148.024	123			

Robust Tests of Equality of Means

A_INTEGRFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	.865	6	18.246	.538

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons						
Dependent Variable: A_INTEGRFINAL						
Bonferroni						
(I) Expl_prefIntVertical	(J) Expl_prefIntVertical	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-.133333	.72515	1.000	-3.5855	.9189
	3	-.161111	.65457	.321	-3.6441	.4219
	4	-.132624	.50850	.216	-2.9056	.2531
	5	-.133333	.52958	.723	-2.7781	.5114
	6	-.149275	.53340	.126	-3.1494	.1639
	7	-.102381	.56318	1.000	-2.7730	.7253

2	1	1.33333	.72515	1.000	-.9189	3.5855
	3	-.27778	.69778	1.000	-2.4450	1.8894
	4	.00709	.56303	1.000	-1.7416	1.7558
	5	.20000	.58213	1.000	-1.6080	2.0080
	6	-.15942	.58561	1.000	-1.9782	1.6594
	7	.30952	.61287	1.000	-1.5939	2.2130
3	1	1.61111	.65457	.321	-.4219	3.6441
	2	.27778	.69778	1.000	-1.8894	2.4450
	4	.28487	.46864	1.000	-1.1706	1.7404
	5	.47778	.49143	1.000	-1.0485	2.0041
	6	.11836	.49554	1.000	-1.4207	1.6574
	7	.58730	.52747	1.000	-1.0509	2.2255
4	1	1.32624	.50850	.216	-.2531	2.9056
	2	-.00709	.56303	1.000	-1.7558	1.7416
	3	-.28487	.46864	1.000	-1.7404	1.1706
	5	.19291	.26759	1.000	-.6382	1.0240
	6	-.16651	.27508	1.000	-1.0209	.6878
	7	.30243	.32914	1.000	-.7198	1.3247
5	1	1.13333	.52958	.723	-.5114	2.7781
	2	-.20000	.58213	1.000	-2.0080	1.6080
	3	-.47778	.49143	1.000	-2.0041	1.0485
	4	-.19291	.26759	1.000	-1.0240	.6382
	6	-.35942	.31233	1.000	-1.3295	.6106
	7	.10952	.36085	1.000	-1.0112	1.2303
6	1	1.49275	.53340	.126	-.1639	3.1494
	2	.15942	.58561	1.000	-1.6594	1.9782
	3	-.11836	.49554	1.000	-1.6574	1.4207
	4	.16651	.27508	1.000	-.6878	1.0209
	5	.35942	.31233	1.000	-.6106	1.3295
	7	.46894	.36643	1.000	-.6691	1.6070

Prix

Descriptives

A_INTEGRFINAL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	30	4.9444	1.15165	.21026	4.5144	5.3745	2.67	6.67
2	30	4.5667	1.20392	.21980	4.1171	5.0162	1.00	7.00
3	30	5.2333	.94342	.17224	4.8811	5.5856	2.67	7.00
4	16	4.8333	1.24722	.31180	4.1687	5.4979	3.00	7.00
5	11	4.6667	.66667	.20101	4.2188	5.1145	3.67	5.67
6	6	5.5000	.93690	.38249	4.5168	6.4832	4.00	6.67
7	1	5.0000	.	.	.	.	5.00	5.00
Total	124	4.9113	1.09702	.09852	4.7163	5.1063	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_INTEGRFINAL	Based on Mean	1.236	5	117	.297
	Based on Median	1.171	5	117	.327
	Based on Median and with adjusted df	1.171	5	104.621	.328
	Based on trimmed mean	1.242	5	117	.294

ANOVA

A_INTEGRFINAL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.550	6	1.592	1.345	.243
Within Groups	138.474	117	1.184		
Total	148.024	123			

Robust Tests of Equality of Means^b

A_INTEGRFINAL

	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for A_INTEGRFINAL because at least one group has the sum of case weights less than or equal to 1.

Qualité

→ Oneway

Descriptives

A_INTEGRFINAL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
2	4	4.4167	1.42400	.71200	2.1508	6.6826	2.67	6.00
3	8	4.2083	1.47936	.52303	2.9716	5.4451	1.00	5.67
4	17	4.8824	1.04709	.25396	4.3440	5.4207	3.00	7.00
5	33	4.9798	.96083	.16726	4.6391	5.3205	3.00	7.00
6	26	5.0385	1.02990	.20198	4.6225	5.4544	2.67	6.67
7	36	4.9815	1.16277	.19379	4.5881	5.3749	2.33	7.00
Total	124	4.9113	1.09702	.09852	4.7163	5.1063	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_INTEGRFINAL	Based on Mean	.556	5	118	.734
	Based on Median	.543	5	118	.744
	Based on Median and with adjusted df	.543	5	106.927	.743
	Based on trimmed mean	.554	5	118	.735

ANOVA

A_INTEGRFINAL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.699	5	1.140	.945	.455
Within Groups	142.325	118	1.206		
Total	148.024	123			

Robust Tests of Equality of Means

A_INTEGRFINAL

	Statistic ^a	df1	df2	Sig.
Welch	.513	5	21.037	.764

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: A_INTEGRFINAL

Bonferroni

(I) Expl_prefQualiteSurPrix	(J) Expl_prefQualiteSurPrix	Mean Difference (I- J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
2	3	.20833	.67254	1.000	-1.8067	2.2233
	4	-.46569	.61032	1.000	-2.2943	1.3629
	5	-.56313	.58145	1.000	-2.3052	1.1790
	6	-.62179	.58985	1.000	-2.3891	1.1455
	7	-.56481	.57883	1.000	-2.2991	1.1694
3	2	-.20833	.67254	1.000	-2.2233	1.8067
	4	-.67402	.47087	1.000	-2.0848	.7368
	5	-.77146	.43280	1.000	-2.0682	.5253
	6	-.83013	.44403	.960	-2.1605	.5002
	7	-.77315	.42927	1.000	-2.0593	.5130
4	2	.46569	.61032	1.000	-1.3629	2.2943
	3	.67402	.47087	1.000	-.7368	2.0848
	5	-.09745	.32787	1.000	-1.0798	.8849
	6	-.15611	.34255	1.000	-1.1824	.8702
	7	-.09913	.32319	1.000	-1.0675	.8692
5	2	.56313	.58145	1.000	-1.1790	2.3052
	3	.77146	.43280	1.000	-.5253	2.0682
	4	.09745	.32787	1.000	-.8849	1.0798
	6	-.05866	.28799	1.000	-.9215	.8042
	7	-.00168	.26468	1.000	-.7947	.7913
6	2	.62179	.58985	1.000	-1.1455	2.3891
	3	.83013	.44403	.960	-.5002	2.1605
	4	.15611	.34255	1.000	-.8702	1.1824
	5	.05866	.28799	1.000	-.8042	.9215
	7	.05698	.28266	1.000	-.7899	.9039
6	2	.62179	.58985	1.000	-1.1455	2.3891
	3	.83013	.44403	.960	-.5002	2.1605
	4	.15611	.34255	1.000	-.8702	1.1824
	5	.05866	.28799	1.000	-.8042	.9215
	7	.05698	.28266	1.000	-.7899	.9039
7	2	.56481	.57883	1.000	-1.1694	2.2991
	3	.77315	.42927	1.000	-.5130	2.0593
	4	.09913	.32319	1.000	-.8692	1.0675
	5	.00168	.26468	1.000	-.7913	.7947
	6	-.05698	.28266	1.000	-.9039	.7899

Spécialisation

➔ Oneway

Descriptives

A_INTEGRFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	4	4.8333	1.10554	.55277	3.0742	6.5925	4.00	6.33
2	6	3.9444	1.80637	.73745	2.0488	5.8401	1.00	5.67
3	12	4.8611	.93699	.27049	4.2658	5.4564	3.67	6.67
4	31	4.7097	1.16346	.20896	4.2829	5.1364	2.33	7.00
5	30	4.9889	.97274	.17760	4.6257	5.3521	3.00	7.00
6	31	5.0860	.94660	.17001	4.7388	5.4332	2.67	7.00
7	10	5.4333	1.18686	.37532	4.5843	6.2824	3.00	6.67
Total	124	4.9113	1.09702	.09852	4.7163	5.1063	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_INTEGRFINAL	Based on Mean	1.475	6	117	.193
	Based on Median	1.356	6	117	.238
	Based on Median and with adjusted df	1.356	6	94.788	.240
	Based on trimmed mean	1.399	6	117	.221

ANOVA

A_INTEGRFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.776	6	1.796	1.531	.174
Within Groups	137.248	117	1.173		
Total	148.024	123			

Robust Tests of Equality of Means

A_INTEGRFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	.821	6	21.843	.566

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: A_INTEGRFINAL

Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
ExpI_prefSpecialisation	ExpI_prefSpecialisation				Lower Bound	Upper Bound
1	2	.88889	.69913	1.000	-1.2825	3.0603
	3	-.02778	.62532	1.000	-1.9699	1.9144
	4	.12366	.57542	1.000	-1.6635	1.9108
	5	-.15556	.57651	1.000	-1.9461	1.6350
	6	-.25269	.57542	1.000	-2.0398	1.5345
	7	-.60000	.64076	1.000	-2.5901	1.3901
2	1	-.88889	.69913	1.000	-3.0603	1.2825
	3	-.91667	.54154	1.000	-2.5986	.7653
	4	-.76523	.48306	1.000	-2.2656	.7351
	5	-1.04444	.48437	.695	-2.5488	.4599
	6	-1.14158	.48306	.415	-2.6419	.3587
	7	-1.48889	.55930	.186	-3.2260	.2482
3	1	.02778	.62532	1.000	-1.9144	1.9699
	2	.91667	.54154	1.000	-.7653	2.5986
	4	.15143	.36823	1.000	-.9922	1.2951
	5	-.12778	.36994	1.000	-1.2768	1.0212
	6	-.22491	.36823	1.000	-1.3686	.9188
	7	-.57222	.46375	1.000	-2.0125	.8681

4	1	-.12366	.57542	1.000	-1.9108	1.6635
	2	.76523	.48306	1.000	-.7351	2.2656
	3	-.15143	.36823	1.000	-1.2951	.9922
	5	-.27921	.27739	1.000	-1.1407	.5823
	6	-.37634	.27510	1.000	-1.2308	.4781
	7	-.72366	.39389	1.000	-1.9470	.4997
		.15556	.57651	1.000	-1.6350	1.9461
5	1	1.04444	.48437	.695	-.4599	2.5488
	2	.12778	.36994	1.000	-1.0212	1.2768
	3	.27921	.27739	1.000	-.5823	1.1407
	4	-.09713	.27739	1.000	-.9586	.7644
	5	-.44444	.39549	1.000	-1.6728	.7839
	6	.25269	.57542	1.000	-1.5345	2.0398
	7	1.14158	.48306	.415	-.3587	2.6419
6	1	.22491	.36823	1.000	-.9188	1.3686
	2	.37634	.27510	1.000	-.4781	1.2308
	3	.09713	.27739	1.000	-.7644	.9586
	4	-.34731	.39389	1.000	-1.5707	.8760
	5	.60000	.64076	1.000	-1.3901	2.5901
	6	1.48889	.55930	.186	-.2482	3.2260
	7	.57222	.46375	1.000	-.8681	2.0125
7	1	.72366	.39389	1.000	-.4997	1.9470
	2	.44444	.39549	1.000	-.7839	1.6728
	3	.34731	.39389	1.000	-.8760	1.5707
	4					
	5					
	6					
	7					

Expérience d'achat

→ Oneway

Warnings

Post hoc tests are not performed for A_INTEGRFINAL because at least one group has fewer than two cases.

Descriptives

A_INTEGRFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	1	1.0000	.	.	.	.	1.00	1.00
4	34	4.7059	1.01757	.17451	4.3508	5.0609	3.00	7.00
5	35	4.9810	.96995	.16395	4.6478	5.3141	2.33	6.67
6	31	5.1290	1.08073	.19411	4.7326	5.5254	2.67	7.00
7	23	4.9855	1.13475	.23661	4.4948	5.4762	2.67	6.67
Total	124	4.9113	1.09702	.09852	4.7163	5.1063	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_INTEGRFINAL	Based on Mean	.348	3	119	.790
	Based on Median	.317	3	119	.813
	Based on Median and with adjusted df	.317	3	116.300	.813
	Based on trimmed mean	.342	3	119	.795

ANOVA

A_INTEGRFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.499	4	4.625	4.249	.003
Within Groups	129.525	119	1.088		
Total	148.024	123			

Robust Tests of Equality of Means^b

A_INTEGRFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for A_INTEGRFINAL because at least one group has the sum of case weights less than or equal to 1.

Annexe 5.1 : Tests Intégrité - Amazon

Intégration verticale

➔ Oneway

Descriptives

B_INTEGRFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	4	3.8333	1.89541	.94771	.8173	6.8494	1.00	5.00
2	4	4.6667	2.62467	1.31233	.4902	8.8431	1.00	7.00
3	6	3.2778	1.18165	.48241	2.0377	4.5178	1.00	4.33
4	47	4.5035	1.03996	.15169	4.1982	4.8089	2.33	7.00
5	25	4.3867	1.20447	.24089	3.8895	4.8838	2.00	6.33
6	22	4.5455	1.55174	.33083	3.8575	5.2335	1.00	6.67
7	13	5.4615	1.28768	.35714	4.6834	6.2397	2.67	7.00
Total	121	4.5124	1.34374	.12216	4.2705	4.7543	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_INTEGRFINAL	Based on Mean	2.367	6	114	.034
	Based on Median	1.873	6	114	.091
	Based on Median and with adjusted df	1.873	6	64.309	.099
	Based on trimmed mean	2.325	6	114	.037

ANOVA

B_INTEGRFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.220	6	3.870	2.280	.041
Within Groups	193.456	114	1.697		
Total	216.676	120			

Robust Tests of Equality of Means

B_INTEGRFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	1.999	6	16.482	.124

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: B_INTEGRFINAL
Bonferroni

(I) Expl_prefIntVertical	(J) Expl_prefIntVertical	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
1	2	-.83333	.92114	1.000	-3.6959	2.0292
	3	.55556	.84088	1.000	-2.0576	3.1687
	4	-.67021	.67849	1.000	-2.7787	1.4383
	5	-.55333	.70152	1.000	-2.7334	1.6267
	6	-.71212	.70808	1.000	-2.9126	1.4884
	7	-1.62821	.74484	.648	-3.9429	.6865
2	1	.83333	.92114	1.000	-2.0292	3.6959
	3	1.38889	.84088	1.000	-1.2243	4.0021
	4	.16312	.67849	1.000	-1.9454	2.2716
	5	.28000	.70152	1.000	-1.9001	2.4601
	6	.12121	.70808	1.000	-2.0793	2.3217
	7	-.79487	.74484	1.000	-3.1096	1.5198

3	1	-.55556	.84088	1.000	-3.1687	2.0576
	2	-1.38889	.84088	1.000	-4.0021	1.2243
	4	-1.22577	.56474	.673	-2.9808	.5293
	5	-1.10889	.59221	1.000	-2.9493	.7315
	6	-1.26768	.59997	.773	-3.1322	.5968
	7	-2.18376*	.64294	.020	-4.1818	-.1857
4	1	.67021	.67849	1.000	-1.4383	2.7787
	2	-.16312	.67849	1.000	-2.2716	1.9454
	3	1.22577	.56474	.673	-.5293	2.9808
	5	.11688	.32247	1.000	-.8852	1.1190
	6	-.04191	.33651	1.000	-1.0877	1.0039
	7	-.95799	.40822	.434	-2.2266	.3106
5	1	.55333	.70152	1.000	-1.6267	2.7334
	2	-.28000	.70152	1.000	-2.4601	1.9001
	3	1.10889	.59221	1.000	-.7315	2.9493
	4	-.11688	.32247	1.000	-1.1190	.8852
	6	-.15879	.38081	1.000	-1.3422	1.0246
	7	-1.07487	.44544	.366	-2.4591	.3094
6	1	.71212	.70808	1.000	-1.4884	2.9126
	2	-.12121	.70808	1.000	-2.3217	2.0793
	3	1.26768	.59997	.773	-.5968	3.1322
	4	.04191	.33651	1.000	-1.0039	1.0877
	5	.15879	.38081	1.000	-1.0246	1.3422
	7	-.91608	.45571	.982	-2.3323	.5001
7	1	1.62821	.74484	.648	-.6865	3.9429
	2	.79487	.74484	1.000	-1.5198	3.1096
	3	2.18376*	.64294	.020	.1857	4.1818
	4	.95799	.40822	.434	-.3106	2.2266
	5	1.07487	.44544	.366	-.3094	2.4591
	6	.91608	.45571	.982	-.5001	2.3323

*, The mean difference is significant at the 0.05 level.

Prix

➔ Oneway

Warnings

Post hoc tests are not performed for B_INTEGRFINAL because at least one group has fewer than two cases.

Descriptives

B_INTEGRFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	27	4.3827	1.54893	.29809	3.7700	4.9955	1.00	7.00
2	30	4.5222	1.27962	.23363	4.0444	5.0000	1.00	6.67
3	30	4.4222	1.18073	.21557	3.9813	4.8631	2.67	7.00
4	16	4.2083	1.65943	.41486	3.3241	5.0926	1.00	7.00
5	11	4.9091	.71633	.21598	4.4279	5.3903	4.00	6.33
6	6	5.5000	1.41028	.57574	4.0200	6.9800	2.67	6.33
7	1	5.0000	.	.	.	.	5.00	5.00
Total	121	4.5124	1.34374	.12216	4.2705	4.7543	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_INTEGRFINAL	Based on Mean	1.140	5	114	.344
	Based on Median	.943	5	114	.456
	Based on Median and with adjusted df	.943	5	90.256	.457
	Based on trimmed mean	1.193	5	114	.317

ANOVA

B_INTEGRFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.001	6	1.667	.919	.484
Within Groups	206.675	114	1.813		
Total	216.676	120			

Robust Tests of Equality of Means^b

B_INTEGRFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for B_INTEGRFINAL because at least one group has the sum of case weights less than or equal to 1.

Qualité

➔ Oneway

Descriptives

B_INTEGRFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
2	4	4.0000	.81650	.40825	2.7008	5.2992	3.00	5.00
3	8	4.5000	1.54303	.54554	3.2100	5.7900	1.00	6.00
4	17	4.0392	1.58501	.38442	3.2243	4.8542	1.00	6.33
5	33	4.6263	1.09848	.19122	4.2368	5.0158	2.67	7.00
6	26	4.7308	1.43610	.28164	4.1507	5.3108	1.00	7.00
7	33	4.5354	1.38177	.24054	4.0454	5.0253	2.00	7.00
Total	121	4.5124	1.34374	.12216	4.2705	4.7543	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_INTEGRFINAL	Based on Mean	.643	5	115	.667
	Based on Median	.568	5	115	.724
	Based on Median and with adjusted df	.568	5	92.765	.724
	Based on trimmed mean	.650	5	115	.662

ANOVA

B_INTEGRFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.543	5	1.309	.716	.613
Within Groups	210.133	115	1.827		
Total	216.676	120			

Robust Tests of Equality of Means

B_INTEGRFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	.725	5	22.410	.612

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: B_INTEGRFINAL
Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Expl_prefQualiteSurPrix	Expl_prefQualiteSurPrix				Lower Bound	Upper Bound
2	3	-.50000	.82778	1.000	-2.9815	1.9815
	4	-.03922	.75120	1.000	-2.2911	2.2127
	5	-.62626	.71567	1.000	-2.7717	1.5191
	6	-.73077	.72601	1.000	-2.9072	1.4456
	7	-.53535	.71567	1.000	-2.6808	1.6100
3	2	.50000	.82778	1.000	-1.9815	2.9815
	4	.46078	.57956	1.000	-1.2766	2.1982
	5	-.12626	.53271	1.000	-1.7232	1.4707
	6	-.23077	.54652	1.000	-1.8691	1.4076
	7	-.03535	.53271	1.000	-1.6323	1.5616
4	2	.03922	.75120	1.000	-2.2127	2.2911
	3	-.46078	.57956	1.000	-2.1982	1.2766
	5	-.58705	.40355	1.000	-1.7968	.6227
	6	-.69155	.42162	1.000	-1.9555	.5724
	7	-.49614	.40355	1.000	-1.7059	.7136

5	2	.62626	.71567	1.000	-1.5191	2.7717
	3	.12626	.53271	1.000	-1.4707	1.7232
	4	.58705	.40355	1.000	-.6227	1.7968
	6	-.10451	.35447	1.000	-1.1671	.9581
	7	.09091	.33278	1.000	-.9067	1.0885
6	2	.73077	.72601	1.000	-1.4456	2.9072
	3	.23077	.54652	1.000	-1.4076	1.8691
	4	.69155	.42162	1.000	-.5724	1.9555
	5	.10451	.35447	1.000	-.9581	1.1671
	7	.19542	.35447	1.000	-.8672	1.2580
7	2	.53535	.71567	1.000	-1.6100	2.6808
	3	.03535	.53271	1.000	-1.5616	1.6323
	4	.49614	.40355	1.000	-.7136	1.7059
	5	-.09091	.33278	1.000	-1.0885	.9067
	6	-.19542	.35447	1.000	-1.2580	.8672

Spécialisation

➔ Oneway

Descriptives

B_INTEGRFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	3	4.6667	.00000	.00000	4.6667	4.6667	4.67	4.67
2	6	3.5556	1.78471	.72860	1.6826	5.4285	1.00	6.00
3	12	4.1667	1.26730	.36584	3.3615	4.9719	2.67	7.00
4	30	4.6222	1.18978	.21722	4.1780	5.0665	2.67	7.00
5	30	4.4889	1.27377	.23256	4.0133	4.9645	1.00	7.00
6	31	4.5161	1.49031	.26767	3.9695	5.0628	1.00	7.00
7	9	5.2593	1.41203	.47068	4.1739	6.3446	2.67	7.00
Total	121	4.5124	1.34374	.12216	4.2705	4.7543	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_INTEGRFINAL	Based on Mean	1.403	6	114	.220
	Based on Median	1.176	6	114	.324
	Based on Median and with adjusted df	1.176	6	110.240	.324
	Based on trimmed mean	1.380	6	114	.229

ANOVA

B_INTEGRFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.398	6	2.066	1.153	.337
Within Groups	204.278	114	1.792		
Total	216.676	120			

Robust Tests of Equality of Means^b

B_INTEGRFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for B_INTEGRFINAL because at least one group has 0 variance.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: B_INTEGRFINAL
Bonferroni

		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I)	(J)				Lower Bound	Upper Bound
1	2	1.11111	.94655	1.000	-1.8304	4.0527
	3	.50000	.86408	1.000	-2.1853	3.1853
	4	.04444	.81058	1.000	-2.4745	2.5634
	5	.17778	.81058	1.000	-2.3412	2.6968
	6	.15054	.80939	1.000	-2.3648	2.6658
	7	-.59259	.89241	1.000	-3.3659	2.1807
2	1	-1.11111	.94655	1.000	-4.0527	1.8304
	3	-.61111	.66931	1.000	-2.6911	1.4689
	4	-1.06667	.59865	1.000	-2.9271	.7937
	5	-.93333	.59865	1.000	-2.7937	.9271
	6	-.96057	.59704	1.000	-2.8160	.8948
	7	-1.70370	.70552	.364	-3.8962	.4888

3	1	-.50000	.86408	1.000	-3.1853	2.1853
	2	.61111	.66931	1.000	-1.4689	2.6911
	4	-.45556	.45723	1.000	-1.8765	.9653
	5	-.32222	.45723	1.000	-1.7431	1.0987
	6	-.34946	.45511	1.000	-1.7638	1.0649
	7	-1.09259	.59028	1.000	-2.9270	.7418
4	1	-.04444	.81058	1.000	-2.5634	2.4745
	2	1.06667	.59865	1.000	-.7937	2.9271
	3	.45556	.45723	1.000	-.9653	1.8765
	5	.13333	.34563	1.000	-.9408	1.2074
	6	.10609	.34283	1.000	-.9593	1.1715
	7	-.63704	.50875	1.000	-2.2181	.9440
5	1	-.17778	.81058	1.000	-2.6968	2.3412
	2	.93333	.59865	1.000	-.9271	2.7937
	3	.32222	.45723	1.000	-1.0987	1.7431
	4	-.13333	.34563	1.000	-1.2074	.9408
	6	-.02724	.34283	1.000	-1.0926	1.0382
	7	-.77037	.50875	1.000	-2.3514	.8107
6	1	-.15054	.80939	1.000	-2.6658	2.3648
	2	.96057	.59704	1.000	-.8948	2.8160
	3	.34946	.45511	1.000	-1.0649	1.7638
	4	-.10609	.34283	1.000	-1.1715	.9593
	5	.02724	.34283	1.000	-1.0382	1.0926
	7	-.74313	.50686	1.000	-2.3183	.8320
7	1	.59259	.89241	1.000	-2.1807	3.3659
	2	1.70370	.70552	.364	-.4888	3.8962
	3	1.09259	.59028	1.000	-.7418	2.9270
	4	.63704	.50875	1.000	-.9440	2.2181
	5	.77037	.50875	1.000	-.8107	2.3514
	6	.74313	.50686	1.000	-.8320	2.3183

Expérience achat

→ Oneway

Warnings

Post hoc tests are not performed for B_INTEGRFINAL because at least one group has fewer than two cases.

Descriptives

B_INTEGRFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	1	1.0000	.	.	.	.	1.00	1.00
4	34	4.3235	1.37678	.23612	3.8431	4.8039	1.00	7.00
5	35	4.5048	1.04278	.17626	4.1466	4.8630	2.67	7.00
6	30	4.5667	1.30472	.23821	4.0795	5.0539	1.00	7.00
7	21	4.9206	1.59131	.34725	4.1963	5.6450	2.00	7.00
Total	121	4.5124	1.34374	.12216	4.2705	4.7543	1.00	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_INTEGRFINAL	Based on Mean	2.032	3	116	.113
	Based on Median	1.626	3	116	.187
	Based on Median and with adjusted df	1.626	3	108.130	.188
	Based on trimmed mean	1.988	3	116	.120

ANOVA

B_INTEGRFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.140	4	4.285	2.491	.047
Within Groups	199.536	116	1.720		
Total	216.676	120			

Robust Tests of Equality of Means^b

B_INTEGRFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for B_INTEGRFINAL because at least one group has the sum of case weights less than or equal to 1.

Annexe 6: Tests Bienveillance

Means

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
A_BIENV2	124	100.0%	0	0.0%	124	100.0%
B_BIENV2	122	98.4%	2	1.6%	124	100.0%

Report

	A_BIENV2	B_BIENV2
Mean	4.98	5.15
N	124	122
Std. Deviation	1.093	1.315

→ T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
A_BIENV2	124	4.98	1.093	.098

One-Sample Test

Test Value = 5.15					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower Upper
A_BIENV2	-1.775	123	.078	-.174	-.37 .02

Annexe 6.1 : Tests Bienveillance – DNVB

Intégration verticale

➔ Oneway

Descriptives

A_BIENV2								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	5	4.20	.837	.374	3.16	5.24	3	5
2	4	5.25	.500	.250	4.45	6.05	5	6
3	6	4.50	1.517	.619	2.91	6.09	3	7
4	47	4.98	1.053	.154	4.67	5.29	3	7
5	25	4.72	1.021	.204	4.30	5.14	2	7
6	23	5.30	1.063	.222	4.84	5.76	2	7
7	14	5.29	1.267	.339	4.55	6.02	4	7
Total	124	4.98	1.093	.098	4.78	5.17	2	7

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_BIENV2	Based on Mean	1.357	6	117	.238
	Based on Median	1.486	6	117	.189
	Based on Median and with adjusted df	1.486	6	106.493	.190
	Based on trimmed mean	1.376	6	117	.230

ANOVA

A_BIENV2					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.132	6	1.689	1.444	.204
Within Groups	136.795	117	1.169		
Total	146.927	123			

Robust Tests of Equality of Means

A_BIENV2				
	Statistic ^a	df1	df2	Sig.
Welch	1.527	6	20.057	.220

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: A_BIENV2

Bonferroni

		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I) Expl_prefIntVertical	(J) Expl_prefIntVertical				Lower Bound	Upper Bound
1	2	-1.050	.725	1.000	-3.30	1.20
	3	-.300	.655	1.000	-2.33	1.73
	4	-.779	.509	1.000	-2.36	.80
	5	-.520	.530	1.000	-2.17	1.13
	6	-1.104	.534	.854	-2.76	.55
	7	-1.086	.563	1.000	-2.84	.66
2	1	1.050	.725	1.000	-1.20	3.30
	3	.750	.698	1.000	-1.42	2.92
	4	.271	.563	1.000	-1.48	2.02
	5	.530	.582	1.000	-1.28	2.34
	6	-.054	.586	1.000	-1.87	1.76
	7	-.036	.613	1.000	-1.94	1.87
3	1	.300	.655	1.000	-1.73	2.33
	2	-.750	.698	1.000	-2.92	1.42
	4	-.479	.469	1.000	-1.93	.98
	5	-.220	.492	1.000	-1.75	1.31
	6	-.804	.496	1.000	-2.34	.74
	7	-.786	.528	1.000	-2.42	.85

4	1	.779	.509	1.000	-.80	2.36
	2	-.271	.563	1.000	-2.02	1.48
	3	.479	.469	1.000	-.98	1.93
	5	.259	.268	1.000	-.57	1.09
	6	-.326	.275	1.000	-1.18	.53
	7	-.307	.329	1.000	-1.33	.72
5	1	.520	.530	1.000	-1.13	2.17
	2	-.530	.582	1.000	-2.34	1.28
	3	.220	.492	1.000	-1.31	1.75
	4	-.259	.268	1.000	-1.09	.57
	6	-.584	.312	1.000	-1.55	.39
	7	-.566	.361	1.000	-1.69	.56
6	1	1.104	.534	.854	-.55	2.76
	2	.054	.586	1.000	-1.76	1.87
	3	.804	.496	1.000	-.74	2.34
	4	.326	.275	1.000	-.53	1.18
	5	.584	.312	1.000	-.39	1.55
	7	.019	.367	1.000	-1.12	1.16
7	1	1.086	.563	1.000	-.66	2.84
	2	.036	.613	1.000	-1.87	1.94
	3	.786	.528	1.000	-.85	2.42
	4	.307	.329	1.000	-.72	1.33
	5	.566	.361	1.000	-.56	1.69
	6	-.019	.367	1.000	-1.16	1.12

Prix

Descriptives

A_BIENV2

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	30	5.03	1.450	.265	4.49	5.57	2	7
2	30	5.07	1.015	.185	4.69	5.45	3	7
3	30	4.97	.928	.169	4.62	5.31	3	6
4	16	4.56	.892	.223	4.09	5.04	3	7
5	11	4.91	1.044	.315	4.21	5.61	3	7
6	6	5.33	.816	.333	4.48	6.19	4	6
7	1	6.00	.	.	.	.	6	6
Total	124	4.98	1.093	.098	4.78	5.17	2	7

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_BIENV2	Based on Mean	2.330	5	117	.047
	Based on Median	2.287	5	117	.050
	Based on Median and with adjusted df	2.287	5	105.073	.051
	Based on trimmed mean	2.492	5	117	.035

ANOVA

A_BIENV2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.947	6	.825	.680	.666
Within Groups	141.980	117	1.214		
Total	146.927	123			

Qualité

➔ Oneway

Descriptives

A_BIENV2								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
2	4	5.00	1.155	.577	3.16	6.84	4	6
3	8	4.38	1.302	.460	3.29	5.46	3	6
4	17	5.00	1.000	.243	4.49	5.51	4	7
5	33	4.79	.960	.167	4.45	5.13	3	7
6	26	5.15	1.047	.205	4.73	5.58	2	7
7	36	5.14	1.222	.204	4.73	5.55	2	7
Total	124	4.98	1.093	.098	4.78	5.17	2	7

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_BIENV2	Based on Mean	.855	5	118	.514
	Based on Median	.788	5	118	.560
	Based on Median and with adjusted df	.788	5	110.826	.561
	Based on trimmed mean	.880	5	118	.497

ANOVA

A_BIENV2					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.847	5	1.169	.978	.434
Within Groups	141.080	118	1.196		
Total	146.927	123			

Robust Tests of Equality of Means

A_BIENV2				
	Statistic ^a	df1	df2	Sig.
Welch	.776	5	21.371	.578

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: A_BIENV2

Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
ExpL_prefQualiteSurPrix	ExpL_prefQualiteSurPrix				Lower Bound	Upper Bound
2	3	.625	.670	1.000	-1.38	2.63
	4	.000	.608	1.000	-1.82	1.82
	5	.212	.579	1.000	-1.52	1.95
	6	-.154	.587	1.000	-1.91	1.61
	7	-.139	.576	1.000	-1.87	1.59
3	2	-.625	.670	1.000	-2.63	1.38
	4	-.625	.469	1.000	-2.03	.78
	5	-.413	.431	1.000	-1.70	.88
	6	-.779	.442	1.000	-2.10	.55
	7	-.764	.427	1.000	-2.04	.52
4	2	.000	.608	1.000	-1.82	1.82
	3	.625	.469	1.000	-.78	2.03
	5	.212	.326	1.000	-.77	1.19
	6	-.154	.341	1.000	-1.18	.87
	7	-.139	.322	1.000	-1.10	.83

5	2	-.212	.579	1.000	-1.95	1.52
	3	.413	.431	1.000	-.88	1.70
	4	-.212	.326	1.000	-1.19	.77
	6	-.366	.287	1.000	-1.23	.49
	7	-.351	.264	1.000	-1.14	.44
6	2	.154	.587	1.000	-1.61	1.91
	3	.779	.442	1.000	-.55	2.10
	4	.154	.341	1.000	-.87	1.18
	5	.366	.287	1.000	-.49	1.23
	7	.015	.281	1.000	-.83	.86
7	2	.139	.576	1.000	-1.59	1.87
	3	.764	.427	1.000	-.52	2.04
	4	.139	.322	1.000	-.83	1.10
	5	.351	.264	1.000	-.44	1.14
	6	-.015	.281	1.000	-.86	.83

Spécialisation

➔ Oneway

Descriptives

A_BIENV2								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	4	4.50	.577	.289	3.58	5.42	4	5
2	6	4.83	1.169	.477	3.61	6.06	3	6
3	12	4.92	1.379	.398	4.04	5.79	3	7
4	31	4.65	.877	.158	4.32	4.97	3	6
5	30	5.10	1.029	.188	4.72	5.48	3	7
6	31	4.97	1.169	.210	4.54	5.40	2	7
7	10	6.00	.943	.298	5.33	6.67	4	7
Total	124	4.98	1.093	.098	4.78	5.17	2	7

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_BIENV2	Based on Mean	.750	6	117	.610
	Based on Median	.635	6	117	.702
	Based on Median and with adjusted df	.635	6	106.996	.702
	Based on trimmed mean	.715	6	117	.638

ANOVA

A_BIENV2					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.413	6	2.569	2.285	.040
Within Groups	131.515	117	1.124		
Total	146.927	123			

Robust Tests of Equality of Means

A_BIENV2				
	Statistic ^a	df1	df2	Sig.
Welch	2.805	6	23.151	.034

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: A_BIENV2

Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Expl_prefSpecialisation	Expl_prefSpecialisation				Lower Bound	Upper Bound
1	2	-.333	.684	1.000	-2.46	1.79
	3	-.417	.612	1.000	-2.32	1.48
	4	-.145	.563	1.000	-1.89	1.60
	5	-.600	.564	1.000	-2.35	1.15
	6	-.468	.563	1.000	-2.22	1.28
	7	-1.500	.627	.386	-3.45	.45
2	1	.333	.684	1.000	-1.79	2.46
	3	-.083	.530	1.000	-1.73	1.56
	4	.188	.473	1.000	-1.28	1.66
	5	-.267	.474	1.000	-1.74	1.21
	6	-.134	.473	1.000	-1.60	1.33
	7	-1.167	.547	.739	-2.87	.53
3	1	.417	.612	1.000	-1.48	2.32
	2	.083	.530	1.000	-1.56	1.73
	4	.272	.360	1.000	-.85	1.39
	5	-.183	.362	1.000	-1.31	.94
	6	-.051	.360	1.000	-1.17	1.07
	7	-1.083	.454	.391	-2.49	.33

4	1	.145	.563	1.000	-1.60	1.89
	2	-.188	.473	1.000	-1.66	1.28
	3	-.272	.360	1.000	-1.39	.85
	5	-.455	.272	1.000	-1.30	.39
	6	-.323	.269	1.000	-1.16	.51
	7	-1.355 [*]	.386	.013	-2.55	-.16
5	1	.600	.564	1.000	-1.15	2.35
	2	.267	.474	1.000	-1.21	1.74
	3	.183	.362	1.000	-.94	1.31
	4	.455	.272	1.000	-.39	1.30
	6	.132	.272	1.000	-.71	.98
	7	-.900	.387	.458	-2.10	.30
6	1	.468	.563	1.000	-1.28	2.22
	2	.134	.473	1.000	-1.33	1.60
	3	.051	.360	1.000	-1.07	1.17
	4	.323	.269	1.000	-.51	1.16
	5	-.132	.272	1.000	-.98	.71
	7	-1.032	.386	.178	-2.23	.17
7	1	1.500	.627	.386	-.45	3.45
	2	1.167	.547	.739	-.53	2.87
	3	1.083	.454	.391	-.33	2.49
	4	1.355 [*]	.386	.013	.16	2.55
	5	.900	.387	.458	-.30	2.10
	6	1.032	.386	.178	-.17	2.23

*. The mean difference is significant at the 0.05 level.

Expérience achat

Oneway

Warnings

Post hoc tests are not performed for A_BIENV2 because at least one group has fewer than two cases.

Descriptives

A_BIENV2								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	1	3.00	.	.	.	.	3	3
4	34	4.50	1.022	.175	4.14	4.86	2	7
5	35	4.97	1.014	.171	4.62	5.32	3	7
6	31	5.32	1.013	.182	4.95	5.69	3	7
7	23	5.30	1.146	.239	4.81	5.80	3	7
Total	124	4.98	1.093	.098	4.78	5.17	2	7

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_BIENV2	Based on Mean	.656	3	119	.581
	Based on Median	.436	3	119	.728
	Based on Median and with adjusted df	.436	3	117.016	.728
	Based on trimmed mean	.671	3	119	.572

ANOVA

A_BIENV2					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.812	4	4.453	4.104	.004
Within Groups	129.115	119	1.085		
Total	146.927	123			

Robust Tests of Equality of Means^b

A_BIENV2				
	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for A_BIENV2 because at least one group has the sum of case weights less than or equal to 1.

Annexe 6.2 : Tests Bienveillance – Amazon

Intégration verticale

➔ Oneway

Descriptives

B_BIENV2								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	4	4.25	1.708	.854	1.53	6.97	2	6
2	4	6.00	1.155	.577	4.16	7.84	5	7
3	6	4.17	1.169	.477	2.94	5.39	2	5
4	47	5.13	1.172	.171	4.78	5.47	3	7
5	25	4.84	1.179	.236	4.35	5.33	2	7
6	23	5.30	1.460	.304	4.67	5.94	2	7
7	13	6.00	1.354	.376	5.18	6.82	3	7
Total	122	5.15	1.315	.119	4.91	5.38	2	7

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_BIENV2	Based on Mean	.667	6	115	.677
	Based on Median	.324	6	115	.923
	Based on Median and with adjusted df	.324	6	82.718	.923
	Based on trimmed mean	.649	6	115	.691

ANOVA

B_BIENV2					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.297	6	4.050	2.517	.025
Within Groups	185.047	115	1.609		
Total	209.344	121			

Robust Tests of Equality of Means

B_BIENV2				
	Statistic ^a	df1	df2	Sig.
Welch	2.036	6	16.962	.117

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: B_BIENV2
Bonferroni

(I) Expl_prefIntVertical	(J) Expl_prefIntVertical	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
1	2	-1.750	.897	1.000	-4.54	1.04
	3	.083	.819	1.000	-2.46	2.63
	4	-.878	.661	1.000	-2.93	1.18
	5	-.590	.683	1.000	-2.71	1.53
	6	-1.054	.687	1.000	-3.19	1.08
	7	-1.750	.725	.366	-4.00	.50
	7	-1.750	.725	.366	-4.00	.50
2	1	1.750	.897	1.000	-1.04	4.54
	3	1.833	.819	.569	-.71	4.38
	4	.872	.661	1.000	-1.18	2.93
	5	1.160	.683	1.000	-.96	3.28
	6	.696	.687	1.000	-1.44	2.83
	7	.000	.725	1.000	-2.25	2.25
	7	.000	.725	1.000	-2.25	2.25
3	1	-.083	.819	1.000	-2.63	2.46
	2	-1.833	.819	.569	-4.38	.71
	4	-.961	.550	1.000	-2.67	.75
	5	-.673	.577	1.000	-2.47	1.12
	6	-1.138	.582	1.000	-2.94	.67
	7	-1.833	.626	.086	-3.78	.11
	7	-1.833	.626	.086	-3.78	.11

4	1		.878	.661	1.000	-1.18	2.93
	2		-.872	.661	1.000	-2.93	1.18
	3		.961	.550	1.000	-.75	2.67
	5		.288	.314	1.000	-.69	1.26
	6		-.177	.323	1.000	-1.18	.83
	7		-.872	.398	.634	-2.11	.36
5	1		.590	.683	1.000	-1.53	2.71
	2		-1.160	.683	1.000	-3.28	.96
	3		.673	.577	1.000	-1.12	2.47
	4		-.288	.314	1.000	-1.26	.69
	6		-.464	.367	1.000	-1.60	.67
	7		-1.160	.434	.180	-2.51	.19
6	1		1.054	.687	1.000	-1.08	3.19
	2		-.696	.687	1.000	-2.83	1.44
	3		1.138	.582	1.000	-.67	2.94
	4		.177	.323	1.000	-.83	1.18
	5		.464	.367	1.000	-.67	1.60
	7		-.696	.440	1.000	-2.06	.67
7	1		1.750	.725	.366	-.50	4.00
	2		.000	.725	1.000	-2.25	2.25
	3		1.833	.626	.086	-.11	3.78
	4		.872	.398	.634	-.36	2.11
	5		1.160	.434	.180	-.19	2.51
	6		.696	.440	1.000	-.67	2.06

Prix

➔ Oneway

Warnings

Post hoc tests are not performed for B_BIENV2 because at least one group has fewer than two cases.

Descriptives

B_BIENV2

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	28	4.93	1.562	.295	4.32	5.53	2	7
2	30	4.93	1.388	.253	4.42	5.45	2	7
3	30	5.03	1.129	.206	4.61	5.45	2	7
4	16	5.13	1.147	.287	4.51	5.74	4	7
5	11	5.91	.944	.285	5.27	6.54	4	7
6	6	6.33	.816	.333	5.48	7.19	5	7
7	1	6.00	.	.	.	.	6	6
Total	122	5.15	1.315	.119	4.91	5.38	2	7

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_BIENV2	Based on Mean	2.014	5	115	.082
	Based on Median	1.930	5	115	.095
	Based on Median and with adjusted df	1.930	5	109.691	.095
	Based on trimmed mean	1.887	5	115	.102

ANOVA

B_BIENV2

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.661	6	3.110	1.876	.091
Within Groups	190.683	115	1.658		
Total	209.344	121			

Robust Tests of Equality of Means^b

B_BIENV2

	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for B_BIENV2 because at least one group has the sum of case weights less than or equal to 1.

Qualité

➔ Oneway

Descriptives

B_BIENV2								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
2	4	4.75	.957	.479	3.23	6.27	4	6
3	8	5.00	2.000	.707	3.33	6.67	2	7
4	17	5.18	1.237	.300	4.54	5.81	3	7
5	33	5.18	1.014	.177	4.82	5.54	2	7
6	26	5.58	1.238	.243	5.08	6.08	3	7
7	34	4.85	1.500	.257	4.33	5.38	2	7
Total	122	5.15	1.315	.119	4.91	5.38	2	7

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_BIENV2	Based on Mean	2.195	5	116	.059
	Based on Median	1.990	5	116	.085
	Based on Median and with adjusted df	1.990	5	101.562	.086
	Based on trimmed mean	2.078	5	116	.073

ANOVA

B_BIENV2					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.604	5	1.721	.994	.424
Within Groups	200.741	116	1.731		
Total	209.344	121			

Robust Tests of Equality of Means

B_BIENV2				
	Statistic ^a	df1	df2	Sig.
Welch	.918	5	21.686	.488

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: B_BIENV2

Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Expl_prefQualiteSurPrix	Expl_prefQualiteSurPrix				Lower Bound	Upper Bound
2	3	-.250	.806	1.000	-2.66	2.16
	4	-.426	.731	1.000	-2.62	1.76
	5	-.432	.696	1.000	-2.52	1.66
	6	-.827	.707	1.000	-2.94	1.29
	7	-.103	.695	1.000	-2.19	1.98
3	2	.250	.806	1.000	-2.16	2.66
	4	-.176	.564	1.000	-1.87	1.51
	5	-.182	.518	1.000	-1.74	1.37
	6	-.577	.532	1.000	-2.17	1.02
	7	.147	.517	1.000	-1.40	1.70
4	2	.426	.731	1.000	-1.76	2.62
	3	.176	.564	1.000	-1.51	1.87
	5	-.005	.393	1.000	-1.18	1.17
	6	-.400	.410	1.000	-1.63	.83
	7	.324	.391	1.000	-.85	1.49

5	2	.432	.696	1.000	-1.66	2.52
	3	.182	.518	1.000	-1.37	1.74
	4	.005	.393	1.000	-1.17	1.18
	6	-.395	.345	1.000	-1.43	.64
	7	.329	.321	1.000	-.63	1.29
6	2	.827	.707	1.000	-1.29	2.94
	3	.577	.532	1.000	-1.02	2.17
	4	.400	.410	1.000	-.83	1.63
	5	.395	.345	1.000	-.64	1.43
	7	.724	.343	.552	-.30	1.75
7	2	.103	.695	1.000	-1.98	2.19
	3	-.147	.517	1.000	-1.70	1.40
	4	-.324	.391	1.000	-1.49	.85
	5	-.329	.321	1.000	-1.29	.63
	6	-.724	.343	.552	-1.75	.30

Spécialisation

➔ Oneway

Descriptives

B_BIENV2								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	3	5.00	1.000	.577	2.52	7.48	4	6
2	6	4.33	1.862	.760	2.38	6.29	2	6
3	12	4.67	1.723	.497	3.57	5.76	2	7
4	31	5.13	1.176	.211	4.70	5.56	3	7
5	30	5.10	1.155	.211	4.67	5.53	2	7
6	31	5.35	1.142	.205	4.94	5.77	2	7
7	9	5.89	1.764	.588	4.53	7.24	2	7
Total	122	5.15	1.315	.119	4.91	5.38	2	7

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_BIENV2	Based on Mean	2.127	6	115	.055
	Based on Median	1.144	6	115	.342
	Based on Median and with adjusted df	1.144	6	65.424	.347
	Based on trimmed mean	1.927	6	115	.082

ANOVA

B_BIENV2					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.175	6	2.196	1.287	.269
Within Groups	196.170	115	1.706		
Total	209.344	121			

Robust Tests of Equality of Means

B_BIENV2				
	Statistic ^a	df1	df2	Sig.
Welch	.670	6	17.685	.675

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: B_BIENV2
Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Expl_prefSpecialisation	Expl_prefSpecialisation				Lower Bound	Upper Bound
1	2	.667	.924	1.000	-2.20	3.54
	3	.333	.843	1.000	-2.29	2.95
	4	-.129	.790	1.000	-2.58	2.32
	5	-.100	.791	1.000	-2.56	2.36
	6	-.355	.790	1.000	-2.81	2.10
	7	-.889	.871	1.000	-3.59	1.82
2	1	-.667	.924	1.000	-3.54	2.20
	3	-.333	.653	1.000	-2.36	1.70
	4	-.796	.583	1.000	-2.61	1.01
	5	-.767	.584	1.000	-2.58	1.05
	6	-1.022	.583	1.000	-2.83	.79
	7	-1.556	.688	.540	-3.69	.58
3	1	-.333	.843	1.000	-2.95	2.29
	2	.333	.653	1.000	-1.70	2.36
	4	-.462	.444	1.000	-1.84	.92
	5	-.433	.446	1.000	-1.82	.95
	6	-.688	.444	1.000	-2.07	.69
	7	-1.222	.576	.755	-3.01	.57

4	1	.129	.790	1.000	-2.32	2.58
	2	.796	.583	1.000	-1.01	2.61
	3	.462	.444	1.000	-.92	1.84
	5	.029	.334	1.000	-1.01	1.07
	6	-.226	.332	1.000	-1.26	.80
	7	-.760	.495	1.000	-2.30	.78
5	1	.100	.791	1.000	-2.36	2.56
	2	.767	.584	1.000	-1.05	2.58
	3	.433	.446	1.000	-.95	1.82
	4	-.029	.334	1.000	-1.07	1.01
	6	-.255	.334	1.000	-1.29	.78
	7	-.789	.496	1.000	-2.33	.75
6	1	.355	.790	1.000	-2.10	2.81
	2	1.022	.583	1.000	-.79	2.83
	3	.688	.444	1.000	-.69	2.07
	4	.226	.332	1.000	-.80	1.26
	5	.255	.334	1.000	-.78	1.29
	7	-.534	.495	1.000	-2.07	1.00
7	1	.889	.871	1.000	-1.82	3.59
	2	1.556	.688	.540	-.58	3.69
	3	1.222	.576	.755	-.57	3.01
	4	.760	.495	1.000	-.78	2.30
	5	.789	.496	1.000	-.75	2.33
	6	.534	.495	1.000	-1.00	2.07

Expérience achat

➔ Oneway

Warnings

Post hoc tests are not performed for B_BIENV2 because at least one group has fewer than two cases.

Descriptives

B_BIENV2								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	1	2.00	.	.	.	.	2	2
4	34	4.76	1.350	.231	4.29	5.24	2	7
5	35	5.09	1.197	.202	4.67	5.50	2	7
6	30	5.43	1.194	.218	4.99	5.88	2	7
7	22	5.59	1.333	.284	5.00	6.18	3	7
Total	122	5.15	1.315	.119	4.91	5.38	2	7

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_BIENV2	Based on Mean	.824	3	117	.483
	Based on Median	.576	3	117	.632
	Based on Median and with adjusted df	.576	3	113.800	.632
	Based on trimmed mean	.753	3	117	.523

ANOVA

B_BIENV2					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.799	4	5.450	3.400	.011
Within Groups	187.545	117	1.603		
Total	209.344	121			

Robust Tests of Equality of Means^b

B_BIENV2				
	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for B_BIENV2 because at least one group has the sum of case weights less than or equal to 1.

Annexe 8 : Tests Confiance

Means

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
A_CONFIANCEFINAL	124	100.0%	0	0.0%	124	100.0%
B_CONFIANCEFINAL	119	96.0%	5	4.0%	124	100.0%

Report

	A_CONFIANCEFINAL	B_CONFIANCEFINAL
Mean	4.8047	4.6956
N	124	119
Std. Deviation	.91683	1.12723

→ T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
A_CONFIANCEFINAL	124	4.8047	.91683	.08233

One-Sample Test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
A_CONFIANCEFINAL	1.325	123	.188	.10906	-.0539	.2720

Annexe 8.1 : Tests Confiance – DNVB

Intégration verticale

➔ Oneway

Descriptives

A_CONFIANCEFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	5	3.9111	.94084	.42076	2.7429	5.0793	2.33	4.78
2	4	4.9722	.67510	.33755	3.8980	6.0465	4.00	5.56
3	6	4.7593	1.36158	.55586	3.3304	6.1882	3.33	7.00
4	47	4.8227	.86522	.12621	4.5687	5.0767	3.11	6.22
5	25	4.6400	.78717	.15743	4.3151	4.9649	3.56	6.56
6	23	5.1304	.88106	.18371	4.7494	5.5114	2.89	6.22
7	14	4.7937	1.09463	.29255	4.1616	5.4257	2.89	6.56
Total	124	4.8047	.91683	.08233	4.6417	4.9676	2.33	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_CONFIANCEFINAL	Based on Mean	1.050	6	117	.397
	Based on Median	.836	6	117	.545
	Based on Median and with adjusted df	.836	6	106.467	.545
	Based on trimmed mean	1.062	6	117	.389

ANOVA

A_CONFIANCEFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.253	6	1.209	1.471	.194
Within Groups	96.139	117	.822		
Total	103.392	123			

Robust Tests of Equality of Means

A_CONFIANCEFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	1.277	6	18.791	.314

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: A_CONFIANCEFINAL
Bonferroni

		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I) Expl_prefIntVertical	(J) Expl_prefIntVertical				Lower Bound	Upper Bound
1	2	-.106111	.60808	1.000	-2.9497	.8275
	3	-.84815	.54890	1.000	-2.5529	.8566
	4	-.91158	.42641	.727	-2.2359	.4128
	5	-.72889	.44408	1.000	-2.1081	.6504
	6	-.121932	.44729	.155	-2.6085	.1699
	7	-.88254	.47226	1.000	-2.3493	.5842
2	1	1.06111	.60808	1.000	-.8275	2.9497
	3	.21296	.58513	1.000	-1.6044	2.0303
	4	.14953	.47213	1.000	-1.3168	1.6159
	5	.33222	.48815	1.000	-1.1839	1.8483
	6	-.15821	.49107	1.000	-1.6834	1.3670
	7	.17857	.51392	1.000	-1.4176	1.7747
3	1	.84815	.54890	1.000	-.8566	2.5529
	2	-.21296	.58513	1.000	-2.0303	1.6044
	4	-.06344	.39298	1.000	-1.2840	1.1571
	5	.11926	.41209	1.000	-1.1606	1.3991
	6	-.37118	.41554	1.000	-1.6618	.9194
	7	-.03439	.44232	1.000	-1.4082	1.3394

4	1	.91158	.42641	.727	-.4128	2.2359
	2	-.14953	.47213	1.000	-1.6159	1.3168
	3	.06344	.39298	1.000	-1.1571	1.2840
	5	.18270	.22439	1.000	-.5142	.8796
	6	-.30774	.23067	1.000	-1.0242	.4087
	7	.02904	.27600	1.000	-.8282	.8863
5	1	.72889	.44408	1.000	-.6504	2.1081
	2	-.33222	.48815	1.000	-1.8483	1.1839
	3	-.11926	.41209	1.000	-1.3991	1.1606
	4	-.18270	.22439	1.000	-.8796	.5142
	6	-.49043	.26191	1.000	-1.3039	.3230
	7	-.15365	.30259	1.000	-1.0934	.7861
6	1	1.21932	.44729	.155	-.1699	2.6085
	2	.15821	.49107	1.000	-1.3670	1.6834
	3	.37118	.41554	1.000	-.9194	1.6618
	4	.30774	.23067	1.000	-.4087	1.0242
	5	.49043	.26191	1.000	-.3230	1.3039
	7	.33678	.30728	1.000	-.6176	1.2911
7	1	.88254	.47226	1.000	-.5842	2.3493
	2	-.17857	.51392	1.000	-1.7747	1.4176
	3	.03439	.44232	1.000	-1.3394	1.4082
	4	-.02904	.27600	1.000	-.8863	.8282
	5	.15365	.30259	1.000	-.7861	1.0934
	6	-.33678	.30728	1.000	-1.2911	.6176

Prix

➔ Oneway

Warnings

Post hoc tests are not performed for A_CONFIANCEFINAL because at least one group has fewer than two cases.

Descriptives

A_CONFIANCEFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	30	4.8222	1.07671	.19658	4.4202	5.2243	2.89	6.56
2	30	4.6296	.95329	.17405	4.2737	4.9856	2.33	6.56
3	30	4.9963	.72743	.13281	4.7247	5.2679	3.44	6.22
4	16	4.6667	.97710	.24428	4.1460	5.1873	3.11	7.00
5	11	4.7071	.71366	.21518	4.2276	5.1865	3.67	5.78
6	6	5.1296	1.04802	.42785	4.0298	6.2295	3.33	6.22
7	1	5.1111	.	.	.	.	5.11	5.11
Total	124	4.8047	.91683	.08233	4.6417	4.9676	2.33	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_CONFIANCEFINAL	Based on Mean	1.839	5	117	.111
	Based on Median	1.741	5	117	.131
	Based on Median and with adjusted df	1.741	5	112.659	.131
	Based on trimmed mean	1.838	5	117	.111

ANOVA

A_CONFIANCEFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.167	6	.528	.616	.717
Within Groups	100.225	117	.857		
Total	103.392	123			

Robust Tests of Equality of Means^b

A_CONFIANCEFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for A_CONFIANCEFINAL because at least one group has the sum of case weights less than or equal to 1.

Qualité

➔ Oneway

Descriptives

A_CONFIANCFINAL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
2	4	4.7778	1.04626	.52313	3.1130	6.4426	3.89	6.11
3	8	4.2222	1.12217	.39675	3.2841	5.1604	2.33	5.33
4	17	4.7778	.90523	.21955	4.3124	5.2432	3.78	7.00
5	33	4.7778	.79446	.13830	4.4961	5.0595	3.11	6.22
6	26	4.9786	.89609	.17574	4.6167	5.3406	2.89	6.22
7	36	4.8488	.98995	.16499	4.5138	5.1837	2.89	6.56
Total	124	4.8047	.91683	.08233	4.6417	4.9676	2.33	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_CONFIANCFINAL	Based on Mean	.859	5	118	.511
	Based on Median	.738	5	118	.597
	Based on Median and with adjusted df	.738	5	111.139	.597
	Based on trimmed mean	.849	5	118	.518

ANOVA

A_CONFIANCFINAL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.610	5	.722	.854	.515
Within Groups	99.782	118	.846		
Total	103.392	123			

Robust Tests of Equality of Means

A_CONFIANCFINAL

	Statistic ^a	df1	df2	Sig.
Welch	.577	5	21.212	.717

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: A_CONFIANCFINAL

Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Expl_prefQualiteSurPrix	Expl_prefQualiteSurPrix				Lower Bound	Upper Bound
2	3	.55556	.56312	1.000	-1.1316	2.2427
	4	.00000	.51102	1.000	-1.5311	1.5311
	5	.00000	.48685	1.000	-1.4587	1.4587
	6	-.20085	.49389	1.000	-1.6806	1.2789
	7	-.07099	.48466	1.000	-1.5231	1.3811
3	2	-.55556	.56312	1.000	-2.2427	1.1316
	4	-.55556	.39426	1.000	-1.7368	.6257
	5	-.55556	.36239	1.000	-1.6413	.5302
	6	-.75641	.37179	.662	-1.8703	.3575
	7	-.62654	.35943	1.000	-1.7034	.4504
4	2	.00000	.51102	1.000	-1.5311	1.5311
	3	.55556	.39426	1.000	-.6257	1.7368
	5	.00000	.27453	1.000	-.8225	.8225
	6	-.20085	.28682	1.000	-1.0602	.6585
	7	-.07099	.27061	1.000	-.8818	.7398

5	2	.00000	.48685	1.000	-1.4587	1.4587
	3	.55556	.36239	1.000	-.5302	1.6413
	4	.00000	.27453	1.000	-.8225	.8225
	6	-.20085	.24114	1.000	-.9233	.5216
	7	-.07099	.22162	1.000	-.7350	.5930
6	2	.20085	.49389	1.000	-1.2789	1.6806
	3	.75641	.37179	.662	-.3575	1.8703
	4	.20085	.28682	1.000	-.6585	1.0602
	5	.20085	.24114	1.000	-.5216	.9233
	7	.12987	.23667	1.000	-.5792	.8390
7	2	.07099	.48466	1.000	-1.3811	1.5231
	3	.62654	.35943	1.000	-.4504	1.7034
	4	.07099	.27061	1.000	-.7398	.8818
	5	.07099	.22162	1.000	-.5930	.7350
	6	-.12987	.23667	1.000	-.8390	.5792

Spécialisation

➔ Oneway

Descriptives

A_CONFIANCEFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	4	4.4722	.56200	.28100	3.5780	5.3665	4.00	5.11
2	6	4.3333	1.07726	.43979	3.2028	5.4639	2.33	5.44
3	12	4.8426	.89701	.25894	4.2727	5.4125	3.44	6.44
4	31	4.5735	.95197	.17098	4.2243	4.9227	2.89	6.22
5	30	4.8481	.85345	.15582	4.5295	5.1668	3.33	6.22
6	31	4.8961	.88468	.15889	4.5716	5.2206	2.89	7.00
7	10	5.4778	.92526	.29259	4.8159	6.1397	3.67	6.56
Total	124	4.8047	.91683	.08233	4.6417	4.9676	2.33	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_CONFIANCEFINAL	Based on Mean	.597	6	117	.732
	Based on Median	.459	6	117	.837
	Based on Median and with adjusted df	.459	6	101.343	.837
	Based on trimmed mean	.602	6	117	.728

ANOVA

A_CONFIANCEFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.296	6	1.383	1.701	.127
Within Groups	95.096	117	.813		
Total	103.392	123			

Robust Tests of Equality of Means

A_CONFIANCEFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	1.469	6	22.916	.233

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: A_CONFIANCEFINAL
Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Expl_prefSpecialisation	Expl_prefSpecialisation				Lower Bound	Upper Bound
1	2	.13889	.58195	1.000	-1.6685	1.9463
	3	-.37037	.52051	1.000	-1.9870	1.2462
	4	-.10125	.47897	1.000	-1.5889	1.3864
	5	-.37593	.47989	1.000	-1.8664	1.1145
	6	-.42384	.47897	1.000	-1.9115	1.0638
	7	-1.00556	.53336	1.000	-2.6621	.6510
2	1	-.13889	.58195	1.000	-1.9463	1.6685
	3	-.50926	.45077	1.000	-1.9093	.8908
	4	-.24014	.40210	1.000	-1.4890	1.0087
	5	-.51481	.40318	1.000	-1.7670	.7374
	6	-.56272	.40210	1.000	-1.8116	.6861
	7	-1.14444	.46556	.324	-2.5904	.3015
3	1	.37037	.52051	1.000	-1.2462	1.9870
	2	.50926	.45077	1.000	-.8908	1.9093
	4	.26912	.30651	1.000	-.6829	1.2211
	5	-.00556	.30794	1.000	-.9620	.9508
	6	-.05346	.30651	1.000	-1.0054	.8985
	7	-.63519	.38602	1.000	-1.8341	.5637

4	1	.10125	.47897	1.000	-1.3864	1.5889
	2	.24014	.40210	1.000	-1.0087	1.4890
	3	-.26912	.30651	1.000	-1.2211	.6829
	5	-.27467	.23089	1.000	-.9918	.4424
	6	-.32258	.22899	1.000	-1.0338	.3886
	7	-.90430	.32787	.142	-1.9226	.1140
5	1	.37593	.47989	1.000	-1.1145	1.8664
	2	.51481	.40318	1.000	-.7374	1.7670
	3	.00556	.30794	1.000	-.9508	.9620
	4	.27467	.23089	1.000	-.4424	.9918
	6	-.04791	.23089	1.000	-.7650	.6692
	7	-.62963	.32920	1.000	-1.6521	.3928
6	1	.42384	.47897	1.000	-1.0638	1.9115
	2	.56272	.40210	1.000	-.6861	1.8116
	3	.05346	.30651	1.000	-.8985	1.0054
	4	.32258	.22899	1.000	-.3886	1.0338
	5	.04791	.23089	1.000	-.6692	.7650
	7	-.58172	.32787	1.000	-1.6000	.4366
7	1	1.00556	.53336	1.000	-.6510	2.6621
	2	1.14444	.46556	.324	-.3015	2.5904
	3	.63519	.38602	1.000	-.5637	1.8341
	4	.90430	.32787	.142	-.1140	1.9226
	5	.62963	.32920	1.000	-.3928	1.6521
	6	.58172	.32787	1.000	-.4366	1.6000

Expérience achat

➔ Oneway

Warnings

Post hoc tests are not performed for A_CONFIANCEFINAL because at least one group has fewer than two cases.

Descriptives

A_CONFIANCEFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	1	2.3333	.	.	.	.	2.33	2.33
4	34	4.4314	.74949	.12854	4.1699	4.6929	2.89	5.67
5	35	4.9079	.86675	.14651	4.6102	5.2057	3.11	6.22
6	31	5.0896	.87509	.15717	4.7686	5.4106	3.56	7.00
7	23	4.9227	1.00640	.20985	4.4875	5.3579	2.89	6.56
Total	124	4.8047	.91683	.08233	4.6417	4.9676	2.33	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
A_CONFIANCEFINAL	Based on Mean	.555	3	119	.646
	Based on Median	.412	3	119	.745
	Based on Median and with adjusted df	.412	3	116.748	.745
	Based on trimmed mean	.577	3	119	.631

ANOVA

A_CONFIANCEFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.056	4	3.514	4.681	.002
Within Groups	89.336	119	.751		
Total	103.392	123			

Robust Tests of Equality of Means^b

A_CONFIANCEFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for A_CONFIANCEFINAL because at least one group has the sum of case weights less than or equal to 1.

Annexe 7.2 : Tests Confiance – Amazon

Intégration verticale

➔ Oneway

Descriptives

B_CONFIANCEFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	4	3.6111	1.34103	.67051	1.4772	5.7450	1.78	4.67
2	4	4.9722	2.12059	1.06030	1.5979	8.3466	2.33	7.00
3	6	3.5185	.74259	.30316	2.7392	4.2978	2.33	4.33
4	46	4.6329	.86697	.12783	4.3754	4.8903	3.33	7.00
5	25	4.5467	1.01274	.20255	4.1286	4.9647	2.44	6.33
6	21	4.9259	1.19842	.26152	4.3804	5.4714	3.00	6.89
7	13	5.6239	1.10883	.30753	4.9539	6.2940	3.56	7.00
Total	119	4.6956	1.12723	.10333	4.4910	4.9002	1.78	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_CONFIANCEFINAL	Based on Mean	2.776	6	112	.015
	Based on Median	2.226	6	112	.046
	Based on Median and with adjusted df	2.226	6	99.253	.047
	Based on trimmed mean	2.774	6	112	.015

ANOVA

B_CONFIANCEFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.377	6	4.396	3.985	.001
Within Groups	123.561	112	1.103		
Total	149.937	118			

Robust Tests of Equality of Means

B_CONFIANCEFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	3.854	6	16.696	.013

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: B_CONFIANCEFINAL

Bonferroni

		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(I) Expl_prefIntVertical	(J) Expl_prefIntVertical				Lower Bound	Upper Bound
1	2	-.136111	.74270	1.000	-3.6701	.9479
	3	.09259	.67799	1.000	-2.0152	2.2004
	4	-.102174	.54753	1.000	-2.7240	.6805
	5	-.93556	.56563	1.000	-2.6940	.8229
	6	-.131481	.57301	.496	-3.0963	.4666
	7	-2.01282 [*]	.60056	.023	-3.8799	-.1457
2	1	1.36111	.74270	1.000	-.9479	3.6701
	3	1.45370	.67799	.718	-.6541	3.5615
	4	.33937	.54753	1.000	-1.3629	2.0416
	5	.42556	.56563	1.000	-1.3329	2.1840
	6	.04630	.57301	1.000	-1.7351	1.8277
	7	-.65171	.60056	1.000	-2.5188	1.2154
3	1	-.09259	.67799	1.000	-2.2004	2.0152
	2	-1.45370	.67799	.718	-3.5615	.6541
	4	-1.11433	.45591	.338	-2.5317	.3031
	5	-1.02815	.47749	.702	-2.5126	.4563
	6	-1.40741	.48621	.096	-2.9190	.1042
	7	-2.10541 [*]	.51839	.002	-3.7171	-.4938

4	1	1.02174	.54753	1.000	-.6805	2.7240
	2	-.33937	.54753	1.000	-2.0416	1.3629
	3	1.11433	.45591	.338	-.3031	2.5317
	5	.08618	.26098	1.000	-.7252	.8976
	6	-.29308	.27662	1.000	-1.1531	.5669
	7	-.99108	.32992	.069	-2.0168	.0346
		.93556	.56563	1.000	-.8229	2.6940
5	2	-.42556	.56563	1.000	-2.1840	1.3329
	3	1.02815	.47749	.702	-.4563	2.5126
	4	-.08618	.26098	1.000	-.8976	.7252
	6	-.37926	.31091	1.000	-1.3458	.5873
	7	-1.07726	.35915	.070	-2.1938	.0393
		1.31481	.57301	.496	-.4666	3.0963
		-.04630	.57301	1.000	-1.8277	1.7351
6	3	1.40741	.48621	.096	-.1042	2.9190
	4	.29308	.27662	1.000	-.5669	1.1531
	5	.37926	.31091	1.000	-.5873	1.3458
	7	-.69801	.37067	1.000	-1.8504	.4544
		2.01282*	.60056	.023	.1457	3.8799
		.65171	.60056	1.000	-1.2154	2.5188
		2.10541*	.51839	.002	.4938	3.7171
7	4	.99108	.32992	.069	-.0346	2.0168
	5	1.07726	.35915	.070	-.0393	2.1938
	6	.69801	.37067	1.000	-.4544	1.8504

*. The mean difference is significant at the 0.05 level.

Prix

➔ Oneway

Warnings

Post hoc tests are not performed for B_CONFIANCEFINAL because at least one group has fewer than two cases.

Descriptives

B_CONFIANCEFINAL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	27	4.5967	1.21253	.23335	4.1170	5.0764	3.00	7.00
2	29	4.6628	1.13214	.21023	4.2322	5.0935	1.78	6.89
3	30	4.5815	.98852	.18048	4.2124	4.9506	2.56	7.00
4	16	4.4583	1.36317	.34079	3.7320	5.1847	2.33	7.00
5	10	5.1444	.72587	.22954	4.6252	5.6637	4.00	6.44
6	6	5.7037	1.00779	.41143	4.6461	6.7613	3.78	6.67
7	1	5.0000	.	.	.	.	5.00	5.00
Total	119	4.6956	1.12723	.10333	4.4910	4.9002	1.78	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_CONFIANCEFINAL	Based on Mean	1.015	5	112	.412
	Based on Median	.702	5	112	.623
	Based on Median and with adjusted df	.702	5	92.106	.624
	Based on trimmed mean	1.009	5	112	.416

ANOVA

B_CONFIANCEFINAL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.792	6	1.632	1.304	.261
Within Groups	140.146	112	1.251		
Total	149.937	118			

Robust Tests of Equality of Means^b

B_CONFIANCEFINAL

	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for B_CONFIANCEFINAL because at least one group has the sum of case weights less than or equal to 1.

Qualité

➔ Oneway

Descriptives

B_CONFIANCEFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
2	4	4.3056	.47467	.23733	3.5503	5.0609	4.00	5.00
3	7	4.4762	1.59695	.60359	2.9993	5.9531	1.78	6.44
4	17	4.4248	1.22867	.29800	3.7931	5.0566	2.33	6.33
5	32	4.7396	.97054	.17157	4.3897	5.0895	2.56	7.00
6	26	5.0128	1.12187	.22002	4.5597	5.4660	3.00	7.00
7	33	4.6364	1.17467	.20448	4.2198	5.0529	2.44	7.00
Total	119	4.6956	1.12723	.10333	4.4910	4.9002	1.78	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_CONFIANCEFINAL	Based on Mean	1.246	5	113	.292
	Based on Median	.900	5	113	.484
	Based on Median and with adjusted df	.900	5	94.315	.485
	Based on trimmed mean	1.252	5	113	.290

ANOVA

B_CONFIANCEFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.986	5	.997	.777	.568
Within Groups	144.951	113	1.283		
Total	149.937	118			

Robust Tests of Equality of Means

B_CONFIANCEFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	1.030	5	23.122	.423

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: B_CONFIANCEFINAL

Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Expl_prefQualiteSurPrix	Expl_prefQualiteSurPrix				Lower Bound	Upper Bound
2	3	-.17063	.70989	1.000	-2.2995	1.9582
	4	-.11928	.62940	1.000	-2.0068	1.7682
	5	-.43403	.60065	1.000	-2.2353	1.3672
	6	-.70726	.60830	1.000	-2.5315	1.1169
	7	-.33081	.59963	1.000	-2.1290	1.4674
3	2	.17063	.70989	1.000	-1.9582	2.2995
	4	.05135	.50863	1.000	-1.4740	1.5767
	5	-.26339	.47259	1.000	-1.6806	1.1538
	6	-.53663	.48227	1.000	-1.9829	.9097
	7	-.16017	.47130	1.000	-1.5735	1.2532
4	2	.11928	.62940	1.000	-1.7682	2.0068
	3	-.05135	.50863	1.000	-1.5767	1.4740
	5	-.31475	.33992	1.000	-1.3341	.7046
	6	-.58798	.35326	1.000	-1.6474	.4714
	7	-.21153	.33812	1.000	-1.2255	.8025
5	2	.43403	.60065	1.000	-1.3672	2.2353
	3	.26339	.47259	1.000	-1.1538	1.6806
	4	.31475	.33992	1.000	-.7046	1.3341
	6	-.27324	.29904	1.000	-1.1700	.6235
	7	.10322	.28099	1.000	-.7394	.9459
6	2	.70726	.60830	1.000	-1.1169	2.5315
	3	.53663	.48227	1.000	-.9097	1.9829
	4	.58798	.35326	1.000	-.4714	1.6474
	5	.27324	.29904	1.000	-.6235	1.1700
	7	.37646	.29700	1.000	-.5142	1.2671
7	2	.33081	.59963	1.000	-1.4674	2.1290
	3	.16017	.47130	1.000	-1.2532	1.5735
	4	.21153	.33812	1.000	-.8025	1.2255
	5	-.10322	.28099	1.000	-.9459	.7394
	6	-.37646	.29700	1.000	-1.2671	.5142

Spécialisation

➔ Oneway

Descriptives

B_CONFIANCFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	3	4.0741	.57018	.32919	2.6577	5.4905	3.44	4.56
2	6	3.9630	1.37826	.56267	2.5166	5.4094	1.78	5.67
3	12	4.3056	1.20709	.34846	3.5386	5.0725	2.56	7.00
4	29	4.7548	1.05592	.19608	4.3531	5.1564	3.11	7.00
5	29	4.6705	1.08764	.20197	4.2568	5.0842	2.33	7.00
6	31	4.8315	1.15358	.20719	4.4084	5.2547	2.33	7.00
7	9	5.3333	1.05702	.35234	4.5208	6.1458	3.44	6.67
Total	119	4.6956	1.12723	.10333	4.4910	4.9002	1.78	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_CONFIANCFINAL	Based on Mean	.315	6	112	.928
	Based on Median	.302	6	112	.934
	Based on Median and with adjusted df	.302	6	103.875	.934
	Based on trimmed mean	.304	6	112	.934

ANOVA

B_CONFIANCFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.558	6	1.760	1.414	.215
Within Groups	139.379	112	1.244		
Total	149.937	118			

Robust Tests of Equality of Means

B_CONFIANCFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	1.458	6	18.927	.245

a. Asymptotically F distributed.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: B_CONFIANCFINAL

Bonferroni

(I)	(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
Expl_prefSpecialisation	Expl_prefSpecialisation				Lower Bound	Upper Bound
1	2	.11111	.78881	1.000	-2.3413	2.5635
	3	-.23148	.72009	1.000	-2.4702	2.0072
	4	-.68072	.67656	1.000	-2.7841	1.4227
	5	-.59642	.67656	1.000	-2.6998	1.5069
	6	-.75747	.67451	1.000	-2.8545	1.3395
	7	-1.25926	.74370	1.000	-3.5714	1.0529
2	1	-.11111	.78881	1.000	-2.5635	2.3413
	3	-.34259	.55778	1.000	-2.0767	1.3915
	4	-.79183	.50032	1.000	-2.3473	.7636
	5	-.70754	.50032	1.000	-2.2630	.8479
	6	-.86858	.49755	1.000	-2.4154	.6783
	7	-1.37037	.58795	.453	-3.1983	.4575
3	1	.23148	.72009	1.000	-2.0072	2.4702
	2	.34259	.55778	1.000	-1.3915	2.0767
	4	-.44923	.38291	1.000	-1.6397	.7412
	5	-.36494	.38291	1.000	-1.5554	.8255
	6	-.52599	.37927	1.000	-1.7051	.6531
	7	-1.02778	.49191	.818	-2.5571	.5015

4	1	.68072	.67656	1.000	-1.4227	2.7841
	2	.79183	.50032	1.000	-.7636	2.3473
	3	.44923	.38291	1.000	-.7412	1.6397
	5	.08429	.29296	1.000	-.8265	.9951
	6	-.07675	.28819	1.000	-.9727	.8192
	7	-.57854	.42566	1.000	-1.9019	.7448
5	1	.59642	.67656	1.000	-1.5069	2.6998
	2	.70754	.50032	1.000	-.8479	2.2630
	3	.36494	.38291	1.000	-.8255	1.5554
	4	-.08429	.29296	1.000	-.9951	.8265
	6	-.16104	.28819	1.000	-1.0570	.7349
	7	-.66284	.42566	1.000	-1.9862	.6605
6	1	.75747	.67451	1.000	-1.3395	2.8545
	2	.86858	.49755	1.000	-.6783	2.4154
	3	.52599	.37927	1.000	-.6531	1.7051
	4	.07675	.28819	1.000	-.8192	.9727
	5	.16104	.28819	1.000	-.7349	1.0570
	7	-.50179	.42239	1.000	-1.8150	.8114
7	1	1.25926	.74370	1.000	-1.0529	3.5714
	2	1.37037	.58795	.453	-.4575	3.1983
	3	1.02778	.49191	.818	-.5015	2.5571
	4	.57854	.42566	1.000	-.7448	1.9019
	5	.66284	.42566	1.000	-.6605	1.9862
	6	.50179	.42239	1.000	-.8114	1.8150

Expérience achat

➔ Oneway

Warnings

Post hoc tests are not performed for B_CONFIANCFINAL because at least one group has fewer than two cases.

Descriptives

B_CONFIANCFINAL								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
1	1	1.7778	.	.	.	.	1.78	1.78
4	33	4.4478	1.12371	.19561	4.0494	4.8463	2.33	7.00
5	35	4.6317	.97789	.16529	4.2958	4.9677	3.00	7.00
6	29	4.8046	1.05060	.19509	4.4050	5.2042	2.33	7.00
7	21	5.1799	1.22800	.26797	4.6209	5.7389	3.11	7.00
Total	119	4.6956	1.12723	.10333	4.4910	4.9002	1.78	7.00

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
B_CONFIANCFINAL	Based on Mean	.691	3	114	.560
	Based on Median	.592	3	114	.621
	Based on Median and with adjusted df	.592	3	111.622	.621
	Based on trimmed mean	.703	3	114	.552

ANOVA

B_CONFIANCFINAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.952	4	3.988	3.393	.012
Within Groups	133.985	114	1.175		
Total	149.937	118			

Robust Tests of Equality of Means^b

B_CONFIANCFINAL				
	Statistic ^a	df1	df2	Sig.
Welch	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for B_CONFIANCFINAL because at least one group has the sum of case weights less than or equal to 1.