```
CROSSTABS
/TABLES=Geschlecht BY Product_Comp_2_3_4
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT COLUMN
/COUNT ROUND CELL.
```

Crosstabs

Notes

Output Created		28-MAY-2022 12:3...
Comments		
Input	Data	C:\Users\Dominique\Dropbox\Dominique\BFH\Master Thesis\BigTech_SME_incumbent banks\thesis_data\Experiment\SPSS analysis.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data Fil	139

Notes

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Notes

Syntax		CROSSTABS /TABLES=Geschlecht BY Product_Comp_2_3_4 /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases			
	Valid		Missing	
	N	Percent	N	Percent
Bitte geben Sie Ihr Geschlecht an. * Product_Comp_2_3_4	105	75.5%	34	24.5%

Case Processing Summary

	Cases	
	Total	
	N	Percent
Bitte geben Sie Ihr Geschlecht an. * Product_Comp_2_3_4	139	100.0%

*Bitte geben Sie Ihr Geschlecht an. * Product_Comp_2_3_4 Crosstabulation*

		Product_Comp_2_3_4		
		Bank 1.50% p.a.		BigTech ...
		N	%	N
Bitte geben Sie Ihr Geschlecht an.	Männlich	24	33.8%	26
	Weiblich	47	66.2%	8
Total		71	100.0%	34

*Bitte geben Sie Ihr Geschlecht an. * Product_Comp_2_3_4 Crosstabulation*

		Product_Co...		
		BigTech ...	Total	
		%	N	%
Bitte geben Sie Ihr Geschlecht an.	Männlich	76.5%	50	47.6%
	Weiblich	23.5%	55	52.4%
Total		100.0%	105	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.780[a]	1	<.001
Continuity Correction[b]	15.113	1	<.001
Likelihood Ratio	17.382	1	<.001
Fisher's Exact Test			
Linear-by-Linear Association	16.620	1	<.001
N of Valid Cases	105		

Chi-Square Tests

	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square		
Continuity Correction[b]		
Likelihood Ratio		
Fisher's Exact Test	<.001	<.001
Linear-by-Linear Association		
N of Valid Cases		

[a.] 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.19.

[b.] Computed only for a 2x2 table

```
OUTPUT MODIFY
/SELECT TABLES
/IF COMMANDS=["Crosstabs(LAST)"] SUBTYPES=["Crosstabulation"]
/TABLE PIVOT=[R1,C1].
OUTPUT MODIFY
/SELECT TABLES
/IF COMMANDS=["Crosstabs(LAST)"] SUBTYPES=["Crosstabulation"]
/TABLECELLS SELECT=[PERCENT] APPLYTO=COLUMNHEADER REPLACE="%"
/TABLECELLS SELECT=[COUNT] APPLYTO=COLUMNHEADER REPLACE="N".
```

Crosstabs

Notes

Output Created		01-JUL-2022 14:15:...
Comments		
Input	Data	C:\Users\Dominique\Dropbox\Dominique\BFH\Master Thesis\BigTech_SME_incumbent banks\thesis_data\Experiment\SPSS analysis_1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data Fil	139

Notes

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=Gruppe2 BY Gender_Gr2 /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Notes

	Dimensions Requested	2
	Cells Available	524245

```
[DataSet1] C:\Users\Dominique\Dropbox\Dominique\BFH\Master Thesis\BigTech_SME_incumben
t banks\thesis_data\Experiment\SPSS analysis_1.sav
```

Case Processing Summary

	Cases			
	Valid		Missing	
	N	Percent	N	Percent
Gruppe 2: Produktwahl * Gender_Gr2	36	25.9%	103	74.1%

Case Processing Summary

	Cases	
	Total	
	N	Percent
Gruppe 2: Produktwahl * Gender_Gr2	139	100.0%

*Gruppe 2: Produktwahl * Gender_Gr2 Crosstabulation*

Count

		Gender_Gr2		
		Männlich	Weiblich	Total
Gruppe 2: Produktwahl	Bank 1.50%	7	20	27
	BigTech 1.20%	6	3	9
Total		13	23	36

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.856[a]	1	.028
Continuity Correction[b]	3.251	1	.071
Likelihood Ratio	4.732	1	.030
Fisher's Exact Test			
Linear-by-Linear Association	4.721	1	.030
N of Valid Cases	36		

Chi-Square Tests

	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square		
Continuity Correction[b]		
Likelihood Ratio		
Fisher's Exact Test	.046	.037
Linear-by-Linear Association		
N of Valid Cases		

[a.] 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.25.

[b.] Computed only for a 2x2 table

Crosstabs

Notes

Output Created		01-JUL-2022 14:17:...
Comments		
Input	Data	C:\Users\Dominique\Dropbox\Dominique\BFH\Master Thesis\BigTech_SME_incumbent banks\thesis_data\Experiment\SPSS analysis_1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data Fil	139

Notes

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=Gender_Gr3 BY Gruppe3 /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT /COUNT ROUND CELL.

Notes

Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases			
	Valid		Missing	
	N	Percent	N	Percent
Gender_Gr3 * Gruppe 3: Produktwahl	35	25.2%	104	74.8%

Case Processing Summary

	Cases	
	Total	
	N	Percent
Gender_Gr3 * Gruppe 3: Produktwahl	139	100.0%

*Gender_Gr3 * Gruppe 3: Produktwahl Crosstabulation*

Count

		Gruppe 3: Produktwahl		
		Bank 1.50%	BigTech 1.20%	Total
Gender_Gr3	Männlich	8	10	18
	Weiblich	12	5	17
Total		20	15	35

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.440[a]	1	.118
Continuity Correction[b]	1.489	1	.222
Likelihood Ratio	2.476	1	.116
Fisher's Exact Test			
Linear-by-Linear Association	2.370	1	.124
N of Valid Cases	35		

Chi-Square Tests

	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square		
Continuity Correction[b]		
Likelihood Ratio		
Fisher's Exact Test	.176	.111
Linear-by-Linear Association		
N of Valid Cases		

[a.] 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.29.

[b.] Computed only for a 2x2 table

Crosstabs

Notes

Output Created		01-JUL-2022 14:19:...
Comments		
Input	Data	C:\Users\Dominique\Dropbox\Dominique\BFH\Master Thesis\BigTech_SME_incumbent banks\thesis_data\Experiment\SPSS analysis_1.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data Fil	139

Notes

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=Gender_Gr4 BY Gruppe4 /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT /COUNT ROUND CELL.

Notes

Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.06
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases			
	Valid		Missing	
	N	Percent	N	Percent
Gender_Gr4 * Gruppe 4: Produktwahl	34	24.5%	105	75.5%

Case Processing Summary

	Cases	
	Total	
	N	Percent
Gender_Gr4 * Gruppe 4: Produktwahl	139	100.0%

*Gender_Gr4 * Gruppe 4: Produktwahl Crosstabulation*

Count

		Gruppe 4: Produktwahl		
		Bank 1.50%	BigTech 1.20%	Total
Gender_Gr4	Männlich	9	10	19
	Weiblich	15	0	15
Total		24	10	34

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.184[a]	1	<.001
Continuity Correction[b]	8.793	1	.003
Likelihood Ratio	14.907	1	<.001
Fisher's Exact Test			
Linear-by-Linear Association	10.855	1	<.001
N of Valid Cases	34		

Chi-Square Tests

	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square		
Continuity Correction[b]		
Likelihood Ratio		
Fisher's Exact Test	<.001	<.001
Linear-by-Linear Association		
N of Valid Cases		

[a.] 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.41.

[b.] Computed only for a 2x2 table