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APPENDIX B Research Data

No	Social Media Marketing										Purchase Intentions					Brand Image			
	X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	X.9	TOTAL	Y.1	Y.2	Y.3	Y.4	TOTAL	Z.1	Z.2	Z.3	TOTAL
1	5	5	4	5	5	4	5	5	5	43	5	4	5	5	19	5	4	5	14
2	4	4	5	4	4	4	5	5	4	39	4	4	4	5	17	5	5	5	15
3	5	4	5	4	5	5	5	4	5	42	4	5	4	5	18	4	5	5	14
4	5	5	5	5	5	5	4	5	5	44	4	5	5	5	19	5	5	5	15
5	5	5	4	4	5	4	4	4	3	38	4	5	5	4	18	3	5	4	12
6	3	3	4	4	5	4	4	3	2	32	2	2	2	2	8	2	2	2	6
7	5	4	5	3	4	3	4	3	5	36	4	5	5	5	19	4	5	5	14
8	5	5	5	5	5	4	3	4	5	41	4	3	5	5	17	4	3	5	12
9	5	4	3	4	5	4	3	4	4	36	5	3	3	5	16	5	4	3	12
10	1	2	1	2	2	2	1	2	1	14	5	5	3	3	16	5	5	4	14
11	4	4	4	5	4	4	4	5	4	38	3	4	4	5	16	4	4	4	12
12	4	5	5	5	5	5	5	5	5	44	3	3	3	5	14	5	5	5	15
13	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	15
14	5	5	5	4	5	4	5	5	5	43	5	4	5	4	18	5	5	5	15
15	3	4	4	4	4	4	4	3	4	34	3	3	3	4	13	4	4	4	12
16	3	4	4	4	4	3	4	5	4	35	4	4	3	5	16	4	4	4	12
17	4	4	4	4	5	5	4	3	5	38	4	4	3	4	15	5	4	4	13
18	4	5	5	4	4	4	5	5	5	41	4	5	5	4	18	5	4	4	13
19	4	4	4	4	4	3	4	4	4	35	4	5	4	4	17	4	4	4	12
20	1	2	2	2	2	2	2	2	2	17	1	2	2	1	6	1	2	1	4
21	5	5	5	5	5	5	5	5	5	45	5	5	5	5	20	5	5	5	15
22	4	4	3	5	5	4	3	5	4	37	3	5	4	4	16	5	5	4	14
23	4	4	4	4	4	4	4	4	4	36	3	3	3	4	13	4	4	4	12
24	5	5	4	5	5	5	4	5	5	43	5	4	5	5	19	5	4	5	14
25	4	5	5	5	5	5	5	4	5	43	5	5	4	5	19	5	5	4	14
26	5	4	5	5	5	5	5	5	5	44	5	5	4	5	19	5	5	5	15
27	5	4	5	5	4	5	5	4	5	42	5	4	5	5	19	5	5	5	15
28	5	5	4	5	5	4	5	4	5	42	4	5	4	5	18	5	4	5	14
29	3	3	4	4	4	3	3	3	3	30	2	2	2	2	8	3	3	3	9
30	5	5	4	5	4	4	5	4	5	41	5	5	5	5	20	5	4	5	14
31	4	4	5	4	4	4	4	4	5	38	4	2	3	5	14	4	4	4	12
32	4	4	4	4	4	4	4	4	4	36	4	4	4	4	16	4	4	4	12
33	3	4	3	4	3	4	3	4	3	31	4	3	4	3	14	4	4	4	12
34	4	5	5	4	5	3	5	5	4	40	4	3	4	3	14	4	3	4	11
35	5	4	3	4	3	3	4	4	3	33	3	5	5	3	16	3	4	3	10
36	4	4	5	4	5	4	4	4	5	39	4	4	4	4	16	5	4	4	13
37	4	4	4	5	4	4	5	4	4	38	4	4	4	5	17	4	4	4	12
38	5	4	4	5	4	4	4	5	4	39	4	5	5	5	19	4	4	4	12
39	4	5	5	5	5	4	4	5	4	41	4	4	4	5	17	4	4	4	12