

## Annex C. Calculations of Companies Research

**Table C1.** Standard deviation of EMM component

Statistics									
		Electronic Media Marketing affects the sales of our firm positively.	Electronic Media Marketing helps to make our goods popular.	Electronic Media Marketing has our attention.	Electronic Media Marketing is a waste of resources (time, money, employees)	Electronic Media Marketing is an important shopping tool nowadays.	Electronic Media Marketing is effective in the agro companies in Lebanon.	Electronic Media Marketing in the agro companies in Lebanon should be more spread.	More firms in the agro companies in Lebanon should use Electronic Media Marketing.
N	Valid	43	43	43	43	43	43	43	43
	Missing	0	0	0	0	0	0	0	0
Mean		3.58	3.81	4.14	2.47	3.98	3.60	3.63	3.77
Std. deviation		1.159	.852	.601	1.162	.771	.955	1.134	1.130
Minimum		1	1	3	1	3	2	1	1
Maximum		5	5	5	5	5	5	5	5
Sum		154	164	178	106	171	155	156	162

**Table C2.** significant correlation of EMM component

Correlations			EMM1	EMM2	EMM3	EMM4	EMM5	EMM6	EMM7
Spearman's rho	Electronic Media Marketing affects the sales of our firm positively.EMM1	Correlation coefficient	1.000	.417**	.415**	.082	.659**	.366*	.313*
		Sig. (2-tailed)	.	.005	.006	.601	.000	.016	.041
		N	43	43	43	43	43	43	43
	Electronic Media Marketing helps to make our goods popular.EMM2	Correlation coefficient	.417**	1.000	.249	-.008	.523**	.483**	.663**
		Sig. (2-tailed)	.005	.	.108	.962	.000	.001	.000
		N	43	43	43	43	43	43	43
	Electronic Media Marketing has our attention.EMM3	Correlation coefficient	.415**	.249	1.000	-.011	.370*	.327*	.277
		Sig. (2-tailed)	.006	.108	.	.946	.015	.032	.072

	Electronic Media Marketing is a waste of resources. EMM4	N	43	43	43	43	43	43	43
		Correlation coefficient	.082	-.008	-.011	1.000	.118	.326*	.157
		Sig. (2-tailed)	.601	.962	.946	.	.450	.033	.315
	Electronic Media Marketing is an important shopping tool nowadays. EMM5	N	43	43	43	43	43	43	43
		Correlation coefficient	.659**	.523**	.370*	.118	1.000	.591**	.718**
		Sig. (2-tailed)	.000	.000	.015	.450	.	.000	.000
	Electronic Media Marketing is effective in the agro companies in Lebanon. EMM6	N	43	43	43	43	43	43	43
		Correlation coefficient	.366*	.483**	.327*	.326*	.591**	1.000	.451**
		Sig. (2-tailed)	.016	.001	.032	.033	.000	.	.002

	N	43	43	43	43	43	43	43	43
Electronic Media Marketing in the agro companies in Lebanon should be more spread. EMM7	Correlation coefficient	.313*	.663**	.277	.157	.718**	.451**	1.000	
	Sig. (2-tailed)	.041	.000	.072	.315	.000	.002	.	
	N	43	43	43	43	43	43	43	43
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

**Table C3.** Reliability analysis of measurement scales

Reliability statistics		
Cronbach's alpha	Cronbach's alpha based on standardized items	N of items
.812	.816	7

Item-total statistics					
	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Squared multiple correlation	Cronbach's alpha if item deleted
Electronic Media Marketing affects the sales of our firm positively.	22.93	16.019	.435	.665	.814
Electronic Media Marketing helps to make our goods popular.	22.70	16.311	.633	.669	.775
Electronic Media Marketing has our attention.	22.37	19.620	.266	.494	.824
Electronic Media Marketing is an important shopping tool nowadays.	22.53	15.874	.802	.821	.753
Electronic Media Marketing is effective in the agro companies in Lebanon.	22.91	16.753	.478	.519	.799
Electronic Media Marketing in the agro companies in Lebanon should be more spread.	22.88	13.724	.760	.864	.744
More firms in the agro companies in Lebanon should use Electronic Media Marketing.	22.74	15.195	.559	.782	.787

**Table C4.** Extraction method: Principal component analysis.

Total variance explained							
Component	Initial eigenvalues			Extraction sums of squared loadings			Rotation sums of squared loadings
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total
1	3.470	49.577	49.577	3.470	49.577	49.577	3.095
2	1.554	22.202	71.779	1.554	22.202	71.779	2.589
3	.783	11.190	82.969				
4	.538	7.683	90.652				
5	.443	6.327	96.979				
6	.141	2.016	98.995				
7	.070	1.005	100.000				
Extraction method: Principal component analysis.							
a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.							

**Table C5.** Method: Principal component matrix analysis

Component matrix	Component	
	1	2
Electronic Media Marketing affects the sales of our firm positively.	.581	.503
Electronic Media Marketing helps to make our goods popular.	.753	-.365
Electronic Media Marketing has our attention.	.350	.771
Electronic Media Marketing is an important shopping tool nowadays.	.860	.250
Electronic Media Marketing is effective in the agro companies in Lebanon.	.629	.296

Component matrix		
	Component	
	1	2
Electronic Media Marketing in the agro companies in Lebanon should be more spread.	.877	-.306
More firms in the agro companies in Lebanon should use Electronic Media Marketing.	.733	-.573
Extraction method: Principal component analysis.		
a. 2 components extracted.		

**Table C6.** Rotation Method: Promax with Kaiser normalization

Pattern matrix		
	Component	
	1	2
Electronic Media Marketing affects the sales of our firm positively.	.026	.759
Electronic Media Marketing helps to make our goods popular.	.834	.006
Electronic Media Marketing has our attention.	-.353	.907
Electronic Media Marketing is an important shopping tool nowadays.	.428	.648
Electronic Media Marketing is effective in the agro companies in Lebanon.	.224	.583
Electronic Media Marketing in the agro companies in Lebanon should be more spread.	.879	.121
More firms in the agro companies in Lebanon should use Electronic Media Marketing.	.984	-.203
Extraction method: Principal component analysis.		
Rotation method: Promax with Kaiser normalization.		
a. Rotation converged in 3 iterations.		

**Table C7.** Structure matrix component

Structure matrix		
	Component	
	1	2
Electronic Media Marketing affects the sales of our firm positively.	.298	.768
Electronic Media Marketing helps to make our goods popular.	.837	.306
Electronic Media Marketing has our attention.	-.028	.780
Electronic Media Marketing is an important shopping tool nowadays.	.661	.802
Electronic Media Marketing is effective in the agro companies in Lebanon.	.434	.663
Electronic Media Marketing in the agro companies in Lebanon should be more spread.	.922	.437
More firms in the agro companies in Lebanon should use Electronic Media Marketing.	.911	.150
Extraction method: Principal component analysis. Rotation method: Promax with Kaiser normalization.		

**Table C8.** Rotation method: Promax with Kaiser normalization

Component correlation matrix		
Component	1	2
1	1.000	.359
2	.359	1.000
Extraction method: Principal component analysis. Rotation method: Promax with Kaiser normalization.		



**Table C9.** Mean and standard deviation of the component

Statistics		My organization gets brand loyalty as a determinant of brand equity based on its Electronic Media Marketing.	My organization gets brand association as a determinant of brand equity based on its Electronic Media Marketing.	My organization creates brand awareness as a determinant of brand equity based on its Electronic Media Marketing.	My organization sees Electronic Media Marketing as a motivation to promote its brand quality as a determinant of brand equity.	My organization does not rely on Electronic Media Marketing to enhance to attain brand equity.
N	Valid	43	43	43	43	43
	Missing	0	0	0	0	0
Mean		2.65	3.88	3.58	3.53	2.65
Std. deviation		1.131	.905	1.006	1.120	1.494
Minimum		1	2	1	1	1
Maximum		4	5	5	5	5
Sum		114	167	154	152	114

**Table C10.** None-parametric Spearman's Rho correlation matrix

Correlations		Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	
Spearman's rho	My organization gets brand loyalty as a determinant of brand equity based on its Electronic Media Marketing.	Correlation coefficient	1.000	.231	.408**	.629**	.160
		Sig. (2-tailed)	.	.136	.007	.000	.305
		N	43	43	43	43	43
	My organization gets brand association as a determinant of brand equity based on its Electronic Media Marketing.	Correlation coefficient	.231	1.000	.417**	-.009	.391**
		Sig. (2-tailed)	.136	.	.005	.953	.010
		N	43	43	43	43	43
	My organization creates brand awareness as a determinant of brand equity based on its EMM.	Correlation coefficient	.408**	.417**	1.000	.384*	.220
		Sig. (2-tailed)	.007	.005	.	.011	.156
		N	43	43	43	43	43
	My organization sees Media as a motivation to promote its brand quality as a determinant of brand equity.	Correlation coefficient	.629**	-.009	.384*	1.000	-.158
		Sig. (2-tailed)	.000	.953	.011	.	.312
		N	43	43	43	43	43
	My organization does not rely on Electronic Media Marketing to enhance to attain brand equity.	Correlation coefficient	.160	.391**	.220	-.158	1.000
		Sig. (2-tailed)	.305	.010	.156	.312	.
		N	43	43	43	43	43
	**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).							

**Table C11.** Cronbach's alpha reliability statistics

Reliability statistics	
Cronbach's alpha	N of items
.755	3

Item-total statistics				
	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
My organization gets brand loyalty as a determinant of brand equity based on its Electronic Media Marketing.	7.12	3.296	.623	.625
My organization creates brand awareness as a determinant of brand equity based on its Electronic Media Marketing.	6.19	4.012	.524	.736
My organization sees media as a motivation to promote its brand quality as a determinant of brand equity.	6.23	3.373	.609	.641

**Table C12.** Total variance and component matrix

Total variance explained						
Component	Initial eigenvalues			Extraction sums of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.012	67.082	67.082	2.012	67.082	67.082
2	.571	19.038	86.120			
3	.416	13.880	100.000			
Extraction method: Principal component analysis.						

Component matrix	
	Component
	1
My organization gets brand loyalty as a determinant of brand equity based on its Electronic Media Marketing.	.845
My organization creates brand awareness as a determinant of brand equity based on its Electronic Media Marketing.	.774
My organization sees media as a motivation to promote its brand quality as a determinant of brand equity.	.836
Extraction method: principal component analysis.	
a. 1 components extracted.	

**Table C13.** Standard deviation and mean of component

Statistics		Customer feedback has been factored into product and service decisions at the organization.	Customers have shown loyalty to our brand as evidence of customer satisfaction.	Sales have increased as evidence of customer satisfaction.	We have had more customers following on electronic media as evidence of customer satisfaction.
N	Valid	43	43	43	43
	Missing	0	0	0	0
Mean		4.51	4.30	4.07	3.26
Std. deviation		.592	.887	1.100	.928
Minimum		3	2	1	1
Maximum		5	5	5	5
Sum		194	185	175	140

**Table C14.** Spearman's Rho and significant correlation

Correlations			CS1.	CS2	CS3	CS4.
Spearman's Rho	Customer feedback has been factored into product and service decisions at the organization.	Correlation coefficient	1.000	.622**	.345*	.055
		Sig. (2-tailed)	.	.000	.023	.725
		N	43	43	43	43
	Customers have shown loyalty to our brand as evidence of customer satisfaction.	Correlation coefficient	.622**	1.000	.402**	-.175
		Sig. (2-tailed)	.000	.	.008	.261
		N	43	43	43	43
	Sales have increased as evidence of customer satisfaction.	Correlation coefficient	.345*	.402**	1.000	.265
		Sig. (2-tailed)	.023	.008	.	.086
		N	43	43	43	43
	We have had more customers following on electronic media as evidence of customer satisfaction.	Correlation coefficient	.055	-.175	.265	1.000
		Sig. (2-tailed)	.725	.261	.086	.
		N	43	43	43	43
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

**Table C15.** Item total statistics scales

Reliability statistics	
Cronbach's alpha	N of items
.690	2

Item-total statistics				
	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's alpha if item deleted
Customers have shown loyalty to our brand as evidence of customer satisfaction.	4.07	1.209	.539	.
Sales have increased as evidence of customer satisfaction.	4.30	.787	.539	.

**Table C16.** Tol variation and extraction sums of squared loading

Total variance explained						
	Initial eigenvalues			Extraction sums of squared loadings		
Component	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	1.539	76.954	76.954	1.539	76.954	76.954
2	.461	23.046	100.000			
Extraction method: Principal component analysis.						

**Table C17.** Component matrix of consumer satisfaction component

Component matrix	
	Component
	1
Customers have shown loyalty to our brand as evidence of customer satisfaction.	.877
Sales have increased as evidence of customer satisfaction.	.877
Extraction method: Principal component analysis.	
a. 1 components extracted.	

**Table C18.** Correlation between EMM, brand and consumer satisfaction

Correlations				
		EMM	Brand	CS
EMM	Pearson correlation	1	.677**	.200
	Sig. (2-tailed)		.000	.199
	N	43	43	43
Brand	Pearson correlation	.677**	1	.121
	Sig. (2-tailed)	.000		.439
	N	43	43	43
CS	Pearson correlation	.200	.121	1
	Sig. (2-tailed)	.199	.439	
	N	43	43	43
**. Correlation is significant at the 0.01 level (2-tailed).				

**Table C19.** Impact of EMM on branding

Model summary						
Model	R	R square	Adjusted R square	Std. error of the estimate		
1	.677 <sup>a</sup>	.458	.445	.66362		
a. Predictors: (Constant), EMM						
ANOVA <sup>a</sup>						
Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	15.241	1	15.241	34.609	.000 <sup>b</sup>
	Residual	18.056	41	.440		
	Total	33.297	42			
a. Dependent variable: brand						
b. Predictors: (constant), EMM						
Coefficients						
Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.197	.596		-.330	.743
	EMM	.912	.155	.677	5.883	.000
a. Dependent variable: Brand						

**Table C20.** Dependant variables and predictors

ANOVA <sup>a</sup>						
Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	1.279	1	1.279	1.707	.199 <sup>b</sup>
	Residual	30.732	41	.750		
	Total	32.012	42			
a. Dependent variable: CS						
b. Predictors: (constant), EMM						

**Table C21.** Unstandardized coefficients for dependant variables

Coefficients						
Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.186	.777		4.100	.000
	EMM	.264	.202	.200	1.306	.199
a. Dependent variable: CS						