Why do peoples buy Macs?

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Introduction

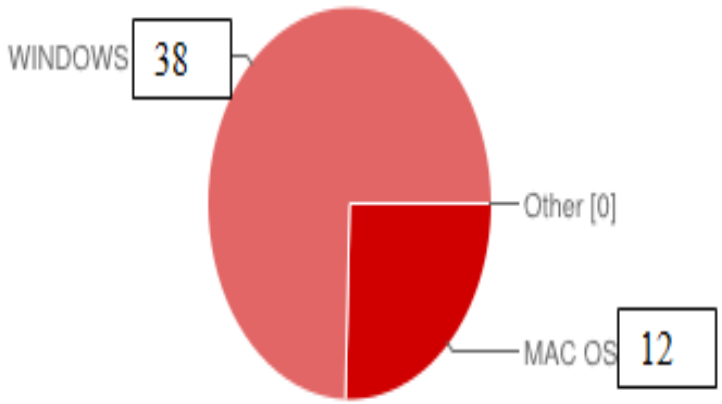
- Mac's Context in the world
- Question of interest
- Survey

Plan

- Data description
- Model
- Conclusion

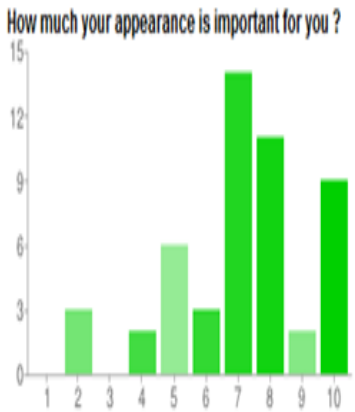
Data description

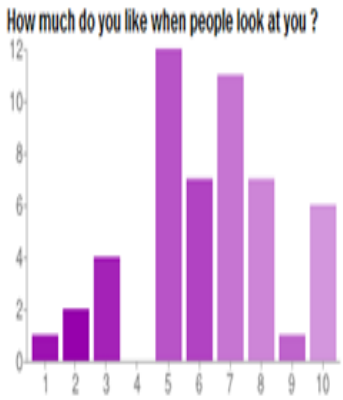
- Ages:16-28
- Gener:27M 23W
- Extrem values



Assumption

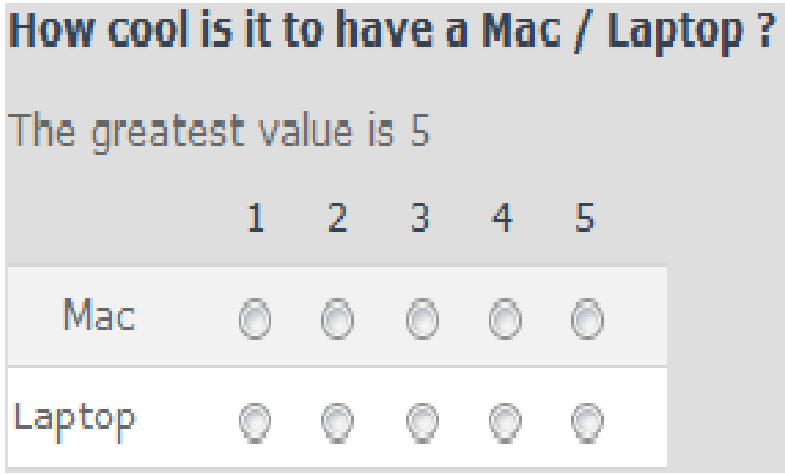
- More money=Mac
- Gender is not important
- How much your apparence is important for you





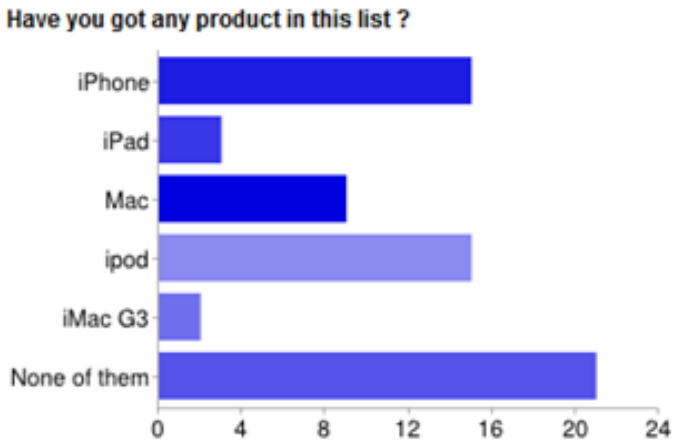
Assumption

- Be cool=Mac
- How much people look at you
- How much your apparence is important for you



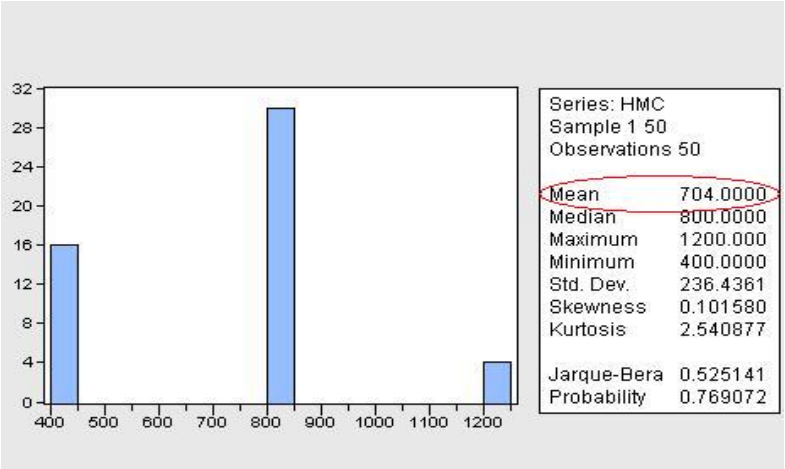
Assumption

- Other apple product



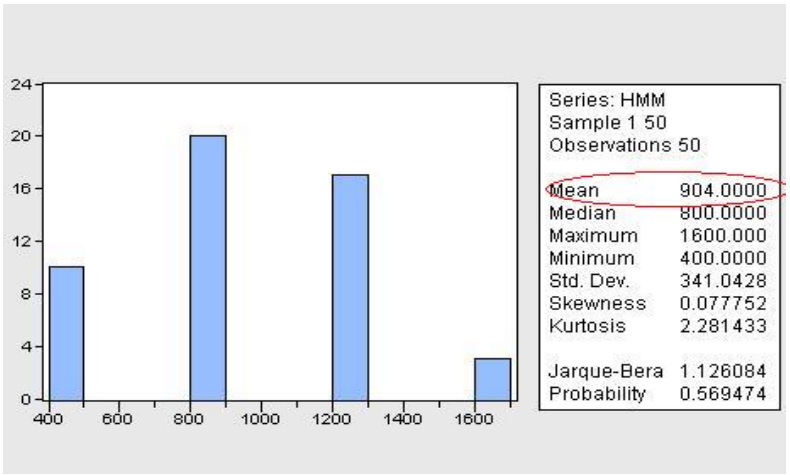
Analyse

- For the same characteristics
- Mean=704



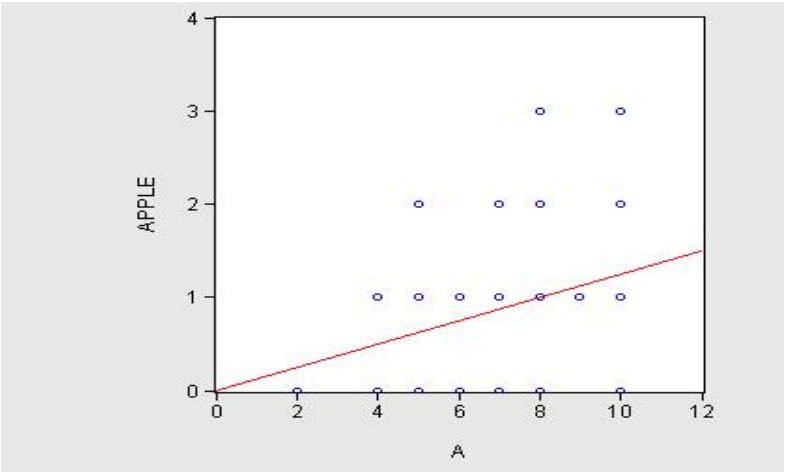
Analyse

- Mean=900
- Added value



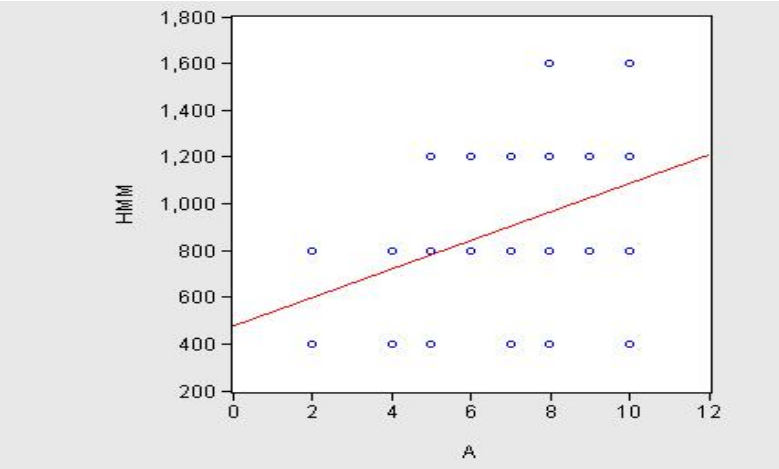
Analyse

- More you pay attention of your appearance more apple product you have



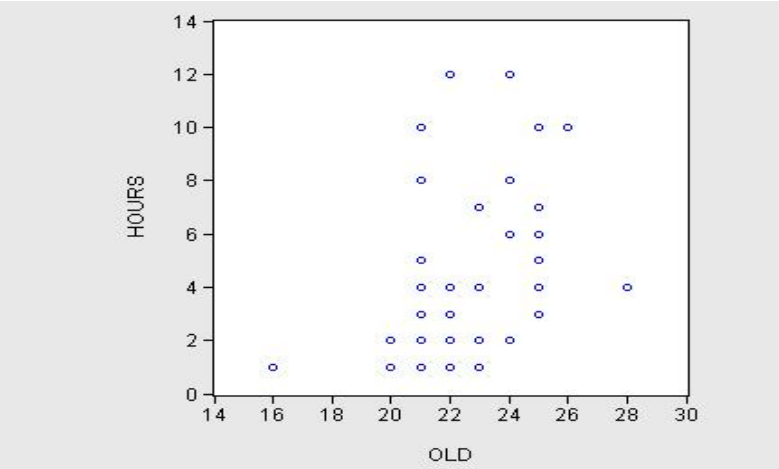
Analyse

- More you pay attention of your appearance more you would pay for apple product



Analyse

- More you are old more spend hours on your computer



Equation

- Linear equation

$$Opmac_i = \beta_0 + \beta_1 A_i + \beta_2 Apple_i + \beta_3 Asia_i + \beta_4 Cl_i + \beta_5 Cm_i + \beta_6 EU_i + \beta_6 Gender_i + \beta_7 HMM_i + \beta_8 HMC_i + \beta_9 Hours_i + \beta_1 0 income_i + \beta_1 1 Laty_i + \beta_1 2 MCDO_i + \beta_1 3 old_i + \beta_1 4 Poor_i + \beta_1 5 PRG_i + \beta_1 6 Quick_i + \beta_1 7 TRYC_i + \beta_1 8 TRYM_i + \beta_1 9 WORK_i + \beta_1 9 Riche_i\}. \quad (1)$$

Model

- Residual=low
- Some probability are high

Dependent Variable: OPMAC
Method: Least Squares
Date: 01/13/13 Time: 16:41
Sample: 1 50
Included observations: 44

Variable	Coefficient	Std. Error	t-Statistic	Prob.
A	0.059716	0.048366	1.234668	0.2300
APPLE	0.148812	0.081109	1.834722	0.0801
ASIA	-0.129793	0.309223	-0.419741	0.6787
CL	0.017076	0.050307	0.339430	0.7375
CM	0.020224	0.068304	0.296094	0.7699
EU	-0.074987	0.212165	-0.353438	0.7271
GENDER	0.020888	0.153970	0.135664	0.8933
HMC	-0.000101	0.000273	-0.368215	0.7162
HMM	6.35E-05	0.000240	0.265188	0.7933
HOURS	0.001778	0.024816	0.071628	0.9435
INCOME	8.71E-05	5.07E-05	1.719424	0.0996
LATY	-0.042024	0.038116	-1.102534	0.2821
MCDO	-0.195175	0.156677	-1.245714	0.2260
OLD	-0.001750	0.037136	-0.047138	0.9628
POOR	-0.156052	0.285427	-0.546732	0.5901
PRG	0.145169	0.164594	0.881981	0.3873
QUICK	-0.537666	0.348337	-1.543522	0.1370
TRYC	0.513529	0.138310	3.712874	0.0012
TRYM	-0.166754	0.124857	-1.335562	0.1953
WORK	-0.016138	0.032311	-0.499457	0.6224
RICHE	0.294566	0.231260	1.273743	0.2160
C	-0.447196	1.092388	-0.409374	0.6862

R-squared	0.748331	Mean dependent var	0.272727
Adjusted R-squared	0.508102	S.D. dependent var	0.450511
S.E. of regression	0.315968	Akaike info criterion	0.840499
Sum squared resid	2.196383	Schwarz criterion	1.732594
Log likelihood	3.509017	Hannan-Quinn criter.	1.171331
F-statistic	3.115069	Durbin-Watson stat	2.130933
Prob(F-statistic)	0.005350		

Model

- Residual=low
- Better probability

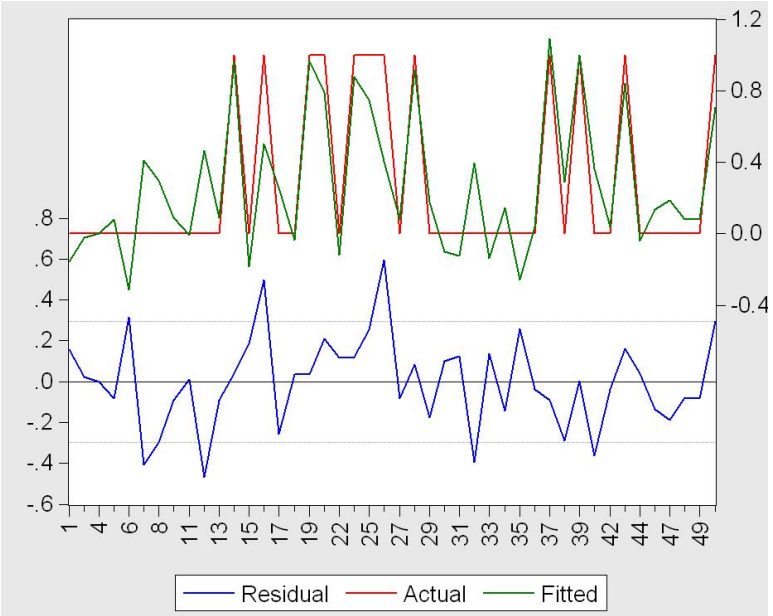
Dependent Variable: OPMAC
Method: Least Squares
Date: 01/13/13 Time: 16:36
Sample: 1 50
Included observations: 44

Variable	Coefficient	Std. Error	t-Statistic	Prob.
A	0.061346	0.044067	1.392090	0.1762
APPLE	0.147751	0.074652	1.979212	0.0589
ASIA	-0.128408	0.282276	-0.454902	0.6531
CL	0.016650	0.044258	0.376218	0.7099
CM	0.021420	0.055410	0.386568	0.7023
EU	-0.080612	0.175261	-0.459954	0.6495
HMC	-9.16E-05	0.000251	-0.365164	0.7181
HMM	6.40E-05	0.000220	0.291448	0.7731
INCOME	8.92E-05	4.59E-05	1.942344	0.0634
LATY	-0.042417	0.035653	-1.189725	0.2453
MCDO	-0.201871	0.140851	-1.433222	0.1642
MODEST	0.296807	0.215114	1.379764	0.1799
POOR	0.135832	0.329686	0.412003	0.6838
PRG	0.161538	0.119378	1.353162	0.1881
QUICK	-0.535539	0.326380	-1.640846	0.1134
TRYC	0.517757	0.126219	4.102063	0.0004
TRYM	-0.167833	0.113648	-1.476782	0.1522
WORK	-0.018254	0.027751	-0.657796	0.5167
C	-0.480037	0.540690	-0.887823	0.3831

R-squared	0.748017	Mean dependent var	0.272727
Adjusted R-squared	0.566589	S.D. dependent var	0.450511
S.E. of regression	0.296589	Akaike info criterion	0.705383
Sum squared resid	2.199125	Schwarz criterion	1.475829
Log likelihood	3.481568	Hannan-Quinn criter.	0.991102
F-statistic	4.122946	Durbin-Watson stat	2.119466
Prob(F-statistic)	0.000641		

Residual

- Residual dose not match correctly



Conclusion

- Good variable in the model
- But residual graph show that something is missing in the model