

AGE

TABLE 4.12: CONSUMER PRIORITISATION OF INTRINSIC ATTRIBUTES IN TERMS OF VISUAL APPEARANCE IN RELATION TO AGE

Visual Appearance (M=3,67)	Age	Age groups	Mean	Mean Difference	SEM	P-value
	18-24 Gen Z (M=3,80)	25-40 Millennials	3,59	0,21097	0,08760	0,029
		41-56 Gen X	3,56	0,23783	0,11255	0,179
		57-75 Boomers	3,47*	0,32356	0,19396	0,444
	25-40 Millennials (M=3,59)	18-24 Gen Z	3,80	-0,21097	0,08760	0,099
		41-56 Gen X	3,56	0,02686	0,11255	1,000
		57-75 Boomers	3,47	0,11259	0,18275	1,000
	41-56 Gen X (M=3,56)	18-24 Gen Z	3,80	-0,23783	0,10907	0,179
		25-40 Millennials	3,59	-0,02686	0,11255	1,000
		57-75 Boomers	3,47	0,08573	0,19396	1,000
	57-75 Boomers (M=3,47)	18-24 Gen Z	3,80*	-0,32356	0,18063	-0,029
		25-40 Millennials	3,59	-0,11259	0,18275	1,000
		41-56 Gen X	3,56	-0,08573	0,19396	1,000