## Tutorial 4

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### slides AND YouTube Tutorial available marketingatvic.rocketspark.co.nz



Todays Tutorial

Assignment 1 General Feedback **Upcoming Schedule** Downloading and using IBM's SPSS Software





### Assignment 1

- Grades are still being moderated so the graph may change
- Most were excellent but we could tell some had run out of time and lost a lot of marks in one section
- References need to be in alphabetical order, use page numbers and paragraphs



e graph may change ome had run out of



### Upcoming Schedule

Test: Thursday 14th of September THIS THURSDAY



Assignment 2 Due 13th October at 4pm



Tutorial this week, next week and the week after



### 2 HOUR TEST - Opens: Thursday 11am (NZ) - Closes: Friday 11am (NZ) Start by Friday 9am at the latest)

Worth 30% Multiple Choice (10 questions: 30 Marks) Short Answer Questions (3 questions: 70 Marks)



## **ESG** Lectures 1-7

- Problem Definition and Research Design
- Qualitative vs Quantitative Research
- Observation and Survey Methods
- Measurements and Scaling
- Questionnaire Design
- Sampling Techniques
- Data Collection and Preparation



### Tips: The tutors mark the short answer section.

Do NOT use ChatGPT or other AI because you need to state a specific course concept and ChatGPT is more than likely not going to give you the right answer

You need to identify, define and explain with context

# Assignment 2

- Tips: Do not leave your SPSS Outputs till the last minute If your outputs are wrong you will lose a lot of marks
  - Due 4pm on the 13th October
  - Worth 35% of your overall grade
    - Word Limit: 2000 •± 10%



# Assignment 2

Make sure you follow the brief **Times New Roman** 1.5cm Spacing 2.5cm Margins Headings Sub-Headings Cover Page



## Previous Results



# Todays Tutorial

- **SPSS**
- code/recode variables
- obtain frequency tables
- variable
- item scale.



### • open and save SPSS files/datasets • use commands & pull-down menus in

• calculate descriptive statistics for a

• calculate an average score for a multi-

# Download SPSS

1.Go to https://www.ibm.com/spss2.Scroll to the bottom3.Sign Up

### Take the next step

Discover how you can uncover data insights that solve business and research problems

Try SPSS Statistics at no cost



## 4. My IBM5. Products6. Download here

IBM SPSS Statistics Subscription Trial

Upgrade options

Expires on Oct 11, 2023

Active

Download

Manage



MARK 203 -> Modules -> Week 8 -> Tutorial 4 -> Download "MARK203 Tutorial 4 Case 1.1 Dell Data.sav"

SPSS dataset files:

MARK203 Tutorial 4 Case 1.1 Dell Data.sav .

MARK203 Tutorial 4 Case 1.1 Dell Data - Recoded.sav  $\downarrow$ 







### Double click SAV file or File > Open > Data...





# Examine Data

Next you will have two tabs: the data view and the variable view.

Data View = Survey Results Variable View = Questions + Categories

<u>E</u> dit	<u>V</u> iew <u>D</u> ata	Transform	Analyze	Direct <u>M</u> arket	ing <u>G</u> raphs <u>U</u> t	ilities E <u>x</u> tens	ions <u>W</u> indow	<u>H</u> elp					
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3	q2_2	Numeric	8	2	Please indicate	{.00, Don`t	.00	8	🚟 Right	😞 Nominal	🔪 Input		
4	q2_3	Numeric	8	3	Please indicate	{.000, Don't	.000	8	🖷 Right	뤚 Nominal	🔪 Input		
5	q2_4	Numeric	8	2	Please indicate	{.00, Don't	.00	8	🚈 Right	🚓 Nominal	💊 Input		
6	q2_5	Numeric	8	2	Please indicate	{.00, Don't	.00	8	🚟 Right	🙈 Nominal	🖒 Input		
7	q2_6	Numeric	8	2	Please indicate	{.00, Don`t	.00	8	🖷 Right	💰 Nominal	🖒 Input		
8	q2_7	Numeric	8	2	Please indicate	{.00, Don't	.00	8	Right	💰 Nominal	🖒 Input		
9	q3	Numeric	8	2	Are there any o	{1.00, Yes}	None	8	🚟 Right	💰 Nominal	🔪 Input		
10	q4	Numeric	8	2	Overall, how sa	{1.00, Very	None	8	這 Right	🙈 Nominal	🔪 Input		
11	q5	Numeric	8	2	How likely woul	{1.00, Defini	None	8	🚟 Right	🚴 Nominal	🔪 Input		
12	<b>q</b> 6	Numeric	8	2	If you could ma	{1.00, Defini	None	8	🚟 Right	🜏 Nominal	🔪 Input		
13	q8_1	Numeric	8	2	And how much	{.00, Do Not	.00	8	📰 Right	🚓 Nominal	🔪 Input		
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15	q8_3	Numeric	8	2	And how much	{.00, Do Not	.00	8	🖷 Right	🚓 Nominal	🔪 Input		
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17	q8_5	Numeric	8	2	And how much	{.00, Do Not	.00	8	🖷 Right	💰 Nominal	🖒 Input		
18	q8_6	Numeric	8	2	And how much	{.00, Do Not	.00	8	Right	💰 Nominal	🔪 Input		
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21	q8_9	Numeric	8	2	And how much	{.00, Do Not	.00	8	🚟 Right	🚜 Nominal	🔪 Input	1	
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23	q8_11	Numeric	8	2	And how much	{.00, Do Not	.00	8	🖀 Right	😞 Nominal	🔪 Input		
24	q8_12	Numeric	8	2	And how much	{.00, Do Not	.00	8	🖷 Right	😞 Nominal	🔪 Input		
25	q8_13	Numeric	8	2	And how much	{.00, Do Not	.00	8	Right	💑 Nominal	🔪 Input		
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27	q9_10per	Numeric	8	2	If the price of th	{1.00, Defini	None	8	遍 Right	💰 Nominal	S Input		
	a10_1	Numeric	8	2	What number fr	{.00, Do Not	.00	8	Right	Nominal	> Input		

# Recoding Variables

Positive responses must be given higher numerical value, while negative answers must get lower values For example, examine Q4 in the questionnaire

The original coding is: Very satisfied = 1 Somewhat satisfied = 2 Somewhat dissatisfied = 3 Very dissatisfied = 4

Satisfaction is positive So data needs to be "recoded" ->



The coding should be: Very satisfied = 4 Somewhat satisfied = 3 Somewhat dissatisfied = 2 Very dissatisfied = 1

# Recoding Variables

Transform Analyze Direct Marketing	<u>G</u> raphs				
Compute Variable					
🕂 Programmability Transformation					
Count Values within Cases				hecode into Same Variables: Old and New Values	×
Shift Values			~	Old Value	New Value
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🕂 Create Dummy Variables		Rease indicate		Ka <u>li</u> ge.	Add
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Prepare Data for Modeling	•	How likely would So If you could make	ndition)		
Ran <u>k</u> Cases		And how much d	nduon)	© Range, value through HIGHEST:	
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Create Time Series		Salact 01		Continuo	
📲 Replace Missing <u>V</u> alues		Jeleci QT			
Random Number Generators				Enter the Old Value.	and the New Value.
Run Pending Transforms C	Ctrl+G			Click Add Continues	then OK
				LIICK Add. LONTINUe	Then UK

### Transform > Recode into Same Variables



### Frequency Tables Counts the total amount of responses for specific answers 'Analyze' > 'Descriptive Statistics' > 'Frequencies', and obtain frequency tables for Q11.

<u>A</u> nalyze	Direct <u>M</u> arketing	<u>G</u> raphs	<u>U</u> tilities	Add- <u>o</u> ns	
Re <u>p</u> o	rts	•	-k 👯		
D <u>e</u> sc	riptive Statistics	•	123 <u>F</u> requencies		
Ta <u>b</u> le	S	•	Descriptives		
Co <u>m</u>	pare Means	•	A Explore		
A			<u> </u>		

	What was the last grade of school you completed?							
		Frequency	Percent	Valid Percent	Cumulative Percent			
Valid	Some High School or less	9	2.4	2.4	2.4			
	High School Graduate	34	9.1	9.1	11.6			
	Some College/Technical School	113	30.4	30.4	41.9			
	College Graduate or higher	216	58.1	Double-click to activate	100.0			
	Total	372	100.0	100.0				

Should look like this

Use Q11





### Descriptive Statistics

Go to 'Analyze' > 'Descriptive Statistics' > 'Descriptives...' and obtain the descriptives table for Q11 (make sure to select 'mean', 'standard deviation', and 'minimum/maximum' in 'Options'). Interpret the output. Do the same for Q4.

What is the difference between the outputs? Why are you getting this difference in results? What is the interpretation of the mean value for both variables?





Q11 is a categorical variable, while Q4 is a continuous variable

# Recoding Again

Continuous Variable into a Categorical Variable; this would be useful when using age

Same as before except you want to select "Recode into Different Variables" and name output variable as "Q1Cat2" (Use Q1) Recode 1, 2, 3, 4, 5 -> 0 and  $6 \rightarrow 1$ 

Now get the frequency table



# Calculating Multi-Item Scales

This is the most important step to remember, if you don't do this your entire analysis will be incorrect Example: If you want to use Critical Motivations as a variable, you need

to look at the average of all the items that make up the variable

MARK 203 T2 2023 **ASSIGNMENT TWO - SURVEY RESEARCH SCALES** 

"Factors Affecting Young Consumers' Intention to Purchase Second-Hand Products"

No.	Variable*	Code	Item/Statement**	Reference***						
POT	POTENTIAL INDEPENDENT VARIABLES									
1.	Critical Motivations (CM)	CM1	Buying second-hand products is a more sustainable approach.	Aycock, M., Cho, E., & Kim, K. (2023). "I like to buy pre-owned luxury fashion products":						
		CM2	I enjoy buying second-hand products because I do not like objects being thrown away that can still be of use.	Understanding online second-hand luxury fashion shopping motivations and perceived value of						
		СМ3	By buying second-hand products, I feel I am helping to fight against waste.	young adult consumers. <i>Journal of</i> <i>Global Fashion Marketing</i> , 14(3), 327-349.						

### Calculating Multi-Item Scales Use q10.1, 10.2, 10.3 and 10.4 for this activity To do this do: Transform > Compute Variable > under 'Target Variable' enter a new name 'MarketMaven' > Input (q10\_1 + q10\_2 + q10\_3 + q10\_4) / 4 under 'Numeric Expression > OK

Calculate Frequencies and Descriptives for the new Variable

# Calculating Multi-Item Scales

### For your assignment

### MARK 203 T2 2023 **ASSIGNMENT TWO - SURVEY RESEARCH SCALES**

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For CM, your numeric expression will most likely be (CM1 + CM2 + CM3) / 3 and your Target Variable 'AVGCM'

## Next Weeks Tutorial

You don't have to but I'd recommend: 1. Recode if necessary 2. Calculate Multi-Item Scales for Critical Motivations (CM), Economic Motivations (EM) and Frugality (FR) 3. Calculate frequencies + descriptives for the New Variable





Test opens 11am Thursday and closes 11am Friday Enjoy the rest of your week Any Questions make sure you email me kiriana.welsh-phillips@vuw.ac.nz

