Tutorial 4

marketingatvic.rocketspark.co.nz

kiriana.welsh-phillips@vuw.ac.nz

slides AND YouTube Tutorial available

marketingatvic.rocketspark.co.nz
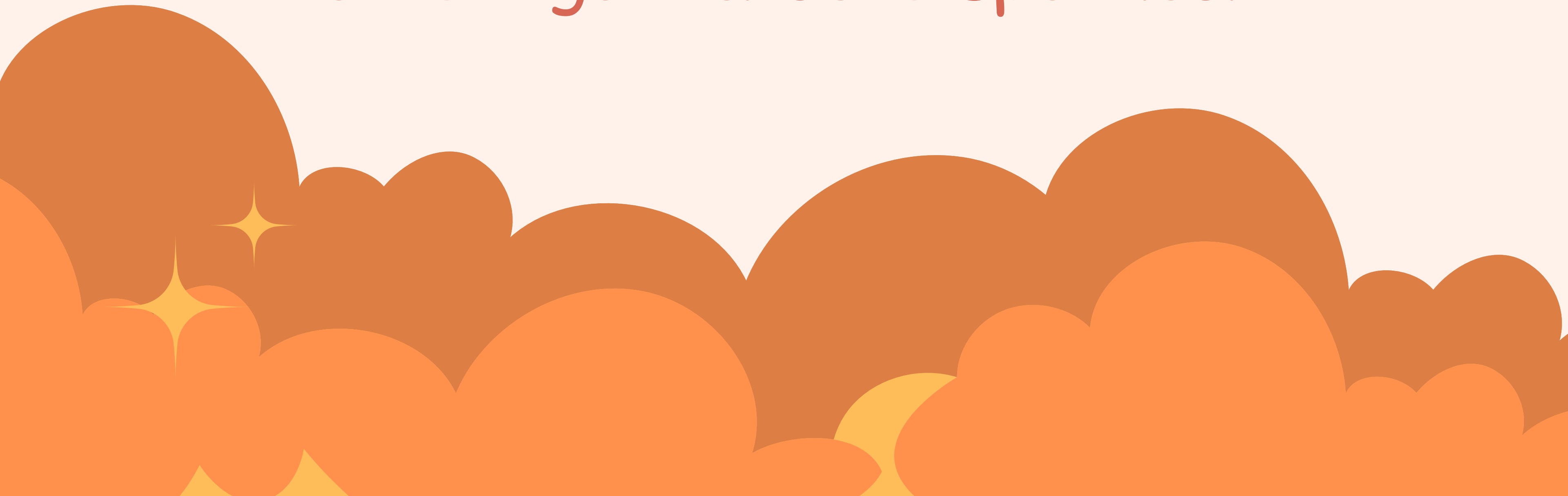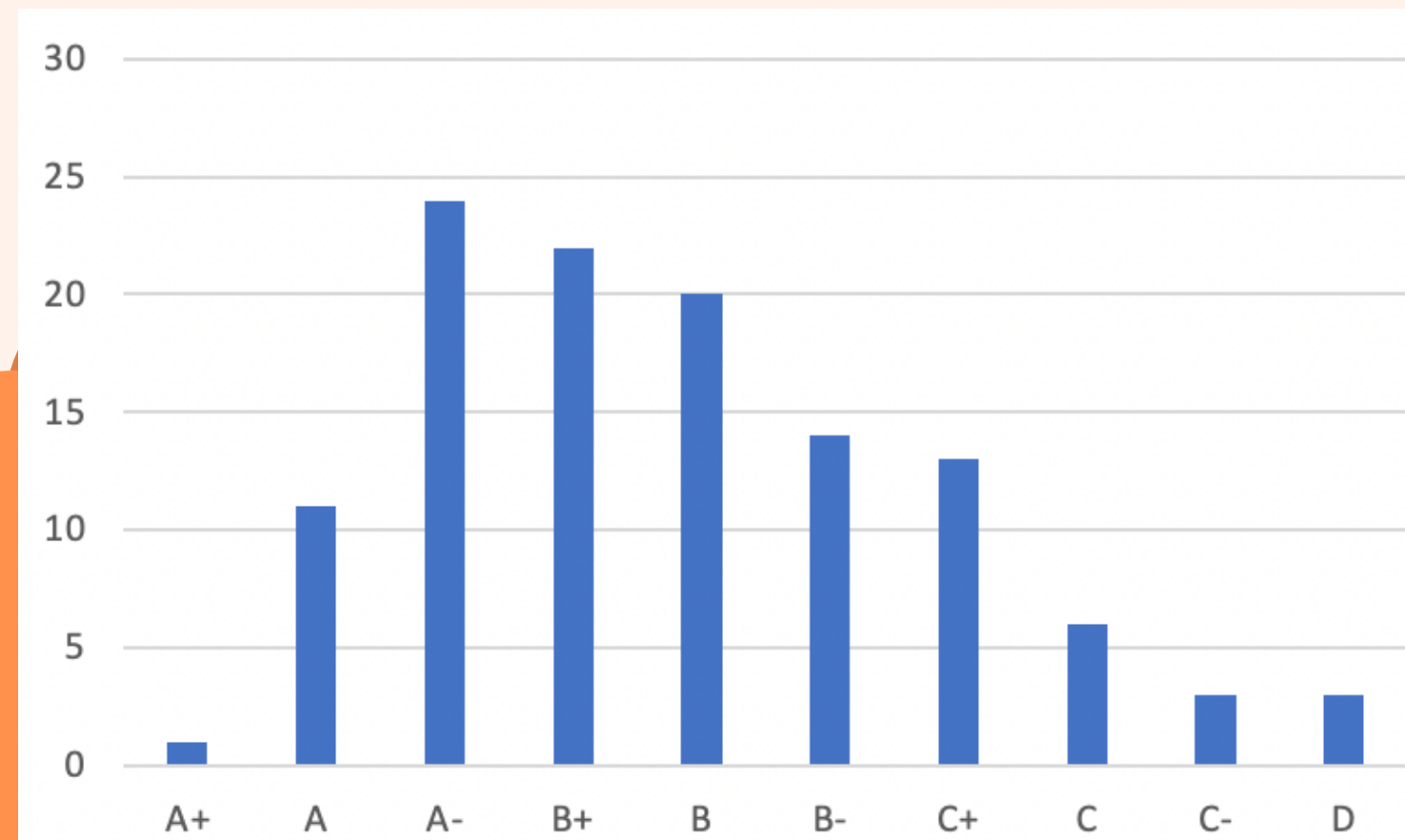
Todays Tutorial

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

Upcoming Schedule

01 Test: Thursday 14th of September
THIS THURSDAY

02 Assignment 2
Due 13th October at 4pm

03 Tutorial this week, next week and
the week after

Test

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)

Test 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

Test

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

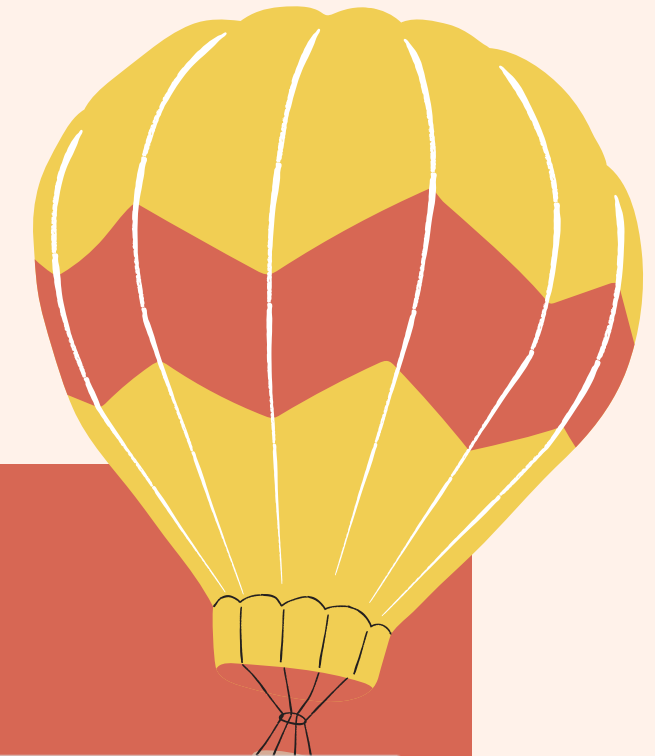Make sure you follow the brief
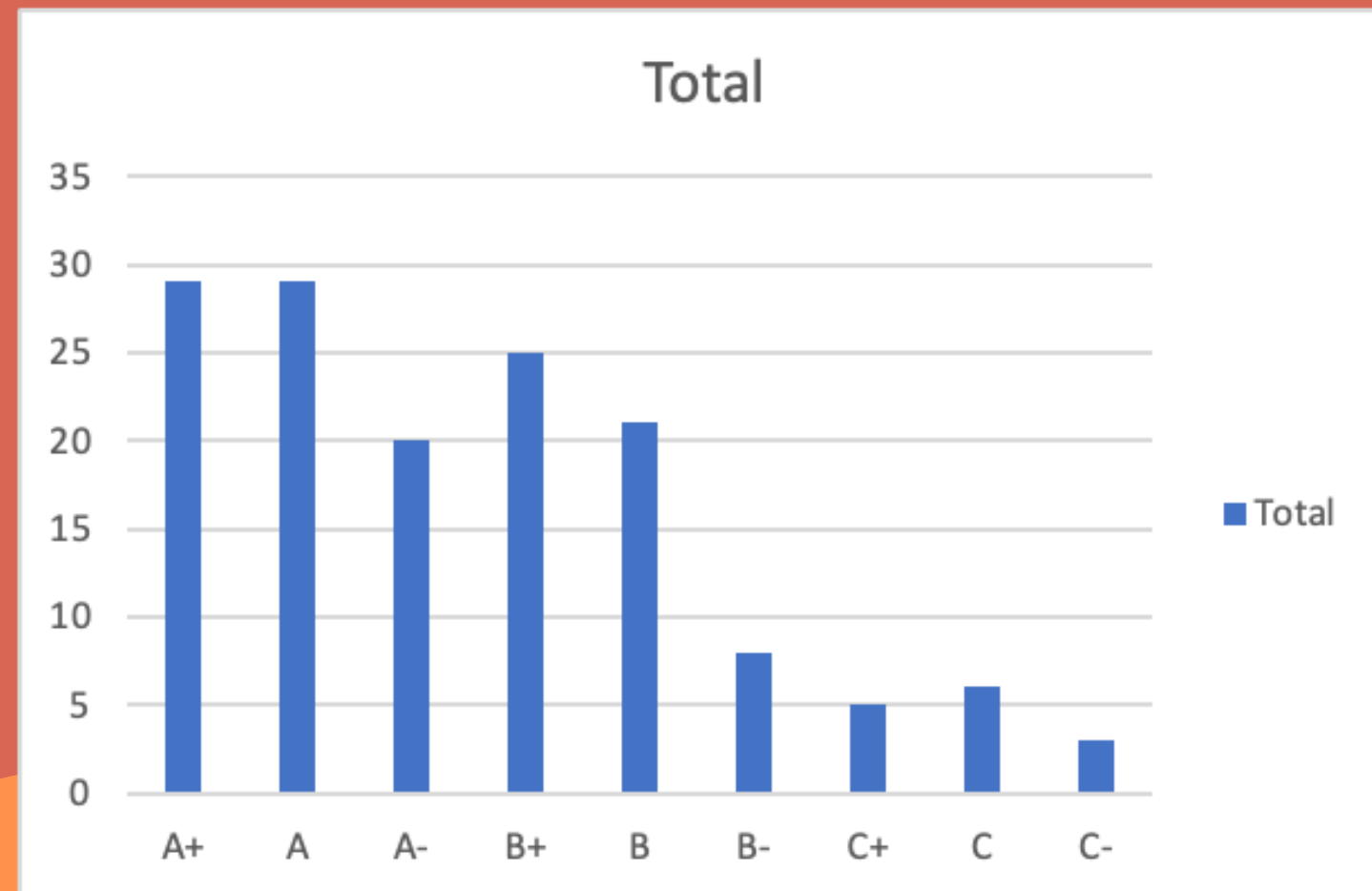
Times New Roman

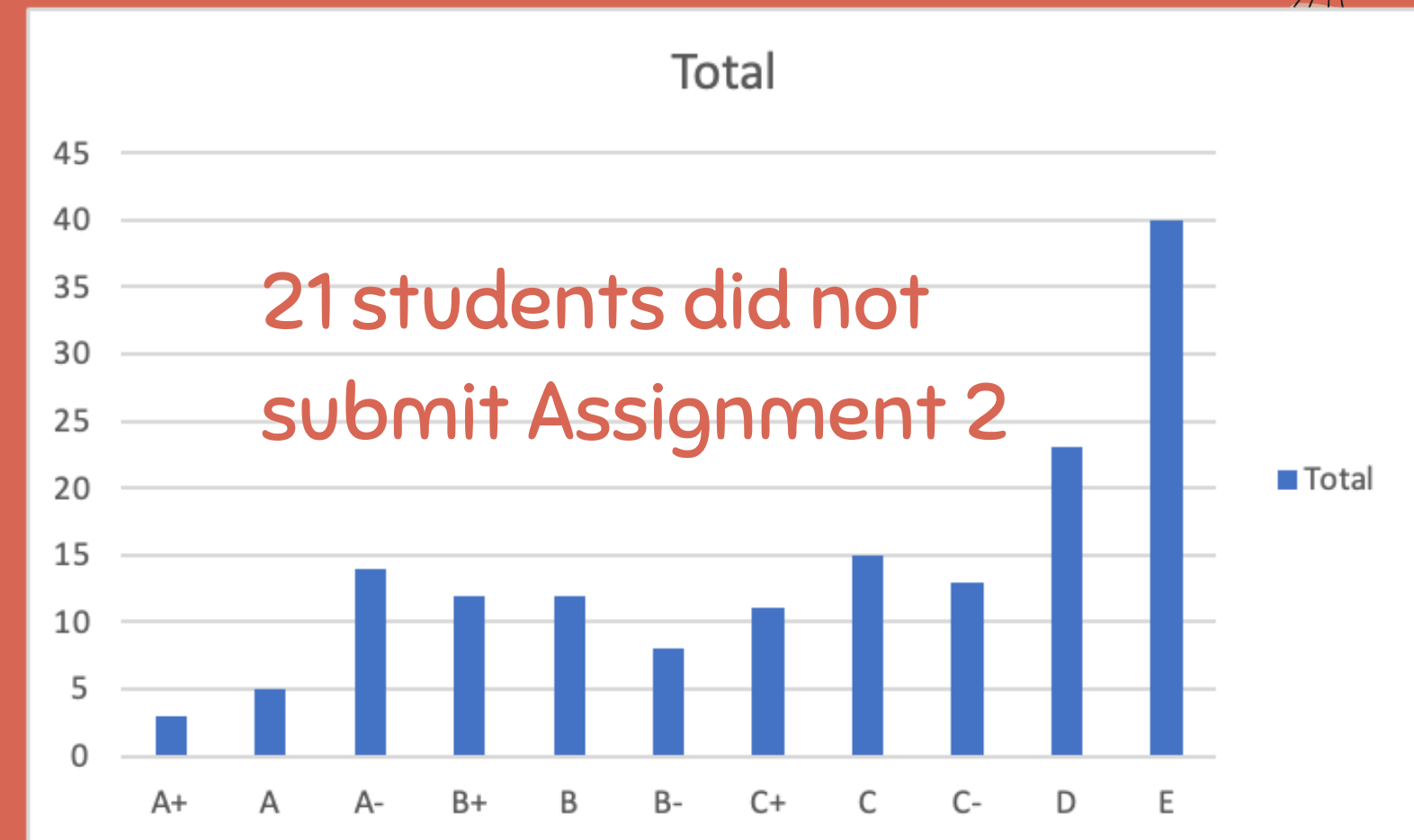1.5cm Spacing

2.5cm Margins

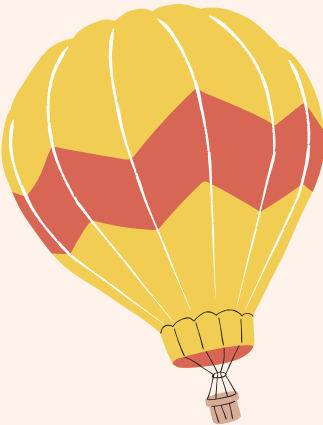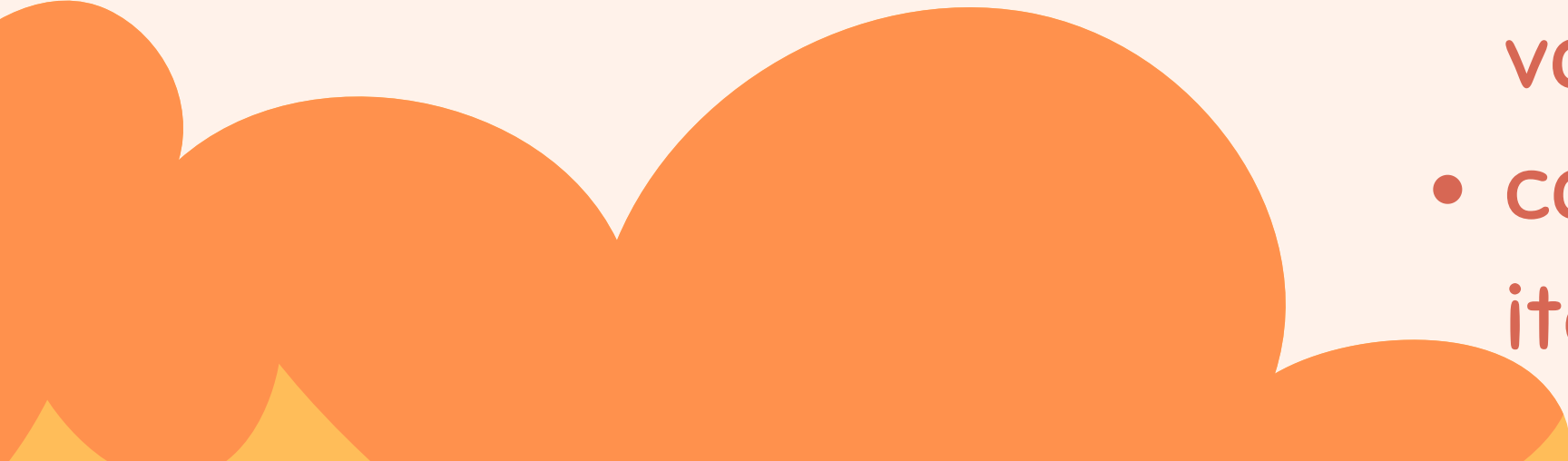Headings

Sub-Headings

Cover Page

Previous Results

Test

Total

(bar chart, y-axis 0 to 35)
- A+: 29
- A: 29
- A-: 20
- B+: 25
- B: 21
- B-: 8
- C+: 5
- C: 6
- C-: 3

■ Total

Assignment 2

Total

(bar chart, y-axis 0 to 45)

21 students did not submit Assignment 2

- A+: 3
- A: 5
- A-: 14
- B+: 12
- B: 12
- B-: 8
- C+: 11
- C: 15
- C-: 13
- D: 23
- E: 40

■ Total

Todays Tutorial

- open and save SPSS files/datasets
- use commands & pull-down menus in SPSS
- code/recode variables
- obtain frequency tables
- calculate descriptive statistics for a variable
- calculate an average score for a multi-item scale.

Download SPSS

1. Go to https://www.ibm.com/spss
2. Scroll to the bottom
3. Sign Up

4. My IBM
5. Products
6. Download here

Take the next step

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

Try SPSS Statistics at no cost →

IBM SPSS Statistics Subscription Trial

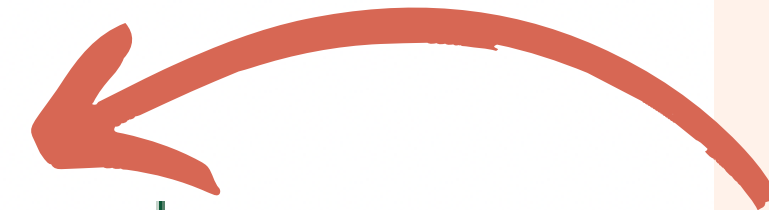Upgrade options

Expires on Oct 11, 2023

Active

Download | Manage

Download Data

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 ↓

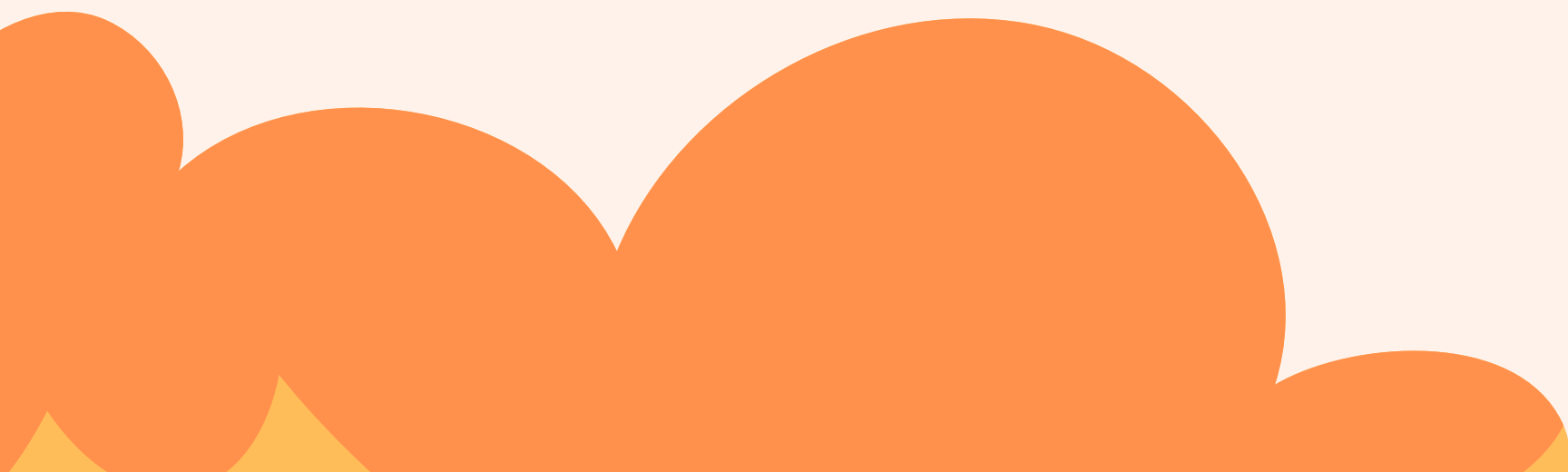MARK203 Tutorial 4 Case 1.1 Dell Data - Recoded.sav ↓

This one

Open Data

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

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 > Recode into Same Variables
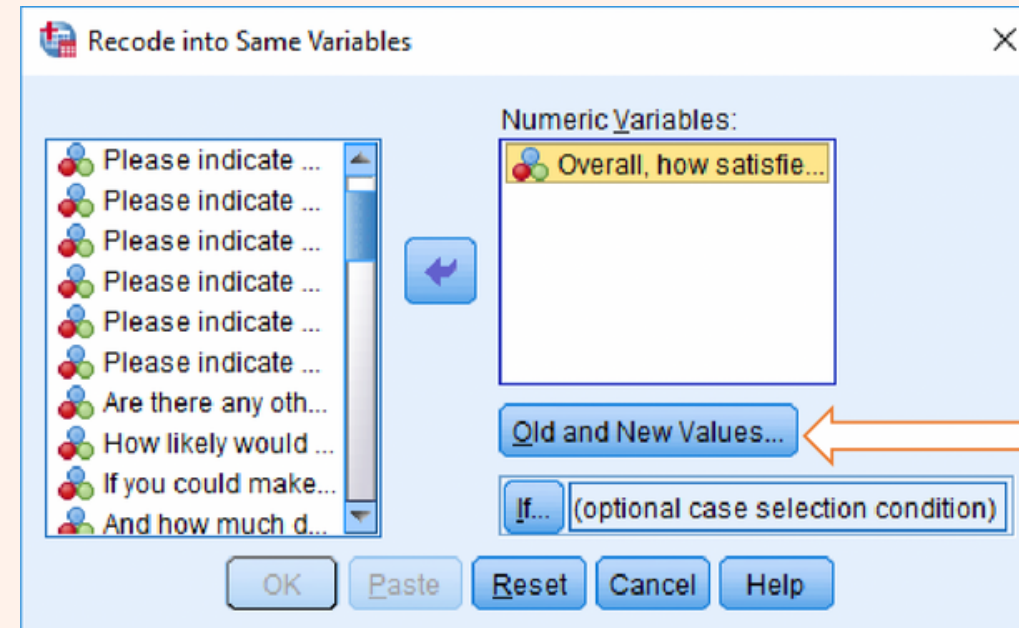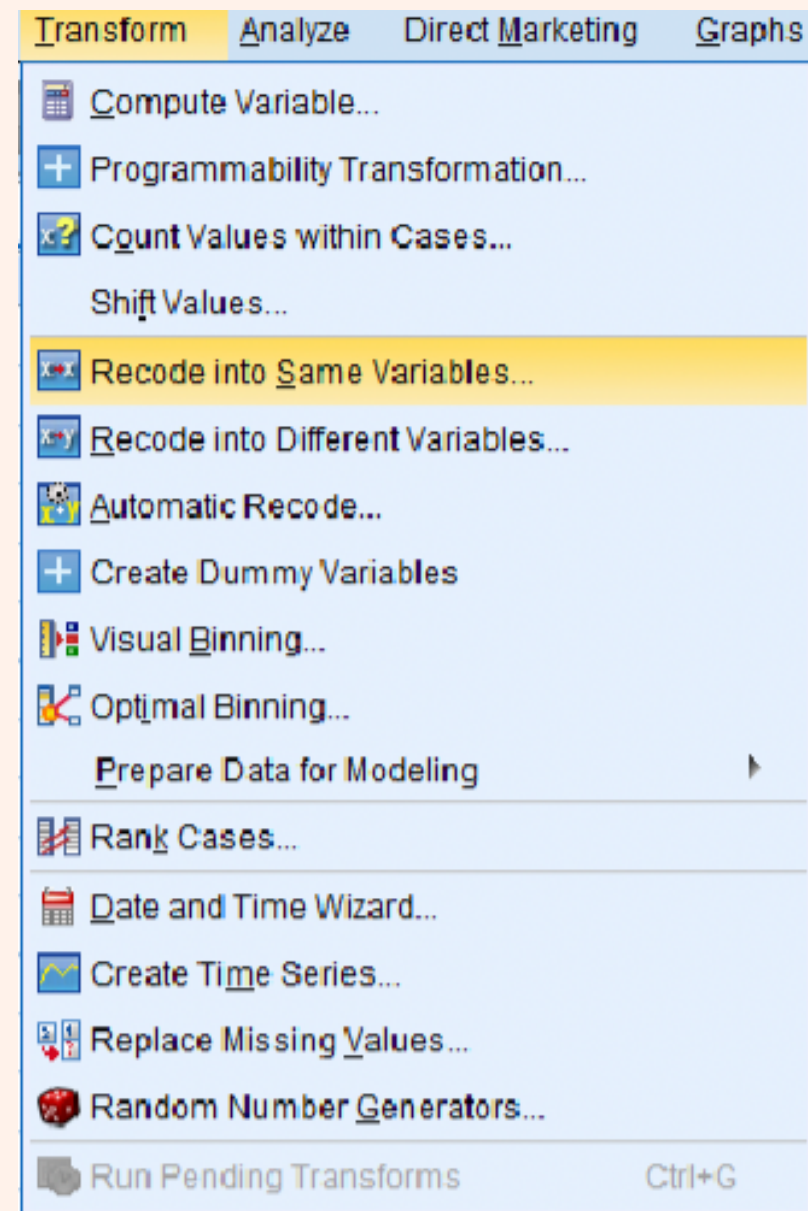
Select Q4
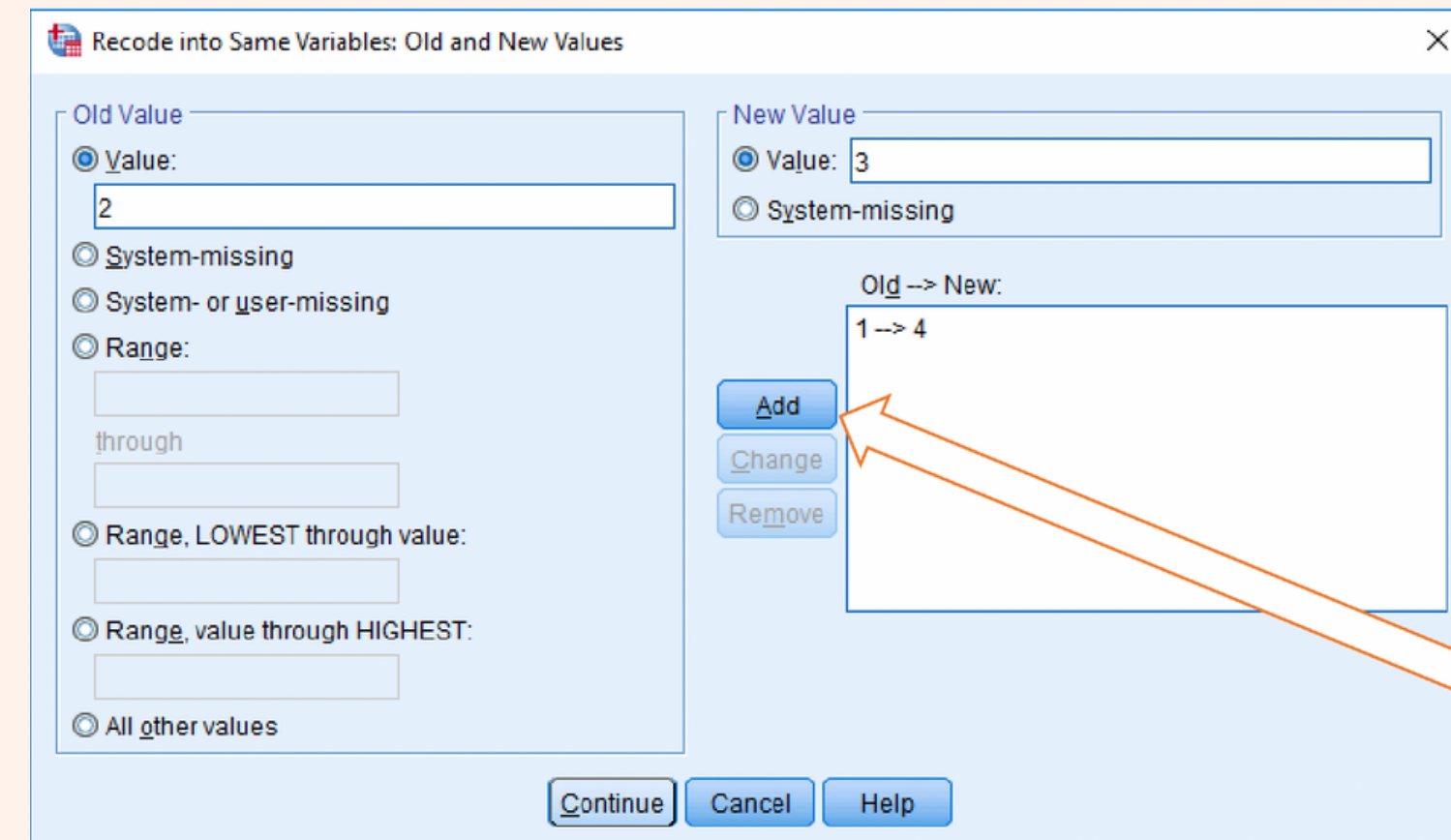
Enter the Old Value, and the New Value,
Click Add, Continue then OK

Frequency Tables

Counts the total amount of responses for specific answers

'Analyze' > 'Descriptive Statistics' >
'Frequencies', and obtain frequency tables for Q11.

Use Q11
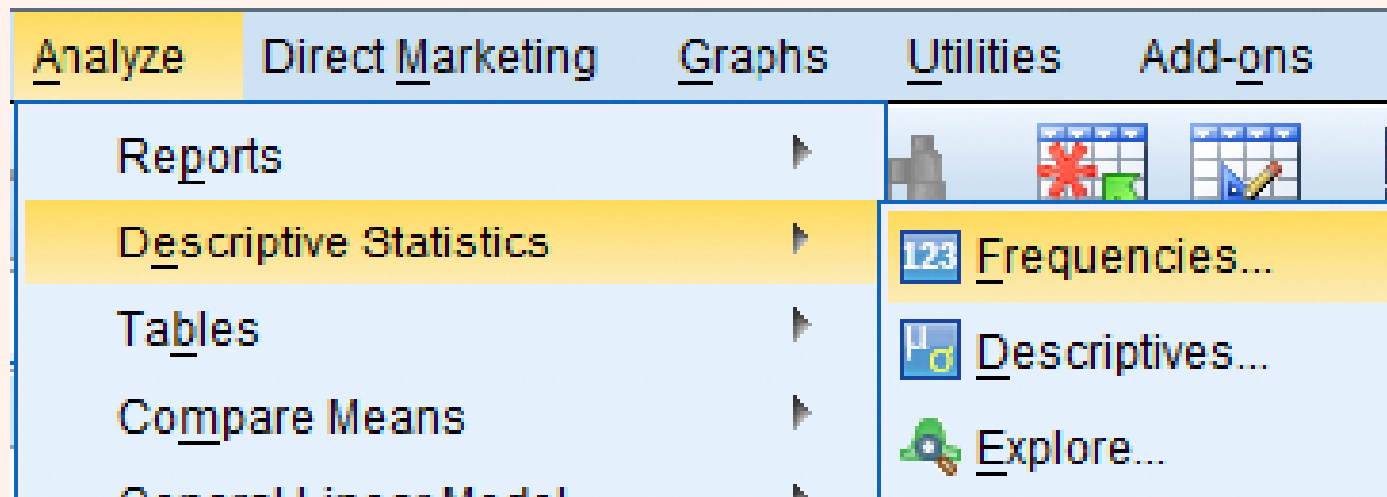
What was the last grade of school you completed?

		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

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?

Descriptive Statistics

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 –> 1

Now get the frequency table

Calculating Multi-Item Scales

This is the most important step to remember,

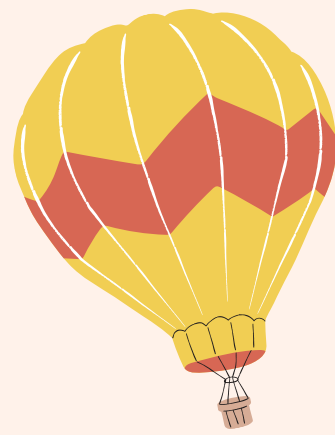if you don't do this your entire analysis will be incorrect

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***
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": Understanding online second-hand luxury fashion shopping motivations and perceived value of young adult consumers. *Journal of Global Fashion Marketing, 14*(3), 327-349.
		CM2	I enjoy buying second-hand products because I do not like objects being thrown away that can still be of use.	
		CM3	By buying second-hand products, I feel I am helping to fight against waste.	

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

ASSIGNMENT TWO - SURVEY RESEARCH SCALES

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

No.	Variable*	Code	Item/Statement**	Reference***
**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": Understanding online second-hand luxury fashion shopping motivations and perceived value of young adult consumers. *Journal of Global Fashion Marketing, 14*(3), 327-349.
		CM2	I enjoy buying second-hand products because I do not like objects being thrown away that can still be of use.	
		CM3	By buying second-hand products, I feel I am helping to fight against waste.	

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

Don't forget

Slides and YouTube tutorials are available
marketingatvic.rocketspark.co.nz

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