

**Marketing Research**  
**SPSS Exercise – Difference Analysis**

Respondents #	Age (years)	Education	Ever Defaulted on Bank loan	Income(s)
1	24	Completed High School	Yes	28000.00
2	24	No High School	Yes	19000.00
3	36	No High School	No	25000.00
4	36	Completed High School	Yes	49000.00
5	43	No High School	No	72000.00
6	39	No High School	No	61000.00
7	21	Completed High School	Yes	16000.00
8	28	Completed High School	Yes	24000.00
9	45	No High School	No	50000.00
10	21	Completed High School	No	16000.00
11	23	Completed High School	Yes	21000.00
12	35	No High School	No	42000.00
13	34	No High School	Yes	25000.00
14	46	No High School	Yes	52000.00
15	40	Completed High School	No	28000.00
16	37	No High School	Yes	24000.00
17	35	No High School	No	34000.00
18	29	No High School	Yes	42000.00
19	37	No High School	No	23000.00
20	33	Completed High School	No	35000.00

Given the data above taken from a national Bank loan survey, use SPSS and appropriate formula to test and accept or reject the 3 hypotheses given below. Give the criteria for your acceptance or rejection. Write the SPSS command sequence you used in each case. Print and staple the SPSS output to your assignment.

H1: The age of those who have defaulted before on their loans is significantly different from the age of those who have not.

H1: The age of those who have defaulted before on their loans is significantly different from the age of those who have not.

SPSS Command Sequence:

```
T-Test Groups=Ever_Defaulted(0 1)
/VARIABLES=Age
/MISSING=ANALYSIS
/CRITERIA=CI(.95).
```

H2: The income of those who have defaulted before on their loans is significantly less than the income of those who have not.

H2: The income of those who have defaulted before on their loans is significantly less than the income of those who have not.

SPSS Command Sequence:

```
T-Test Groups=Ever_Defaulted(0 1)
/VARIABLES=Income
/MISSING=ANALYSIS
/CRITERIA=CI(.95).
```

H3: Percentage of those who completed high school and have defaulted on their loans is significantly different from the percentage of those who had no high school and have defaulted on their loans before. (Use formula)

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**Thomas Griffiths**

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**Marketing News**,1986

**American Book Publishing Record**,2003

**JMR, Journal of Marketing Research**,2000

**AMSTAT News** American Statistical Association,2002

**Macworld**,1990

**Personal Computing**,1989-05

**Journal of the Market Research Society** Market Research Society,1986

**Marketing Research** David A. Aaker,V. Kumar,George S. Day,2000-08-03 Transform a world of marketing data into strategic advantage In a world exploding with marketing data there s one text that keeps pace with the latest tools applications and developments in marketing research Now in its Seventh Edition Aaker Kumar and Day s Marketing Research shows future managers and researchers when marketing research can and should be used what research alternatives exist how to recognize effective and ineffective research and how to interpret and apply the results The authors take readers step by step through the entire marketing research process describing the most advanced and current methodologies Reflecting emerging trends and changes in the marketplace this new edition has been completely revised updated and enhanced New features include Relevant and recent examples and citations Expanded coverage of e commerce and database marketing New cases and problems covering a wide range of products and organizations Marketing Research in Business sections in each chapter that focus on the real world applications of marketing research Firm specific and data specific URLs connecting to the most recent information New coverage of the use of SPSS r in illustrating the data analysis Now available with SPSS r software This Seventh Edition can be packaged with SPSS r Student Version 9 0 Set ISBN 0 471 39564 1

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Computing and communications in colleges and universities

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**International Journal of Market Research**,2009

**Science and Engineering**,1985

**Subject Guide to Books in Print**,1991

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**National Union Catalog**,1972 Includes entries for maps and atlases

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**New Urban News**,1997

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