1. Complete Frequency Tables for the following survey question responses (Note: the coding for each survey question is on p. 473 of the textbook and in the Appendix at the end of this document). For example, the question asking whether respondents used a Groupon discount is coded “Groupn”.
   1. Groupn
   2. Gender
   3. Age
   4. SQ1 (Employees at SPM offer high-quality service)
   5. VAL4 (SPM offers guests a lot of value)

2.  Create charts using the data from each frequency table above (you can create either a bar chart, a pie chart, or a histogram, whichever you want). Hint:  you can do this right within SPSS.

3.  Using the results from the Frequency Tables in Question 1, please answer the following questions:

* 1. How many respondents used a Groupon?
  2. What % of respondents were Female?
     + **Note: for all % questions, use “Valid Percent”**
  3. What % of respondents were between 19-45 years old?
     + **Note: refer to p. 473 for the coding description for each age group.  For example, (1) = less than 18.**

D. How many respondents said the “Employees at SPM offer high-quality service”? Aggregate the top two box responses to calculate your answer.

E. What % of all respondents said the “Employees at SPM offer high-quality service”?

F. How many respondents disagreed with the statement “SPM offers guests a lot of value”? Aggregate the bottom two box responses to calculate your answer.

G. What % of all respondents disagreed with the statement “SPM offers guests a lot of value”?

**Cross-Tabulations**

4. Pricing – based on SPM’s challenges and some of the preliminary research that you have seen, you want to understand the impact of pricing on the customer experience. Answer these questions to help shed insight on the price-value relationship for SPM.

A. What % of respondents said the admission price (PriceP) is very fair? Aggregate the top two box responses to calculate your answer.

B. Evaluate the impact of using a Groupon on respondents’ perceptions of SPM’s admission price. Do this by comparing the responses about whether they used a Groupon (Groupn) with their perceptions of the fairness of SPM’s admission price (PriceP).  Specifically, answer the following:

* + - What % of respondents who used a Groupon said that SPM’s price was fair (top two box)? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - What % of those who did not use a Groupon said SPM’s price was fair (top two box)?
    - Describe whether or not you think using a Groupon had an impact on respondents’ perceptions of price or not and why

C. Were respondents who said they had a “Favorable” experience (FEEL1) more likely to say the admission price was fair (top two box)?

* + - **Note:  Semantic Differential responses are on a 5-point scale (book incorrectly says 7-point scale).  Favorable = 1; Unfavorable = 5**
      * What % of respondents who had a Favorable experience (top two box) said that SPM’s price was fair?
      * What % of respondents who had an Unfavorable experience (bottom two box) said that SPM’s price was fair? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
      * Please explain whether you believe a favorable experience has an impact on respondents’ price perceptions.

5. Likelihood to Upgrade – determine which of the following factors has a greater impact on respondent’s likelihood to upgrade to a season pass.

A. Delighted with experience - What % of those who said they were “delighted with the experience” (FEEL4 – top two box) upgraded to a season pass?

B. High quality attractions (SQ2) – What % of those who said the “attractions at SPM are high in quality” (top two box) upgraded to a season pass?

C. Truly a joy (VAL1) – What % of those who said, “the time I spent at SPM was truly a joy” (top two box) upgraded to a season pass?

D. Comparing the results of these answers, can you tell if one of them has a greater impact on respondents’ likelihood to upgrade to a season pass? Please describe why or why not.

E. What % of those who upgraded said they were “delighted with the experience” (top two box)?

**Descriptive Statistics**

6. SPM Quality - For the question asking whether “The quality of SPM is very good” (SQ5), please provide the descriptive statistics below?  Hint:  suggest you use a one sample t-test.

A. Mean:

B. Standard Deviation:

C. Standard Error of Mean:

D. Confidence interval at 95%:

**Translate Data to Insight**

7.  Acting as the Marketing Research Director and knowing that you need to help the SPM marketing team turn things around, identify a cross-tabulation that might provide additional insight on what the team can do to help improve customer experience.  Please provide the following:

A. describe the variables you would cross-tabulate,

B. include the SPSS output, and

C. write 1-2 sentences interpreting the results.

Submit your final output and answers via .pdf or .doc format through Canvas.

**Appendix**

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Values** |
| Wayf | A variable indicating whether the patron was provided the mobile phone app on entering the park | Yes or No |
| Groupn | A variable indicating whether the patron used a Groupon discount to enter the park | 1=Yes / 2=No |
| SQ1 | Employees at SPM offer high-quality service | 5-point Likert (SD to SA) |
| SQ2 | The attractions at SPM are high in quality | 5-point Likert (SD to SA) |
| SQ3 | The food quality at SPM is very good | 5-point Likert (SD to SA) |
| SQ4 | The service at SPM is excellent overall | 5-point Likert (SD to SA) |
| SQ5 | The quality of SPM is very good | 5-point Likert (SD to SA) |
| VAL1 | The time I spent at SPM was truly a joy | 5-point Likert (SD to SA) |
| VAL2 | I enjoyed being engaged in exciting activities during my visit to SPM | 5-point Likert (SD to SA) |
| VAL3 | While at SPM, I was able to forget my problems | 5-point Likert (SD to SA) |
| VAL4 | I think SPM offers guests a lot of value | 5-point Likert (SD to SA) |
| PriceP | The admission price is very fair | 5-point Likert (SD to SA) |
|  | Use the terms below to describe your feelings about your overall experience at the museum: |  |
| FEEL1 | Favorable (1) ---------- Unfavorable (5) | 5-point Semantic Differential |
| FEEL2 | Exciting (1) ---------- Boring (5) | 5-point Semantic Differential |
| FEEL3 | Happy (1) ---------- Sad (5) | 5-point Semantic Differential |
| FEEL4 | Delighted (1) ---------- Terrible (5) | 5-point Semantic Differential |
| UPGRADE | Whether respondent agreed to upgrade their ticket to a season pass | 1=No / 2=Yes / 3=Undecided |
| Gender | Sex of respondent | 1=Female / 2=Male |
| Age | Age group | 1=less than 18 / 2=19-24 / 3=25-35 / 4=36-45 / 5=46 or more |
| Others | How many others were with the patron | 0=None / 1=1 / 2=2 / 3=3 / 4=more than 3 |