

MKT245 Exam 2 - Maximum 350 points

INSTRUCTIONS (Read carefully)

- DUE: The exam is announced on November 6. Submit your answers Turnitin on the Blackboard by 11:59 PM, Tuesday, December 8, 2020. Note that you can submit the answers only one time. So make sure you put all elements of your answer in one PDF file.
- **LATE SUBMISSION**. The penalty will be 50 points off.
 - You will be given a new exam once the grades of other students are posted.
 - Note that you'd better submit the work done by the due, which could get you a higher grade rather than getting the penalty and then retaking a new exam.
- You are free to use all kinds of sources (e.g., journals, magazines, newspapers, books, and Internet), but report them (1) inside the text (e.g., Smith 2020) and (2) at the end of the answer as references.
- Enjoy and use this exam as a "learning" opportunity. Feel free to contact me for any clarification at mktbzy@hofstra.edu.

DATA: Use the SPSS data "MKT245 Exam 2 Fall 2020 - Election 2020.sav" posted on the Blackboard. This data views the two candidates for the 2020 presidential election as brands and examines what factors influence their brand image.

QUESTIONS:

- Type your answers in 12-font size and in single-spaces (like in this exam).
 - Throughout the questions,
 - Create your own tables and graphs, whenever possible, rather than copy/paste SPSS output as they are.
 - Explain the procedure you took, important statistics and their meanings, and your own thoughts on the result.
 - Create one PDF file. Don't make multiple files as you can submit only one file.
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1. (70 points) Run factor analysis for the 57 variables of V1-1 to V6-8 and, based on the result, Create a Measures and Reliability Table. The table should include the name of each factor, member items, factor loadings, reliability, and mean of each factor (for its composite variable). Discuss the analysis and the findings.
 2. (20 points) Create the brand image composite variable of each candidate (Q11_1 to Q11_9 for Biden and Q12_1 to Q12_9 for Trump). Then, test whether or not two candidates have a different brand image. Show the brand image of the candidates on a graph. And discuss the analysis and the findings.
 3. (70 points) Segment the voters based on Q1's composite variables. Then, examine which segment shows the highest brand image of each candidate. Show the result on tables. And discuss the analysis and the findings.

4. (70 points) Run two stepwise regression analyses in which each candidate's brand image is the dependent variable. Select Q1's composite variables and all other variables (create a dummy if the variable is nominal- or ordinal-scaled) as independent variables. Show the result on a table. And discuss the analysis and the findings.
5. (70 points) Find any two nominal-scaled variables which show an interaction effect on either the Trump brand image, the Biden brand image, or both. Show the result on a table and a graph. And discuss the analysis and the findings.
6. (20 points) Examine the relationship between "My 2016 election vote" and "My 2020 election vote." Show the relationship on a graph. And discuss the analysis and the findings.
7. (30 points) Test if the brand image of each candidate is different depending on "My 2020 election vote." Show the result on a graph. And discuss the analysis and the findings.