This assignment is designed to familiarize students with completing the necessary work for a research report and to produce that report. To receive a good grade on these papers, you should include the following in your report.  In addition, please review the syllabus for the requirements written papers.  Your grade will also be partially determined by grammar, formatting, etc.  The entire paper should use APA formatting.

Documents, including a description of the sample and SPSS information about statistical analyses are included.  You are not required to perform any statistical analyses, but you will be expected to interpret the SPSS printout information.

This is a learning experience, not an exam. So, please do not be afraid to ask any questions you may have.  Good luck!

I.  Title Page

II.  Table of Contents

III.  Executive Summary

IV.  Background

A.  Literature Review (use at least five (5) references, other than the ones given as references for the concepts)

B.  Statement of Hypotheses

V.  Methodology

A.  Sample – Consumers

1.  Who are these consumers, in terms of ages and gender?

2.  How many are in the sample?

B.  Data Collection – How was the data collected?

C.  Measures Used

1.  Reliability Analysis of Scales

2.  Scale Reduction Resulting from Reliability Analysis

D.  Statistical Analysis – What statistics were used?

VI.  Findings

A.  Do the findings support the hypotheses?  Regression.

B.  R2.

VII.  Recommendations and Conclusions

VIII.  Appendices (if needed)

**Information for Analysis**

**Concepts and Definitions**

1.  Electronics Usage – The number of hours a person spends on all electronic devices in a day.  Independent Variable.

2.  Materialism – The degree to which consumers believe that the number and quality of a person’s possessions are an indicator of their success in life (Mick, 1996; Netemeyer et al., 1995; Richins, 1994; Richins and Dawson, 1992; Rindfleisch et al., 1997).  Dependent Variable 1.

3.  Risk Attraction – The extent to which a consumer is willing to seek out or engage in risky activities (Griffin et al., 1996; Zuckerman, 1971).  Dependent Variable 2.

4.  Variety Seeking – The degree to which a consumer expresses a desire to try new and different things (Donthu and Gilliland, 1996).  Dependent Variable

**Information about Sample and Data Collection**

In order to assess the impact of electronics usage on consumer risky behavior, data was collected from consumers in marketing classes at three major universities.  Extra credit was offered for students in these classes to complete a questionnaire.  Additional extra credit was then offered for each student to find two additional people who were not current university or college students to complete the questionnaire.  This snowball sampling method was used to get both a portion of the sample who are young adults in college and a portion of the sample who have a chance to be older consumers in a different stage of life.

**Statistics**

Regression was used for testing the hypotheses.  Use a significance of p < .10.

**Measures from the Questionnaire**

***Age***

1.  How old are you?               \_\_\_\_\_\_\_\_\_\_

***Gender***

2.  What is your birth gender:               □ Male      □ Female (Females were coded as “1” and Males as “2”)

***Electronics Usage***

3.  a.  Below are four activities for which electronic devices are used.  For each activity, write in how much time you spend each day on the activity.  Please state the time in terms of hours.  For example, you might spend 2.5 hours on an activity, so you would write that number in the space provided.

\_\_\_\_\_\_\_\_ Homework

\_\_\_\_\_\_\_\_ Gaming

\_\_\_\_\_\_\_\_ Texting

\_\_\_\_\_\_\_\_ Talking on Phone

3.  b.  Below are four more activities for which electronic devices are used.  Follow the same instructions as 8a above to fill in the spaces provided.

\_\_\_\_\_\_\_\_ Internet Searches

\_\_\_\_\_\_\_\_ Internet Dating Sites

\_\_\_\_\_\_\_\_ Shopping/Product Searches

\_\_\_\_\_\_\_\_ Pornography

3.  c.  Below are the last four activities for which electronic devices are used.  Follow the same instructions as 8a above to fill in the spaces provided.

\_\_\_\_\_\_\_\_ Internet Surfing

\_\_\_\_\_\_\_\_ Listening to Music

\_\_\_\_\_\_\_\_ Social Networking

\_\_\_\_\_\_\_\_ Other (Please Specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***\_\_\_\_\_\_\_\_ Total (Sum of all the above)***

***Materialism***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | *Strongly Disagree* | *Disagree* | *Neither Agree nor Disagree* | *Agree* | *Strongly Agree* |
| 29.a. | I admire people who own expensive homes, cars, and clothes. | 1 | 2 | 3 | 4 | 5 |
| b. | Some of the most important achievements in life include acquiring material possessions. | 1 | 2 | 3 | 4 | 5 |
| c. | I don’t place much emphasis on the amount of material objects people own as a sign of success. | 1 | 2 | 3 | 4 | 5 |
| d. | The things I own say a lot about how well I’m doing in life. | 1 | 2 | 3 | 4 | 5 |
| e. | I like to own things that impress people. | 1 | 2 | 3 | 4 | 5 |
| f. | I don’t pay much attention to the material objects other people own. | 1 | 2 | 3 | 4 | 5 |

***Risk Attraction***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | *Strongly Disagree* | *Disagree* | *Neither Agree nor Disagree* | *Agree* | *Strongly Agree* |
| 34.a. | Taking risks can be fun. | 1 | 2 | 3 | 4 | 5 |
| b. | I would like to drive a race car. | 1 | 2 | 3 | 4 | 5 |
| c. | I sometimes do things I know are dangerous just for fun. | 1 | 2 | 3 | 4 | 5 |
| d. | I have considered skydiving as a hobby. | 1 | 2 | 3 | 4 | 5 |
| e. | I prefer friends who are unpredictable. | 1 | 2 | 3 | 4 | 5 |

***Variety Seeking***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | *Strongly Disagree* | *Disagree* | *Neither Agree nor Disagree* | *Agree* | *Strongly Agree* |
| 39.a. | I like to try different things. | 1 | 2 | 3 | 4 | 5 |
| b. | I like a great deal of variety. | 1 | 2 | 3 | 4 | 5 |
| c. | I like new and different styles. | 1 | 2 | 3 | 4 | 5 |

**References**

Donthu, N. & Gilliland, D. (1996). The infomercial shopper. *Journal of Advertising Research*, *36*(1), 69-76.

Griffin, M., Babin, B. J., & Attaway, J. (1996). Anticipation of injurious consumption outcomes and its impact on consumer attributions of blame. *Journal of the Academy of Marketing Science*, *24*(3), 314-327.

Mick, D. G. (1996). Are studies of dark side variables confounded by socially desirable responding? The case of materialism. *Journal of Consumer Research, 23*(3), 106-119.

Netemeyer, R. G., Burton, S., & Lichtenstein, D. R. (1995). Trait aspects of vanity: Measurement and relevance to consumer behavior. *Journal of Consumer Research, 21*(1), 612-626.

Richins, M. L. (1994). Special possessions and the expression of material values. *Journal of Consumer Research, 21*(4), 522-533.

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Rindfleisch, A., Burroughs, J. E., & Denton, F. (1997). Family structure, materialism, and compulsive consumption. *Journal of Consumer Research, 23*(1), 312-325.

Zuckerman, M. (1971). Dimensions of sensation seeking. *Journal of Consulting and Clinical Psychology, 36*(1), 35-52.

**SPSS Information**

**Frequencies**

|  |  |  |  |
| --- | --- | --- | --- |
| **Statistics** | | | |
|  | | Age | Gender |
| N | Valid | 152 | 152 |
| Missing | 0 | 0 |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17 | 2 | 1.3 | 1.3 | 1.3 |
| 19 | 4 | 2.6 | 2.6 | 3.9 |
| 20 | 14 | 9.2 | 9.2 | 13.2 |
| 21 | 28 | 18.4 | 18.4 | 31.6 |
| 22 | 21 | 13.8 | 13.8 | 45.4 |
| 23 | 15 | 9.9 | 9.9 | 55.3 |
| 24 | 7 | 4.6 | 4.6 | 59.9 |
| 25 | 9 | 5.9 | 5.9 | 65.8 |
| 26 | 6 | 3.9 | 3.9 | 69.7 |
| 27 | 4 | 2.6 | 2.6 | 72.4 |
| 28 | 5 | 3.3 | 3.3 | 75.7 |
| 29 | 5 | 3.3 | 3.3 | 78.9 |
| 30 | 3 | 2.0 | 2.0 | 80.9 |
| 31 | 4 | 2.6 | 2.6 | 83.6 |
| 32 | 1 | .7 | .7 | 84.2 |
| 33 | 3 | 2.0 | 2.0 | 86.2 |
| 34 | 4 | 2.6 | 2.6 | 88.8 |
| 36 | 2 | 1.3 | 1.3 | 90.1 |
| 37 | 3 | 2.0 | 2.0 | 92.1 |
| 38 | 1 | .7 | .7 | 92.8 |
| 40 | 1 | .7 | .7 | 93.4 |
| 41 | 1 | .7 | .7 | 94.1 |
| 44 | 2 | 1.3 | 1.3 | 95.4 |
| 45 | 1 | .7 | .7 | 96.1 |
| 49 | 1 | .7 | .7 | 96.7 |
| 57 | 1 | .7 | .7 | 97.4 |
| 58 | 2 | 1.3 | 1.3 | 98.7 |
| 61 | 1 | .7 | .7 | 99.3 |
| 65 | 1 | .7 | .7 | 100.0 |
| Total | 152 | 100.0 | 100.0 |  |
| **Gender** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 78 | 51.3 | 51.3 | 51.3 |
| 2 | 74 | 48.7 | 48.7 | 100.0 |
| Total | 152 | 100.0 | 100.0 |  |

**Reliability**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | | | |  | |
|  | | | | N | | | % | |  | |
| Cases | Valid | | | 152 | | | 100.0 | |  | |
| Excludeda | | | 0 | | | .0 | |  | |
| Total | | | 152 | | | 100.0 | |  | |
| a. Listwise deletion based on all variables in the procedure. | | | | | | | | |  | |
| **Reliability Statistics** | | | | | | | | | |  |
| Cronbach's Alpha | | | Cronbach's Alpha Based on Standardized Items | | | N of Items | | | |  |
| .800 | | | .800 | | | 6 | | | |  |
| **Item Statistics** | | | | | | | | | | |
|  | | Mean | | | Std. Deviation | | | N | | |
| Material1 | | 3.0658 | | | 1.00113 | | | 152 | | |
| Material2 | | 2.4079 | | | .94452 | | | 152 | | |
| Material3 | | 2.7500 | | | .94378 | | | 152 | | |
| Material4 | | 2.8026 | | | .86919 | | | 152 | | |
| Material5 | | 2.8092 | | | .92596 | | | 152 | | |
| Material6 | | 2.9934 | | | .87267 | | | 152 | | |
|  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary Item Statistics** | | | | | | | |
|  | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
| Item Means | 2.805 | 2.408 | 3.066 | .658 | 1.273 | .053 | 6 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Material1 | 13.7632 | 10.473 | .618 | .411 | .754 |
| Material2 | 14.4211 | 10.868 | .597 | .403 | .759 |
| Material3 | 14.0789 | 11.663 | .454 | .256 | .792 |
| Material4 | 14.0263 | 11.443 | .558 | .472 | .769 |
| Material5 | 14.0197 | 11.039 | .582 | .456 | .763 |
| Material6 | 13.8355 | 11.595 | .526 | .303 | .776 |

**Reliability**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | |  |
|  | | | N | | % |  |
| Cases | Valid | | 152 | | 100.0 |  |
| Excludeda | | 0 | | .0 |  |
| Total | | 152 | | 100.0 |  |
| a. Listwise deletion based on all variables in the procedure. | | | | | |  |
| **Reliability Statistics** | | | | | | |
| Cronbach's Alpha | | Cronbach's Alpha Based on Standardized Items | | N of Items | | |
| .795 | | .788 | | 5 | | |
|  |  |  |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| Risk1 | 3.7961 | .77493 | 152 |
| Risk2 | 3.6118 | 1.15689 | 152 |
| Risk3 | 3.2763 | 1.13463 | 152 |
| Risk4 | 2.8750 | 1.23048 | 152 |
| Risk5 | 2.8882 | .98700 | 152 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary Item Statistics** | | | | | | | |
|  | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
| Item Means | 3.289 | 2.875 | 3.796 | .921 | 1.320 | .173 | 5 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Risk1 | 12.6513 | 12.851 | .403 | .176 | .803 |
| Risk2 | 12.8355 | 9.860 | .619 | .457 | .742 |
| Risk3 | 13.1711 | 9.189 | .758 | .597 | .691 |
| Risk4 | 13.5724 | 9.227 | .662 | .465 | .726 |
| Risk5 | 13.5592 | 11.665 | .453 | .216 | .792 |

**Reliability**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | |  |
|  | | | N | | % |  |
| Cases | Valid | | 152 | | 100.0 |  |
| Excludeda | | 0 | | .0 |  |
| Total | | 152 | | 100.0 |  |
| a. Listwise deletion based on all variables in the procedure. | | | | | |  |
| **Reliability Statistics** | | | | | | |
| Cronbach's Alpha | | Cronbach's Alpha Based on Standardized Items | | N of Items | | |
| .803 | | .799 | | 4 | | |
|  |  |  |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| Risk2 | 3.6118 | 1.15689 | 152 |
| Risk3 | 3.2763 | 1.13463 | 152 |
| Risk4 | 2.8750 | 1.23048 | 152 |
| Risk5 | 2.8882 | .98700 | 152 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary Item Statistics** | | | | | | | |
|  | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
| Item Means | 3.163 | 2.875 | 3.612 | .737 | 1.256 | .124 | 4 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Risk2 | 9.0395 | 7.535 | .626 | .457 | .748 |
| Risk3 | 9.3750 | 7.057 | .748 | .579 | .687 |
| Risk4 | 9.7763 | 7.009 | .664 | .462 | .730 |
| Risk5 | 9.7632 | 9.215 | .444 | .210 | .826 |

**Reliability**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 152 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 152 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .826 | .828 | 3 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| Risk2 | 3.6118 | 1.15689 | 152 |
| Risk3 | 3.2763 | 1.13463 | 152 |
| Risk4 | 2.8750 | 1.23048 | 152 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary Item Statistics** | | | | | | | |
|  | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
| Item Means | 3.254 | 2.875 | 3.612 | .737 | 1.256 | .136 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Risk2 | 6.1513 | 4.619 | .655 | .457 | .787 |
| Risk3 | 6.4868 | 4.371 | .750 | .563 | .695 |
| Risk4 | 6.8882 | 4.365 | .649 | .442 | .797 |

**Reliability**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | |  |
|  | | | N | | % |  |
| Cases | Valid | | 152 | | 100.0 |  |
| Excludeda | | 0 | | .0 |  |
| Total | | 152 | | 100.0 |  |
| a. Listwise deletion based on all variables in the procedure. | | | | | |  |
| **Reliability Statistics** | | | | | | |
| Cronbach's Alpha | | Cronbach's Alpha Based on Standardized Items | | N of Items | | |
| .792 | | .796 | | 3 | | |
|  |  |  |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| Variety1 | 3.8684 | .74304 | 152 |
| Variety2 | 3.8487 | .74371 | 152 |
| Variety3 | 3.6118 | .80601 | 152 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Summary Item Statistics** | | | | | | | |
|  | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
| Item Means | 3.776 | 3.612 | 3.868 | .257 | 1.071 | .020 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Variety1 | 7.4605 | 1.813 | .677 | .558 | .673 |
| Variety2 | 7.4803 | 1.735 | .730 | .591 | .614 |
| Variety3 | 7.7171 | 1.926 | .511 | .269 | .852 |

**Reliability**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 152 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 152 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .852 | .852 | 2 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Item Statistics** | | | | | | |  | | | | |
|  | Mean | | Std. Deviation | | | N |  | | | | |
| Variety1 | 3.8684 | | .74304 | | | 152 |  | | | | |
| Variety2 | 3.8487 | | .74371 | | | 152 |  | | | | |
| **Summary Item Statistics** | | | | | | | | | | | |
|  | | Mean | | Minimum | Maximum | | | Range | Maximum / Minimum | Variance | N of Items |
| Item Means | | 3.859 | | 3.849 | 3.868 | | | .020 | 1.005 | .000 | 2 |
|  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Variety1 | 3.8487 | .553 | .743 | .552 | . |
| Variety2 | 3.8684 | .552 | .743 | .552 | . |

**Regression**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | | | | | | | | |  | | | |
| Model | | Variables Entered | | | Variables Removed | | | Method | | |  | | | |
| 1 | | TotElectb | | | . | | | Enter | | |  | | | |
| a. Dependent Variable: Materialism | | | | | | | | | | |  | | | |
| b. All requested variables entered. | | | | | | | | | | |  | | | |
| **Model Summary** | | | | | | | | | | | |  | | |
| Model | | R | R Square | | | Adjusted R Square | | | Std. Error of the Estimate | | |  | | |
| 1 | | .143a | .020 | | | .014 | | | .65116 | | |  | | |
| a. Predictors: (Constant), TotElect | | | | | | | | | | | |  | | |
| **Coefficientsa** | | | | | | | | | | | | | | |
| Model | | | | Unstandardized Coefficients | | | | | | Standardized Coefficients | | | t | Sig. |
| B | | | Std. Error | | | Beta | | |
| 1 | (Constant) | | | 2.636 | | | .109 | | |  | | | 24.152 | .000 |
| TotElect | | | .012 | | | .007 | | | .143 | | | 1.771 | .079 |
| a. Dependent Variable: Materialism | | | | | | | | | | | | | | |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Regression**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | TotElectb | . | Enter |
| a. Dependent Variable: RiskAttract | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .118a | .014 | .007 | 1.00814 |
| a. Predictors: (Constant), TotElect | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3.039 | .169 |  | 17.987 | .000 |
| TotElect | .015 | .011 | .118 | 1.457 | .147 |
| a. Dependent Variable: RiskAttract | | | | | | |

**Regression**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | TotElectb | . | Enter |
| a. Dependent Variable: VarietySeeking | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .095a | .009 | .002 | .64205 |
| a. Predictors: (Constant), TotElect | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3.667 | .108 |  | 34.075 | .000 |
| TotElect | .008 | .007 | .095 | 1.165 | .246 |
| a. Dependent Variable: VarietySeeking | | | | | | |

The **Marketing Research Project** in the last Module is a big and comprehensive assignment.  It is designed to have you apply many of the concepts we learned in the class this semester in one project.  The information for last week’s Module about Regression is important and is the last piece of the puzzle you need for this large assignment.  An example of the things you should do for this paper is found in the article I shared with you earlier in the semester.  I am attaching it again for you to use as an example.  Remember also to add the Title Page, Table of Contents and Executive Summary.  The data provided in the assignment is all you need to do this project.  You don’t need to collect data.  I provided the questionnaire only so you can see how the data was collected.  The data from 152 respondents is already analyzed and the results are in the SPSS data provided.