MKT Analysis Report 24757 Mid Term Test Answers

Spring 2021 – Make Up Assignment

Using the SPSS File Credit 07, answer the following questions. Answer in the space provided. Where appropriate use the statistical value to support your answer.

Part A (Each Question is worth 1 mark)

1. The variable ratebal, is what sort of data measurement scale?
2. If we replaced the code values with actual percentage values, ratebal would be what sort of data measurement scale?
3. The variable card, is what sort of data measurement scale?
4. The variable age, is what sort of data measurement scale?
5. Which of variables are we able to meaningfully create a mean, and what are the mean values?
6. Run a correlation between annfee and intent. What is the correlation value and what does this show about the relationship between these 2 variables.
7. Approximately what percentage of the respondents would choose the credit card offered to them? Which analysis tool did you use to calculate this?
8. Management at Woolworths expected that less than quarter of its target customers would choose the credit card offered to them. What should the alternate hypothesis be to test this proposition? Is the test one-tail or two-tail test?
9. Management at Woolworths expected that less than quarter of its target customers would choose the credit card offered to them. Based on the data we have, what is your test conclusion regarding Ho: (population proportion) < 25%?
10. What is the 99% confidence interval (Cl) for the variable of intent? What is the correct relationship between 99% Cl and 95% Cl?
11. What is your conclusion for testing the null hypothesis, with an alpha of 0.05, that buying intention measured on the 10-point graphic rating scale is 8 on average?
12. Is it appropriate to run a linear regression using intent as the dependent variable and card as the independent variable? What is the reason?
13. Whal is your conclusion for the independent samples t·test comparing buying intention scores between gender? Provide Levene’s test of variance in your answer.
14. Run a crosstab (i.e., bivariate chi-square test) between fuel and choice. What can you conclude with an alpha of 0.05?
15. Run a crosstab {i.e.bivariate chi-square lest) between ratebal and choice. What can you conclude with an alpha of 0.05?
16. Run a crosstab {i.e. bivariate chi-square lest) between airline and choice. Whal can you conclude, at an alpha of 0.01'?'
17. Run a one-way ANOVA between annfee and intent. What can you conclude at an alpha of 0.05?
18. Run a one-way ANOVA between card and Intent. What can you conclude, what can you conclude at an alpha of 0.01?
19. Run a simple linear regression between hotel {alter properly recoded) and intent. Whal can you conclude? What is the co-efficient value?
20. Run a linear regression using intent as the dependent variable and annfee and ratebal as the independent variables. Are the independent variables significant and what are their coeiffiencts?
21. Recode annfee into a different variable called feeraw (i.e. to replace the four code values: 1. 2. 3 & 4 with raw values: $40, $60. $60. & $100). Run a linear regression between feeraw (X-variabte) and intent (Y-variable). What can you conclude? What is the R squared and is the model significant?
22. The modal age is what and what is its frequency?
23. Run a linear regression using Intent as the dependent variable and annfee and c:hoicf: as the independent variables. What is the impact of the independent variables on the dependent variable? Is this significant?
24. The Mean and Standard Deviation of intent are what?
25. Is the average interest rate on balance significantly different between males and females?

PART B (Each question is worth 1 mark)

Part B contains 5 short answer questions based on the **Part 1**. Provide you answer with **1 or 2 sentences** in the space provided. You are to provide a short answer as a marketer, interpreting the result. Marks are given for the relevance to marketing and your interpretation, NOT whether you were correct in Part 1 or not.

1. In your analysis from Part 1, you determined if the interest rate balance there was a significant difference between male and female.  What is the marketing impact of this finding?
2. In your analysis from Part 1, ran a linear regression of intent, with annual fee and choice as the independent variable. This provided a result of impact of the independent variables on the dependent variable. Given the result, what is the marketing impact of this finding?
3. In you analysis of Part 1, you ran a simple linear relationship between hotel and intent. Given the result, what is the marketing impact for Woolworths  of this finding?
4. In your analysis of Part 1, you ran a crosstab of airline loyalty points and choice. Given the result, what do you advise Woolworths with their credit card marketing?
5. In your analysis of Part 1, you ran a cross-tab of fuel vouchers and choice. Given the result, what do you advise Woolworths with their credit card marketing?