General Guidelines

1. The data set for this case is "GlobalMotors.sav" and can be found on the S:/drive under Mktg 381/Wilhelm. An online questionnaire was used to collect data from a representative sample of American households (both owners and non-owners of vehicles) in order to determine reactions to various vehicle concepts and other information. Your job is to run descriptive analyses on the data to come up with a profile of respondents and to test several hypotheses related to the data.

2. The data set's variables are set up as, for the most part, with variable names that are easy to associate with the questions in the questionnaire. It will be helpful if the “variable” option is set to “display name” (Edit-Options-General) as the variable names will then appear in the order of the associated questions on the questionnaire when doing SPSS analyses.

3. Case questions #1-#5 require you to conduct descriptive analyses on the questionnaire items. Case question #6 requires you to test hypotheses, **For all of the case questions, please consider and report the marketing implications of your findings.**

4. For each case question, use the guidelines in Insights 12.1 (p. 302) and 12.3 (p. 317) to report your answers. Use tables and/or bullet points where appropriate. Then, reference the appropriate appendix where the output is to be found. Make sure and label appendices (page numbers would be nice too) so that I can quickly go to them.

5. In your write-up, make sure you note the scale endpoints when you report a mean (e.g., the mean was 3.6, where 1 = not at all important, 5 = very important). Also, when you report frequencies, be sure to report them as valid percentages (e.g., 55%), and not raw counts (e.g., 43).

Examples of write-up formats (fictitious)

- "The typical respondent is
  - female (80%),
  - Caucasian (68%) or Black (10%)
  - 47 years old (mean = 47.4, s.d. = ) . . "

- "Respondents did not believe the Internet should be used to purchase cars (mean = 4.6, where 1 = strongly disagree, 5 = strongly agree). Marketing implications are: