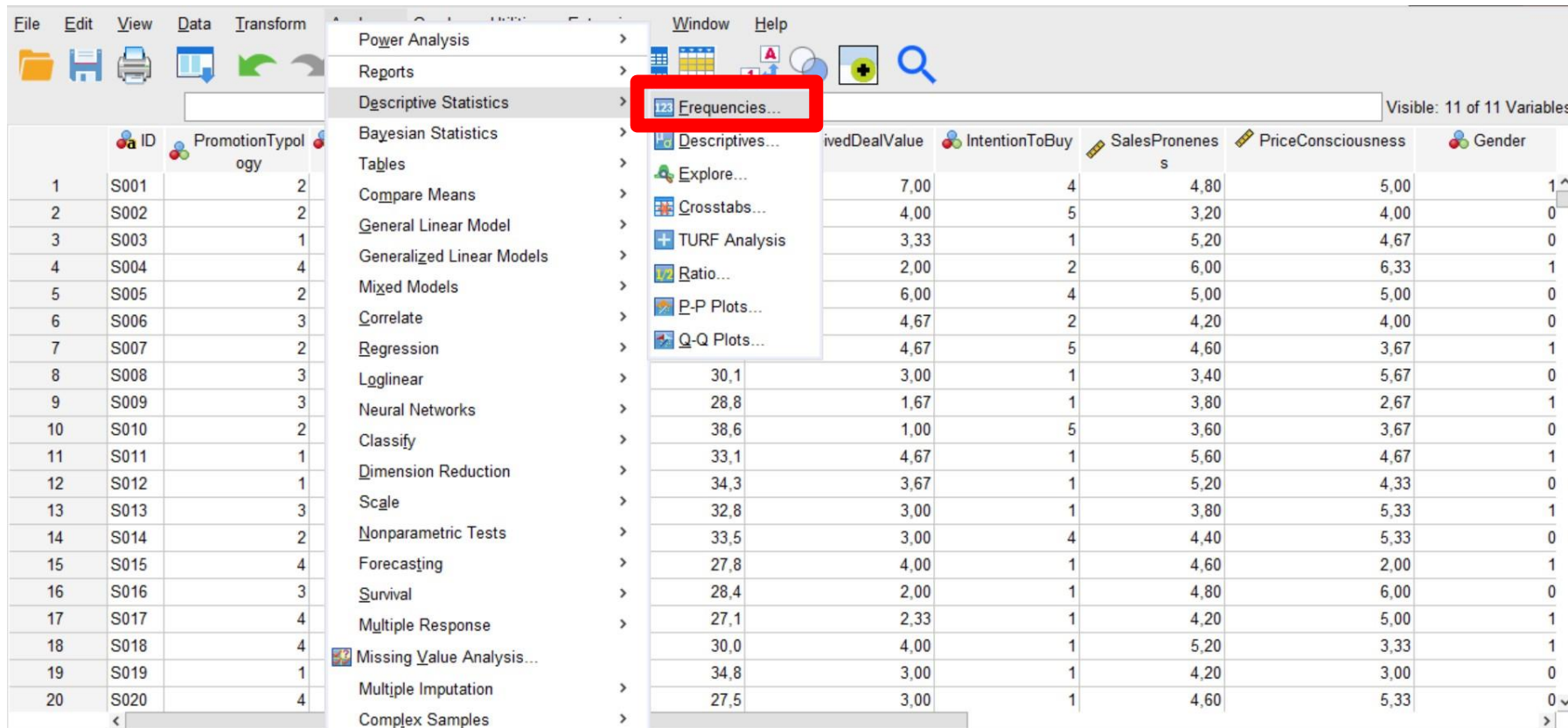




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Descriptive statistics with SPSS

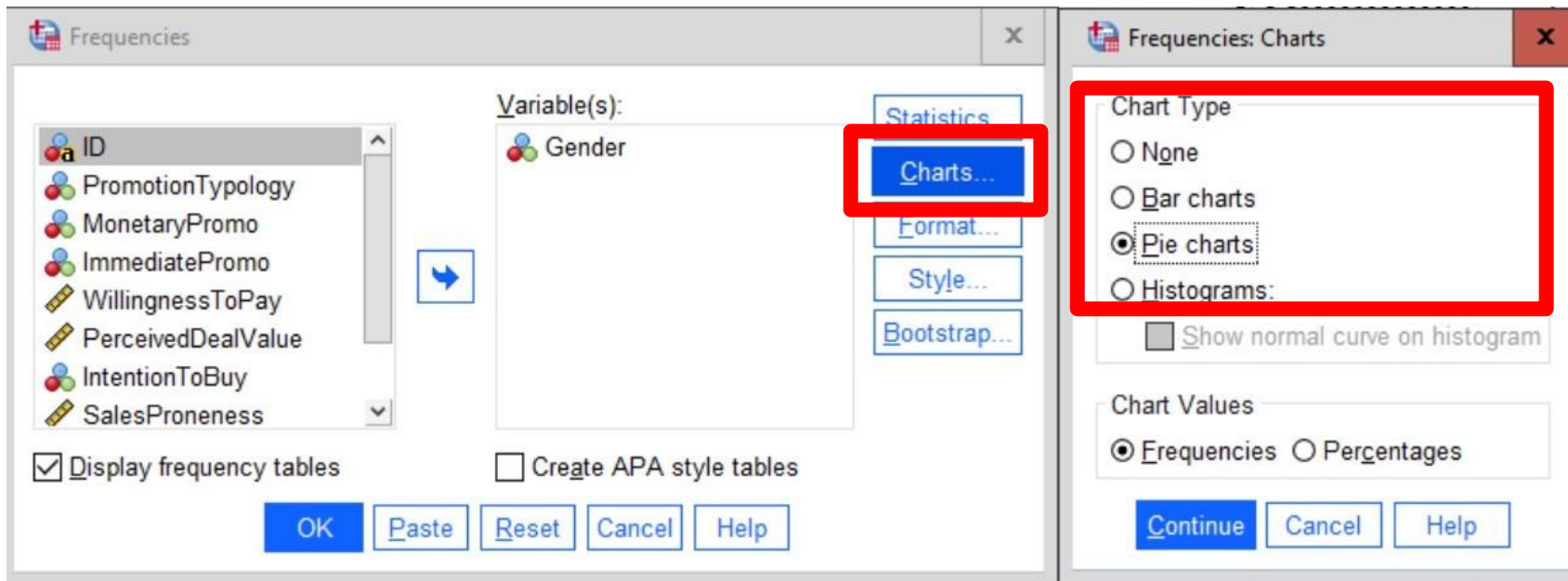
Descriptive Analysis for categorical data



The screenshot displays the SPSS user interface. The 'Data' menu is open, and the 'Descriptive Statistics' option is selected, which has opened a sub-menu. In this sub-menu, the 'Frequencies...' option is highlighted with a red rectangle. The background shows a data table with 20 rows and 11 columns. The columns are labeled: ID, PromotionType, ID, IntentionToBuy, SalesPronenes, PriceConsciousness, and Gender. The data table is partially visible, showing values for the first 20 rows.

ID	PromotionType	ID	IntentionToBuy	SalesPronenes	PriceConsciousness	Gender
1	S001	2	7,00	4,80	5,00	1
2	S002	2	4,00	3,20	4,00	0
3	S003	1	3,33	5,20	4,67	0
4	S004	4	2,00	6,00	6,33	1
5	S005	2	6,00	5,00	5,00	0
6	S006	3	4,67	4,20	4,00	0
7	S007	2	4,67	4,60	3,67	1
8	S008	3	30,1	3,40	5,67	0
9	S009	3	28,8	3,80	2,67	1
10	S010	2	38,6	3,60	3,67	0
11	S011	1	33,1	5,60	4,67	1
12	S012	1	34,3	5,20	4,33	0
13	S013	3	32,8	3,80	5,33	1
14	S014	2	33,5	4,40	5,33	0
15	S015	4	27,8	4,60	2,00	1
16	S016	3	28,4	4,80	6,00	0
17	S017	4	27,1	4,20	5,00	1
18	S018	4	30,0	5,20	3,33	1
19	S019	1	34,8	4,20	3,00	0
20	S020	4	27,5	4,60	5,33	0

Descriptive Analysis for categorical data

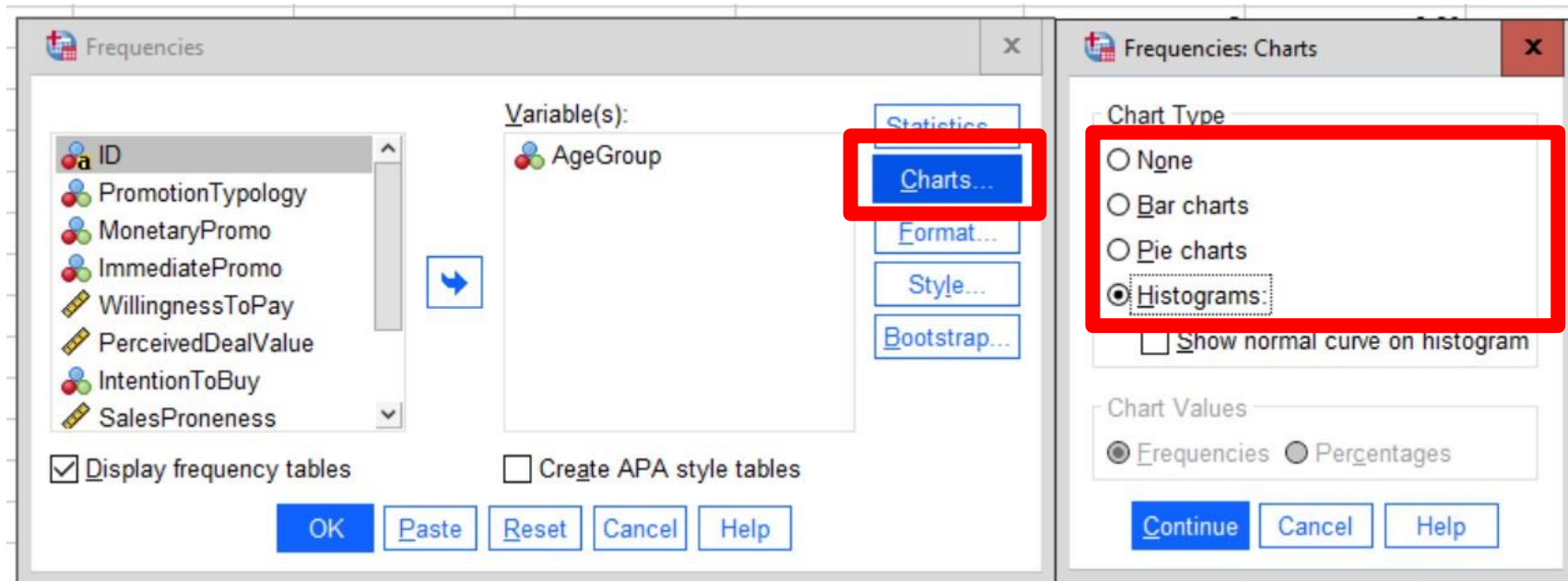


Descriptive Analysis for ordinal data

The screenshot shows the SPSS user interface. The 'Data' menu is open, and 'Descriptive Statistics' is selected. The 'Frequencies...' option is highlighted with a red rectangle. The background shows a dataset with 20 cases and 11 variables. The variables are: ID, PromotionType, IntentionToBuy, SalesProneness, PriceConsciousness, and Gender. The data is displayed in a table format.

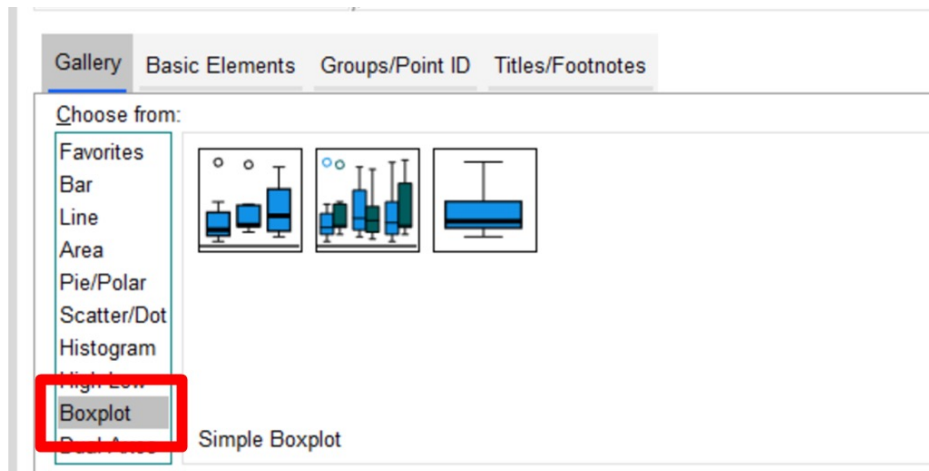
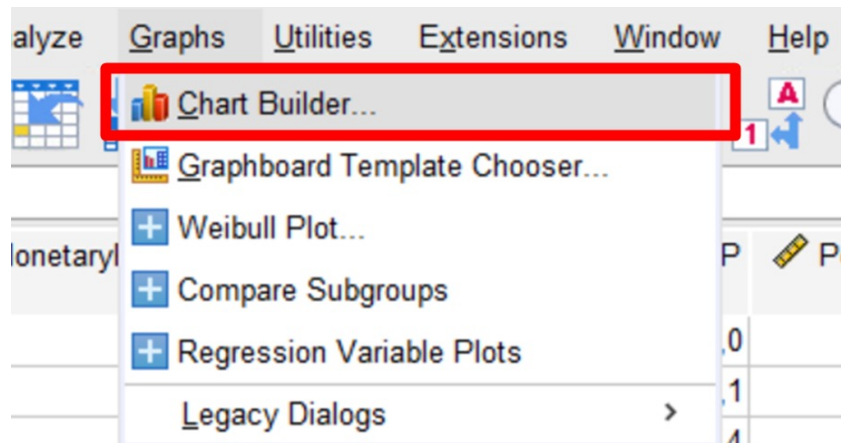
ID	PromotionType	IntentionToBuy	SalesProneness	PriceConsciousness	Gender
1	S001	2	4,80	5,00	1
2	S002	2	3,20	4,00	0
3	S003	1	5,20	4,67	0
4	S004	4	6,00	6,33	1
5	S005	2	5,00	5,00	0
6	S006	3	4,20	4,00	0
7	S007	2	4,60	3,67	1
8	S008	3	3,40	5,67	0
9	S009	3	3,80	2,67	1
10	S010	2	3,60	3,67	0
11	S011	1	5,60	4,67	1
12	S012	1	5,20	4,33	0
13	S013	3	3,80	5,33	1
14	S014	2	4,40	5,33	0
15	S015	4	4,60	2,00	1
16	S016	3	4,80	6,00	0
17	S017	4	4,20	5,00	1
18	S018	4	5,20	3,33	1
19	S019	1	4,20	3,00	0
20	S020	4	4,60	5,33	0

Descriptive Analysis for ordinal data



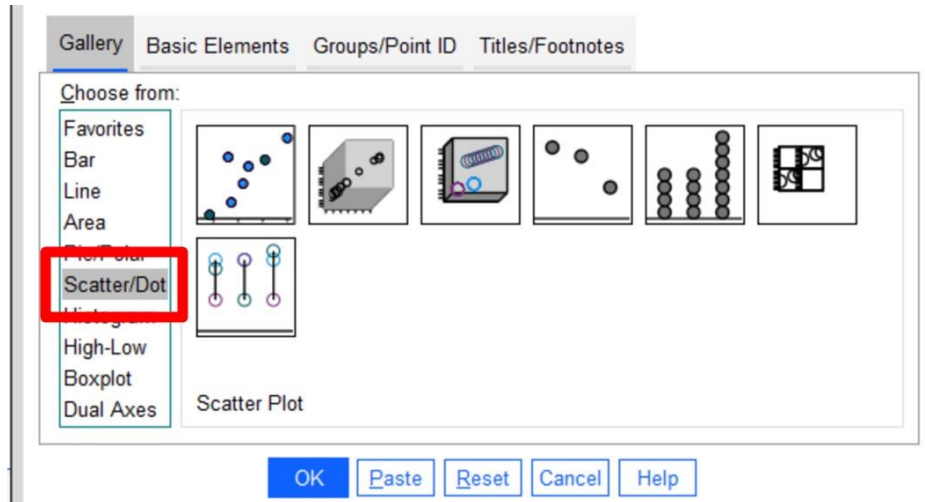
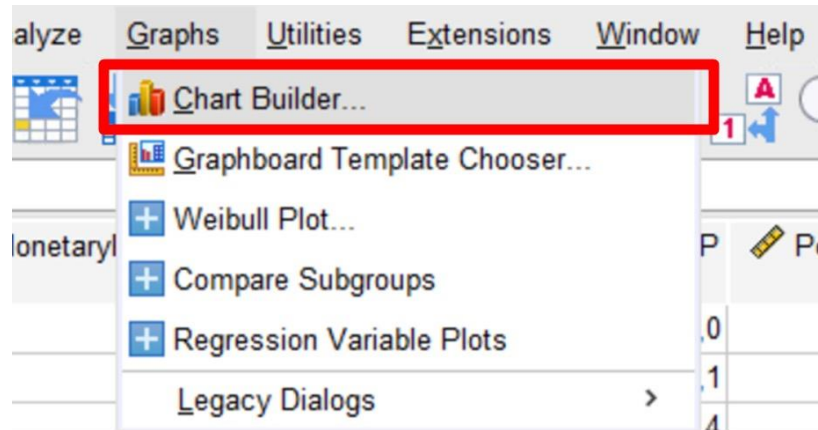
Descriptive analysis for continuous data

Graphical representation: Box plots



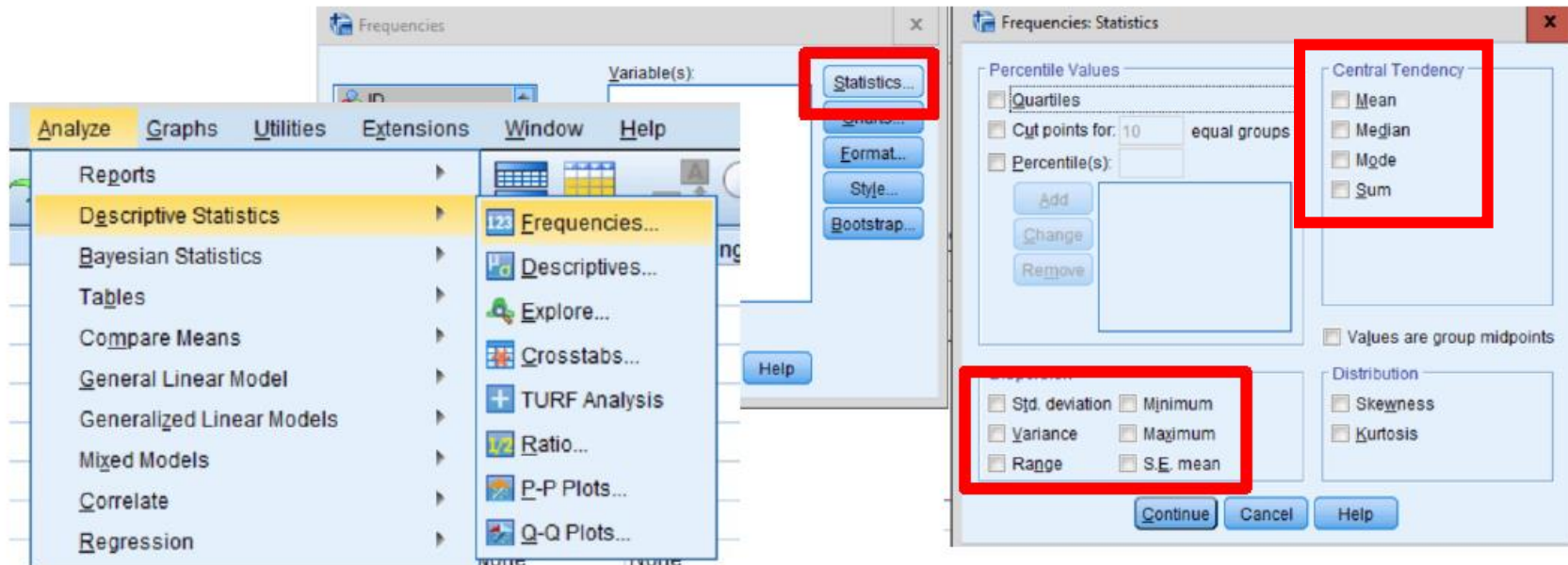
Descriptive analysis for continuous data

Graphical representation: Scatter plots



Descriptive analysis for continuous data

Central tendency





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