```
GET DATA
  /TYPE=XLSX
  /FILE='C:\Semester 3\BADS7105 (CRM) Customer Relationship Management Analyti
cs and Intelligence\Github\05 AB Testing\Consumer behavior questionnaire to be
 used to survey the preferences of using smartphones.xlsx'
  /SHEET=name 'Sheet1'
  /CELLRANGE=FULL
  /READNAMES=ON
  /DATATYPEMIN PERCENTAGE=95.0
  /HIDDEN IGNORE=YES.
EXECUTE.
DATASET NAME DataSet1 WINDOW=FRONT.
T-TEST PAIRS=Whatlevelofsquareedgedoyoulikesmartphone WITH Howdoyoulikesmartph
oneswithroundededges
    (PAIRED)
  /CRITERIA=CI(.9500)
  /MISSING=ANALYSIS.
```

T-Test

[DataSet1]

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	What level of square edge do you like smart phone?	4.64	33	.699	.122
	How do you like smart phones with rounded edges?	3.64	33	.994	.173

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	What level of square edge do you like smart phone? & How do you like smart phones with rounded edges?	33	-.736	.000

Paired Samples Test

		Paired Differences			95% Confidence ...
		Mean	Std. Deviation	Std. Error Mean	Lower
Pair 1	What level of square edge do you like smart phone? - How do you like smart phones with rounded edges?	1.000	1.581	.275	.439

Paired Samples Test

		Paired ...			
		95% Confidence Interval of the ...			
		Upper	t	df	Sig. (2-tailed)
Pair 1	What level of square edge do you like smart phone? - How do you like smart phones with rounded edges?	1.561	3.633	32	.001

```
GET DATA
  /TYPE=XLSX
  /FILE='C:\Semester 3\BADS7105 (CRM) Customer Relationship Management Analytics and I
  /SHEET=name 'Sheet2'
  /CELLRANGE=FULL
  /READNAMES=ON
  /DATATYPEMIN PERCENTAGE=95.0
  /HIDDEN IGNORE=YES.
EXECUTE.
DATASET NAME DataSet2 WINDOW=FRONT.
T-TEST GROUPS=เพศ(1 0)
  /MISSING=ANALYSIS
  /VARIABLES=โทรศัพท์ที่คุณใช้ปัจจ
  /CRITERIA=CI(.95).
```

T-Test

[DataSet2]

Group Statistics

	เพศ	N	Mean	Std. Deviation	Std. Error Mean
โทรศัพท์ที่คุณใช้ปัจจุบันเป็นข อบแบบใด	1	17	.24	.437	.106
	0	16	.19	.403	.101

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of .
		F	Sig.	t
โทรศัพท์ที่คุณใช้ปัจจุบันเป็นข อบแบบใด	Equal variances assumed	.430	.517	.326
	Equal variances not assumed			.327

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
โทรศัพท์ที่คุณใช้ปัจจุบันเป็นข อบแบบใด	Equal variances assumed	31	.747	.048
	Equal variances not assumed	30.989	.746	.048

Independent Samples Test

		t-test for Equality of Means		
			95% Confidence Interval of the Difference	
		Std. Error Difference	Lower	Upper
โทรศัพท์ที่คุณใช้ปัจจุบันเป็นข อบแบบใด	Equal variances assumed	.147	-.251	.347
	Equal variances not assumed	.146	-.251	.346