

Distribution analysis of: Customer focus, Customer satisfaction, Objective-oriented, Marketing is both art and scienc, Continuous and regular activity, Exchange process, Marketing environment, Marketing research, Pricing Strategy, Promotion

The UNIVARIATE Procedure
Variable: Customer focus

Basic Statistical Measures			
Location		Variability	
Mean	0.368000	Std Deviation	0.22278
Median	0.250000	Variance	0.04963
Mode	0.620000	Range	0.60000
		Interquartile Range	0.50000

Basic Confidence Limits Assuming Normality			
Parameter	Estimate	95% Confidence Limits	
Mean	0.36800	0.24463	0.49137
Std Deviation	0.22278	0.16310	0.35135
Variance	0.04963	0.02660	0.12345

Tests for Location: Mu0=0				
Test	Statistic		p Value	
Student's t	t	6.39757	Pr > t	<.0001
Sign	M	7.5	Pr >= M	<.0001
Signed Rank	S	60	Pr >= S	<.0001

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The UNIVARIATE Procedure
Variable: Customer satisfaction

Basic Statistical Measures			
Location		Variability	
Mean	0.228867	Std Deviation	0.12344
Median	0.250000	Variance	0.01524
Mode	0.340000	Range	0.32000
		Interquartile Range	0.22000

Basic Confidence Limits Assuming Normality			
Parameter	Estimate	95% Confidence Limits	
Mean	0.22887	0.16051	0.29723
Std Deviation	0.12344	0.09037	0.19468
Variance	0.01524	0.00817	0.03790

Tests for Location: $\mu_0=0$				
Test	Statistic		p Value	
Student's t	t	7.180695	Pr > t	<.0001
Sign	M	7.5	Pr >= M	<.0001
Signed Rank	S	60	Pr >= S	<.0001

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The UNIVARIATE Procedure
Variable: Objective-oriented

Basic Statistical Measures			
Location		Variability	
Mean	0.359467	Std Deviation	0.16740
Median	0.350000	Variance	0.02802
Mode	0.540000	Range	0.52800
		Interquartile Range	0.23000

Basic Confidence Limits Assuming Normality			
Parameter	Estimate	95% Confidence Limits	
Mean	0.35947	0.26677	0.45217
Std Deviation	0.16740	0.12256	0.26400
Variance	0.02802	0.01502	0.06970

Tests for Location: $\mu_0=0$				
Test	Statistic		p Value	
Student's t	t	8.316858	Pr > t	<.0001
Sign	M	7.5	Pr >= M	<.0001
Signed Rank	S	60	Pr >= S	<.0001

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The UNIVARIATE Procedure

Variable: Marketing is both art and scienc (Marketing is both art and science)

Basic Statistical Measures			
Location		Variability	
Mean	0.233533	Std Deviation	0.18985
Median	0.170000	Variance	0.03604
Mode	0.110000	Range	0.55700
		Interquartile Range	0.33000

Note: The mode displayed is the smallest of 2 modes with a count of 3.

Basic Confidence Limits Assuming Normality			
Parameter	Estimate	95% Confidence Limits	
Mean	0.23353	0.12840	0.33867
Std Deviation	0.18985	0.13899	0.29941
Variance	0.03604	0.01932	0.08964

Tests for Location: Mu0=0				
Test	Statistic		p Value	
Student's t	t	4.76423	Pr > t	0.0003
Sign	M	7.5	Pr >= M	<.0001
Signed Rank	S	60	Pr >= S	<.0001

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The UNIVARIATE Procedure
Variable: Continuous and regular activity

Basic Statistical Measures			
Location		Variability	
Mean	0.233867	Std Deviation	0.11909
Median	0.220000	Variance	0.01418
Mode	0.330000	Range	0.43000
		Interquartile Range	0.20600

Basic Confidence Limits Assuming Normality			
Parameter	Estimate	95% Confidence Limits	
Mean	0.23387	0.16792	0.29982
Std Deviation	0.11909	0.08719	0.18781
Variance	0.01418	0.00760	0.03527

Tests for Location: $\mu_0=0$				
Test	Statistic		p Value	
Student's t	t	7.605811	Pr > t	<.0001
Sign	M	7.5	Pr >= M	<.0001
Signed Rank	S	60	Pr >= S	<.0001

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**The UNIVARIATE Procedure
Variable: Exchange process**

Basic Statistical Measures			
Location		Variability	
Mean	0.084067	Std Deviation	0.10289
Median	0.023000	Variance	0.01059
Mode	0.010000	Range	0.32100
		Interquartile Range	0.11000

Note: The mode displayed is the smallest of 2 modes with a count of 3.

Basic Confidence Limits Assuming Normality			
Parameter	Estimate	95% Confidence Limits	
Mean	0.08407	0.02709	0.14104
Std Deviation	0.10289	0.07533	0.16227
Variance	0.01059	0.00567	0.02633

Tests for Location: Mu0=0				
Test	Statistic		p Value	
Student's t	t	3.164457	Pr > t	0.0069
Sign	M	7	Pr >= M	0.0001
Signed Rank	S	52.5	Pr >= S	0.0001

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The UNIVARIATE Procedure
Variable: Marketing environment

Basic Statistical Measures			
Location		Variability	
Mean	0.102867	Std Deviation	0.09678
Median	0.110000	Variance	0.00937
Mode	0.023000	Range	0.31100
		Interquartile Range	0.18000

Basic Confidence Limits Assuming Normality			
Parameter	Estimate	95% Confidence Limits	
Mean	0.10287	0.04927	0.15646
Std Deviation	0.09678	0.07086	0.15263
Variance	0.00937	0.00502	0.02330

Tests for Location: $\mu_0=0$				
Test	Statistic		p Value	
Student's t	t	4.11649	Pr > t	0.0010
Sign	M	7.5	Pr >= M	<.0001
Signed Rank	S	60	Pr >= S	<.0001

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The UNIVARIATE Procedure
Variable: Marketing research

Basic Statistical Measures			
Location		Variability	
Mean	0.042067	Std Deviation	0.07858
Median	0.030000	Variance	0.00617
Mode	0.030000	Range	0.31900
		Interquartile Range	0.04300

Basic Confidence Limits Assuming Normality			
Parameter	Estimate	95% Confidence Limits	
Mean	0.04207	-0.00145	0.08558
Std Deviation	0.07858	0.05753	0.12392
Variance	0.00617	0.00331	0.01536

Tests for Location: $\mu_0=0$				
Test	Statistic		p Value	
Student's t	t	2.073424	Pr > t	0.0571
Sign	M	7.5	Pr >= M	<.0001
Signed Rank	S	60	Pr >= S	<.0001

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**The UNIVARIATE Procedure
Variable: Pricing Strategy**

Basic Statistical Measures			
Location		Variability	
Mean	0.031667	Std Deviation	0.03210
Median	0.020000	Variance	0.00103
Mode	0.002000	Range	0.08800
		Interquartile Range	0.03800

Note: The mode displayed is the smallest of 2 modes with a count of 4.

Basic Confidence Limits Assuming Normality			
Parameter	Estimate	95% Confidence Limits	
Mean	0.03167	0.01389	0.04944
Std Deviation	0.03210	0.02350	0.05062
Variance	0.00103	0.0005521	0.00256

Tests for Location: Mu0=0				
Test	Statistic		p Value	
Student's t	t	3.821284	Pr > t	0.0019
Sign	M	7.5	Pr >= M	<.0001
Signed Rank	S	60	Pr >= S	<.0001

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**The UNIVARIATE Procedure
Variable: Promotion**

Basic Statistical Measures			
Location		Variability	
Mean	0.030800	Std Deviation	0.03594
Median	0.029000	Variance	0.00129
Mode	0.040000	Range	0.11900
		Interquartile Range	0.03800

Basic Confidence Limits Assuming Normality			
Parameter	Estimate	95% Confidence Limits	
Mean	0.03080	0.01090	0.05070
Std Deviation	0.03594	0.02631	0.05668
Variance	0.00129	0.0006922	0.00321

Tests for Location: $\mu_0=0$				
Test	Statistic		p Value	
Student's t	t	3.319375	Pr > t	0.0051
Sign	M	7.5	Pr >= M	<.0001
Signed Rank	S	60	Pr >= S	<.0001