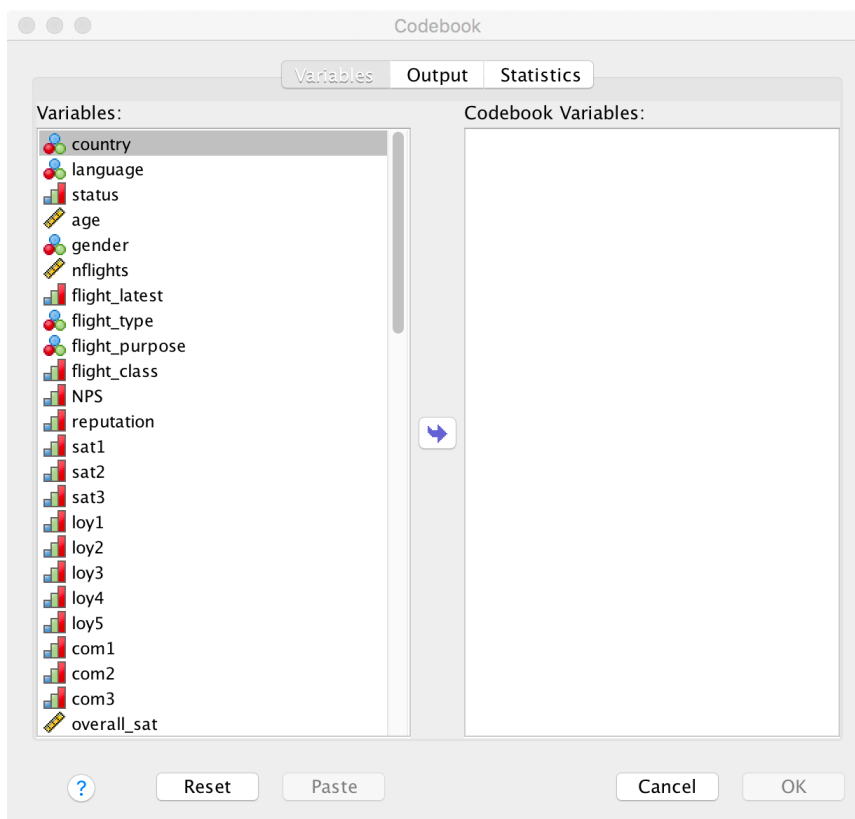


## WEB APPENDIX

Sarstedt, M. & Mooi, E. (2019). *A concise guide to market research. The process, data, and methods using SPSS* (3<sup>rd</sup> ed.). Heidelberg: Springer.

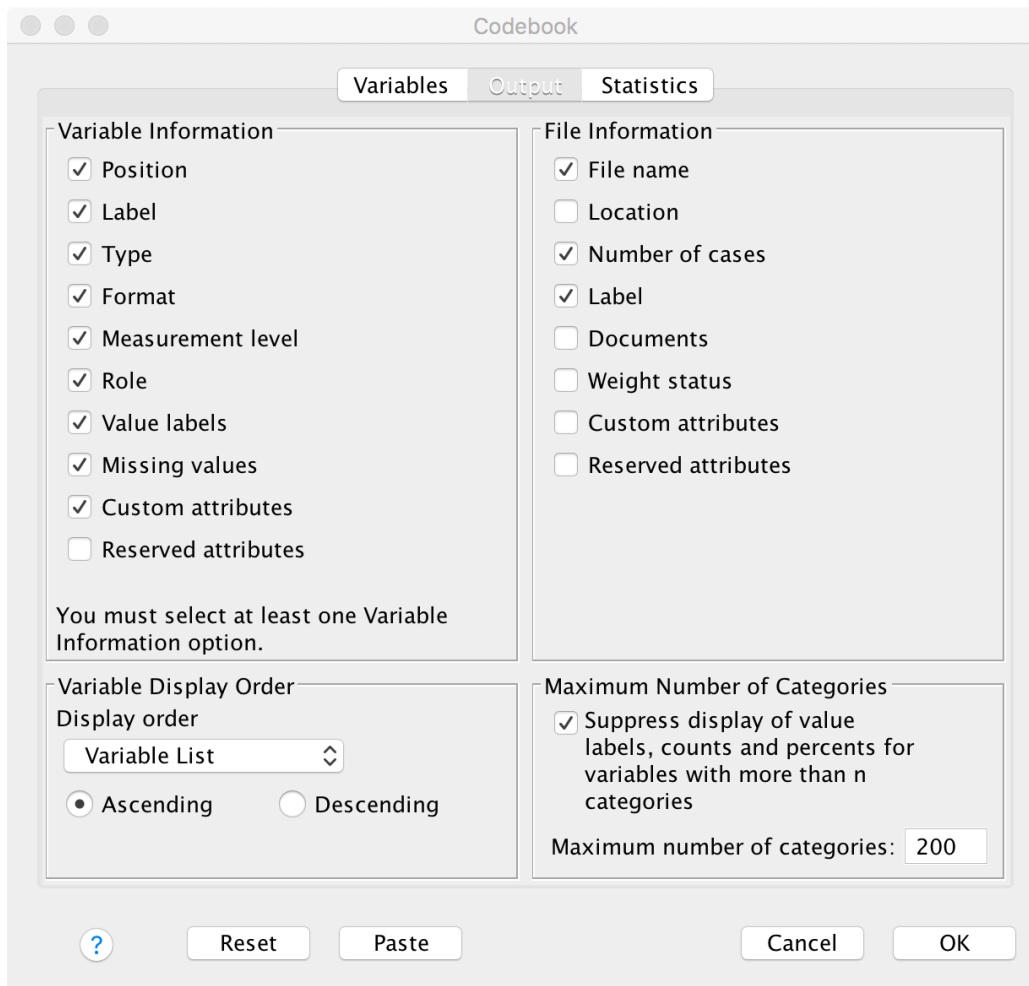
### Creating a Codebook Using SPSS

To create a codebook, go to ► Analyze ► Reports ► Codebook. SPSS will then show a screen similar to Figure A5.1. Here, you can select the variables for inclusion in the codebook. Unless the variables in the dataset have no meaning, or were left over from prior pre-analyses, it is best to move all of them to the **Codebook Variables:** dialog.



**Fig. A5.1** Codebook dialog box

Next, click on **Output** as shown in Figure A5.1 and check the boxes as shown in Fig. A5.2. If the dialog boxes are set to default, this only requires ticking **File name**, **Number of cases**, and **Label**. While there is the option to tick various statistics options under **Statistics**, these are all ticked by default and you can simply click on **OK** to proceed.



**Fig. A5.1** Codebook dialog box

The codebook in Table A5.1 offers details on the file in use, including the file name, file label (if you entered this into SPSS), and the number of cases included in the dataset. We only show the first two tables of output—the whole output contains 73 tables! SPSS will also provide summary statistics for each variable. The standard attributes are taken from the **Variable View** in SPSS and are therefore only as accurate as they were entered. If you did not provide any detail under **Variable View**, SPSS will not provide much useful information. SPSS calculates the central tendency and dispersion statistics automatically for interval and ordinal variables (only), while nominal and ordinal variables are tabulated. The labels and corresponding values are also provided if they were entered under **Variable View**.

Although SPSS provides a practical way of generating the tables for a codebook, it does not record information such as how the data were collected, information on the validity or the reliability, nor does it provide details on the data cleaning process. A guide on how to include these is found in Chapter 5.

File Information			
File Name	Oddjob.sav		
Label			
Number of Cases	Unweighted	1065	
	Weighted	1065	

		country		
		Value	Count	Percent
Standard Attributes	Position	1		
	Label	Home country		
	Type	Numeric		
	Format	F8		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	DE	695	65.3%
	2	CH	66	6.2%
	3	AT	108	10.1%
	4	FR	1	0.1%
	5	US	195	18.3%

**Table A5.1** Part of the codebook created by SPSS