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StudiShark
Ghostwriting mit Notengarantie

Beispiel einer Arbeit mit SPSS (Ausschnitt)

[Titel]

[Ggf. Untertitel]

Vorgelegt von:

[Name]
[Anschrift]
[Kontaktdaten]

Matrikelnummer: [1234567]
Fachsemester: [X]

Abgabedatum: [TT.MM.JJ]

Prüfer/Prüferin: [Prof. Müller]

- Ziel der Arbeit:
In diesem Beispiel wurde eine Datenanalyse mit dem Programm SPSS durchgeführt.
- Datengrundlage:
Die Daten stammen aus einem Fragebogen, der zur Erhebung relevanter Informationen verwendet wurde.
- Analyseverfahren:
Wir haben verschiedene statistische Methoden in SPSS angewendet, um die Daten zu analysieren und aussagekräftige Ergebnisse zu erhalten.
- Vorgaben:
Es war erforderlich, in der Arbeit in der "Wir"-Form zu schreiben, entsprechend den vorgegebenen Anforderungen.

2. Data Analysis and Results

This section presents the analysis and interpretation of the data collected through the quantitative online survey. The analysis is divided into several subsections covering demographic determinants, climate change awareness among Gen Y and Gen Z, attitudes towards regional products, and consumption patterns and behaviors. The results of the correlation, factor and regression analyses are also discussed to identify key findings that address the research objectives.

a. Demographic determinants

The study focused on Generations Y and Z, examining their attitudes toward climate change to gain insights into their consumer behavior and environmental concerns. The goal was to explore the intersection of generational characteristics, consumer preferences, and sustainability to inform strategies to promote sustainable consumption and mitigate climate change. To ensure a relevant sample, the study targeted individuals who were already engaged in sustainable consumption and climate change mitigation efforts. Participants were recruited through digital platforms such as a marketing website, Instagram, and Facebook, as well as direct outreach to individuals known for their practical experience with sustainability. This approach provided a sample likely to provide rich insights into the motivations and behaviors of these generations.

A total of 436 participants were identified and interviewed using a Unipark questionnaire distributed via email and social media platforms. This method was chosen for its ability to efficiently reach a diverse and geographically dispersed audience, which is critical to capturing the perspectives of digitally connected generations. Although online questionnaires lack strict sampling rigor, they offer significant advantages in terms of accessibility, speed, and cost-effectiveness. Participants were asked to reflect on their generational characteristics, consumer choices and environmental awareness, providing insights into their sustainable consumption habits and climate change mitigation strategies. This demographically focused approach ensured the collection of relevant and insightful data, enabling the study to draw meaningful connections between generational identities and sustainable behaviors.

The following chart shows the gender distribution of respondents:

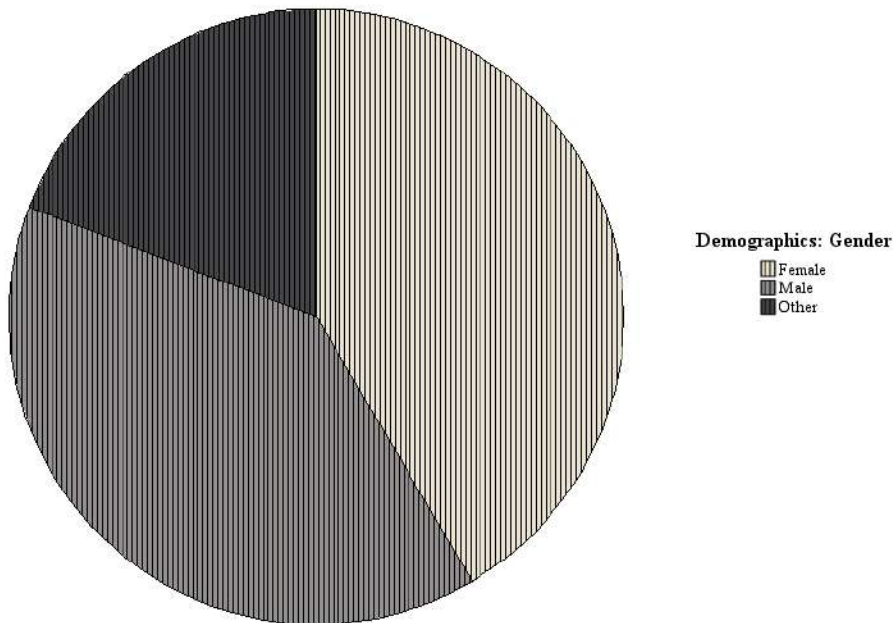


Figure 1: Gender Frequency of Survey participants

The demographic analysis of the survey sample shows a preponderance of female respondents, who make up just over half of the total pool of participants. Male respondents are the second largest group and make up a significant proportion of the total sample, although their numbers are slightly lower than their female counterparts. In addition, a small but significant segment of the sample identifies outside of traditional binary gender categories and is categorized as "other" in the analysis. This clear differentiation of gender identities within the sample allows for a detailed exploration of potential differences in responses and behaviors based on gender identity.

In terms of age distribution, the sample consists of 318 individuals, segmented into different generational cohorts:

- Ages 12-20 (Gen Z): This group represents 22.3% of the total respondents, comprising 71 individuals.
- Ages 20-27 (early Gen Z): Making up 25.8% of the sample, this cohort includes 82 respondents.
- Ages 28-30 (Gen Y.1): This category accounts for 16.0% of the total sample, with 51 respondents.
- Ages 30+ (Gen Y.2): The largest age group, consisting of 114 individuals, represents 35.8% of the respondents.

This age stratification allows for a comprehensive analysis of generational differences, particularly in relation to sustainable consumption behaviors and climate change awareness. The diversity of both gender and age within the sample provides a robust basis for examining how these demographic variables influence attitudes towards sustainability, thereby enriching the overall analysis of the study's findings.

This table 1 provides a clear visual representation of the demographic composition by age, which is essential for interpreting the subsequent analysis in the context of generational differences.

Demographics: Age					
		Frequency	Percentages	Valid percentage	Accumulated interest
Valid	12-20 (Gen Z)	71	22,3	22,3	22,3
	20-27 (early Gen Z)	82	25,8	25,8	48,1
	28-30 (Gen Y.1)	51	16,0	16,0	64,2
	30+ (Gen Y.2)	114	35,8	35,8	100,0
	Total	318	100,0	100,0	-

Table 1: Summary table of respondents' age

The following analysis focuses on the distribution of respondents by place of residence. A distinction is made between rural and urban areas. Figure 2 illustrates the representation of participants from villages versus those living in cities. This analysis aims to explore the potential influence of geographical context on respondents' attitudes and behaviors, particularly in relation to sustainable consumption and climate change awareness.

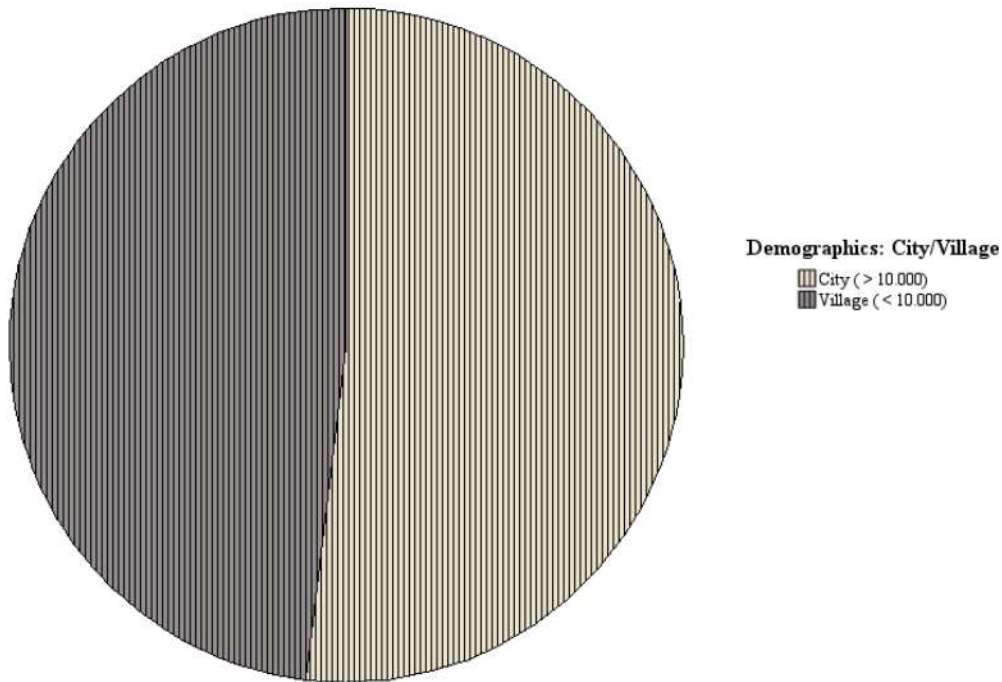


Figure 2: Distribution of respondents by area

The distribution of respondents is almost equal between those living in urban areas with populations over 10,000 and those living in rural villages with populations under 10,000. This balanced representation of urban and rural residents provides a solid basis for exploring potential differences in perspectives and behaviors related to sustainable consumption and climate change awareness that are shaped by geographic context. We will then turn our attention to analyzing the educational attainment of the respondents to further understand the role of educational background in shaping these attitudes and behaviors.

Demographics: Level of education					
		Frequency	Percentage	Valid percentage	Accumulated interest
Valid	Apprenticeship	41	12,9	12,9	12,9
	High school diploma	73	23,0	23,0	35,8
	University/High BA	65	20,4	20,4	56,3
	University/High MA	60	18,9	18,9	75,2
	PhD	38	11,9	11,9	87,1
	Others:	41	12,9	12,9	100,0
	Total	318	100,0	100,0	-

Table 2: Summary table of respondents' level of education