



## Gupta, Prachi (2013) Impact of Controversial Advertising on an Individual's Intent to Purchase. [Dissertation (University of Nottingham only)] (Unpublished)

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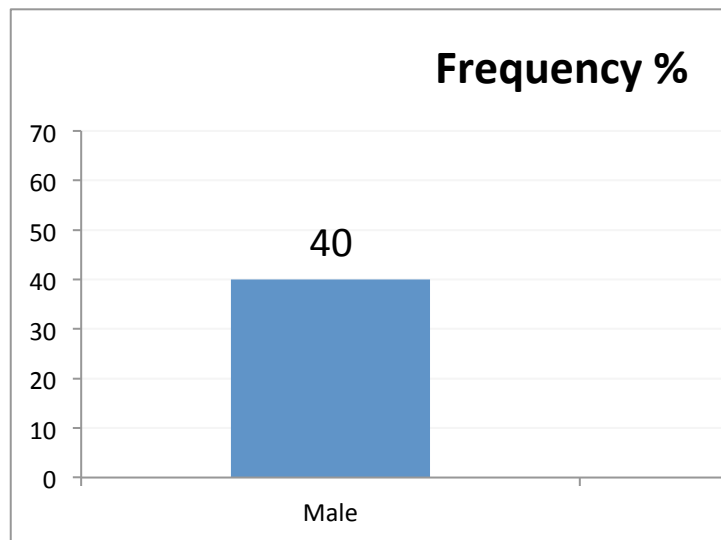
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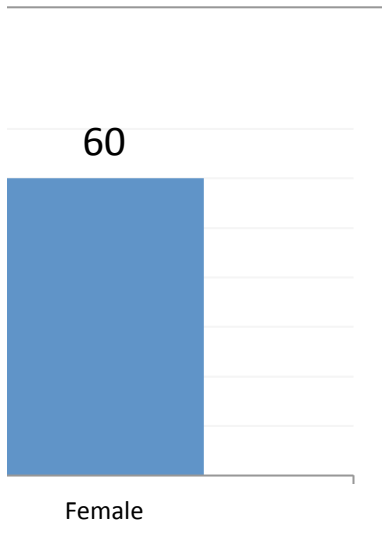
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	Male	Female
Student 1	0	1
Student 2	1	0
Student 3	0	1
Student 4	0	1
Student 5	1	0
Student 6	0	1
Student 7	0	1
Student 8	1	0
Student 9	1	0
Student 10	0	1



	<b>Male</b>	<b>Female</b>
Mean	0.40	0.60
Standard Error	0.16	0.16
Median	0.00	1.00
Mode	0.00	1.00
Range	1.00	1.00
Minimum	0.00	0.00
Maximum	1.00	1.00
Sum	4.00	6.00
Count	10	10
Frequency %	40	60

Student 1
Student 2
Student 3
Student 4
Student 5
Student 6
Student 7
Student 8
Student 9
Student 10

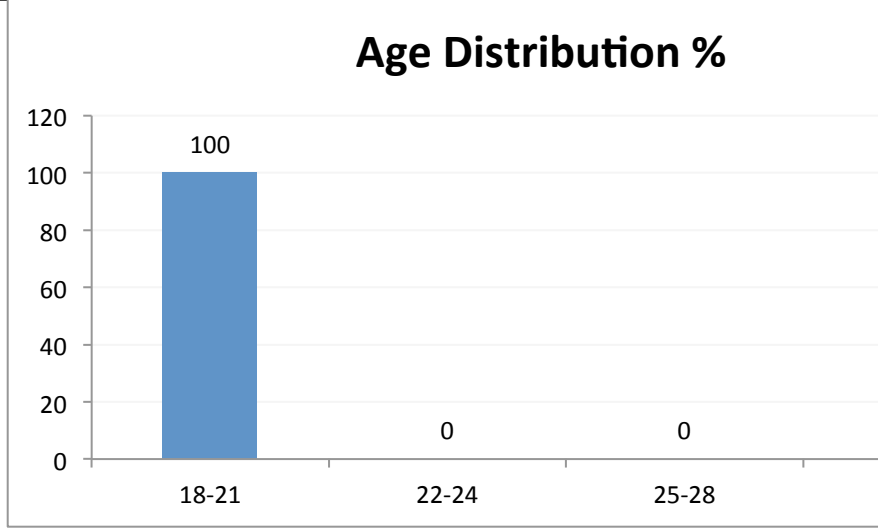


18-21	22-24	25-28	> 28
1	0	0	0
1	0	0	0
1	0	0	0
1	0	0	0
1	0	0	0
1	0	0	0
1	0	0	0
1	0	0	0
1	0	0	0
1	0	0	0

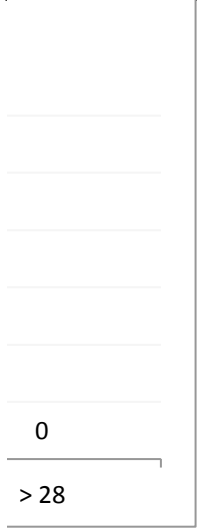
	18-21
Mean	1
Standard Error	0
Median	1
Mode	1
Range	0
Minimum	1
Maximum	1
Sum	10
Count	10
Frequency %	100

22-24	25-28	> 28
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
0	0	0
10	10	10
0	0	0

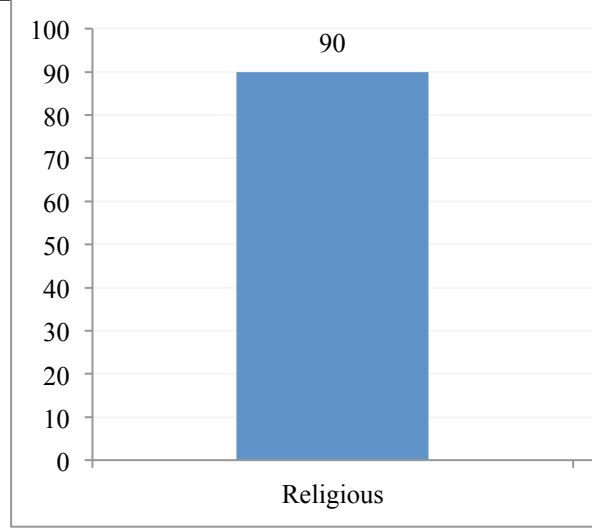
	Religious
Student 1	1
Student 2	1
Student 3	1
Student 4	1
Student 5	1
Student 6	1
Student 7	0
Student 8	1
Student 9	1
Student 10	1



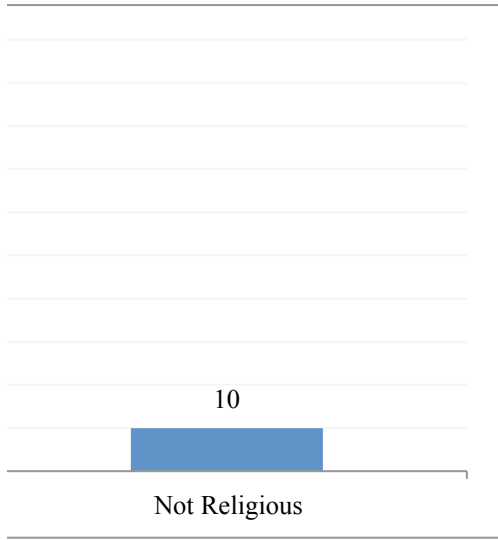
Not Religious
0
0
0
0
0
0
1
0
0
0



	Religious	Not Religious
Mean	0.9	0.1
Standard Error	0.1	0.1
Median	1	0
Mode	1	0
Range	1	1
Minimum	0	0
Maximum	1	1
Sum	9	1
Count	10	10
Frequency %	90	10

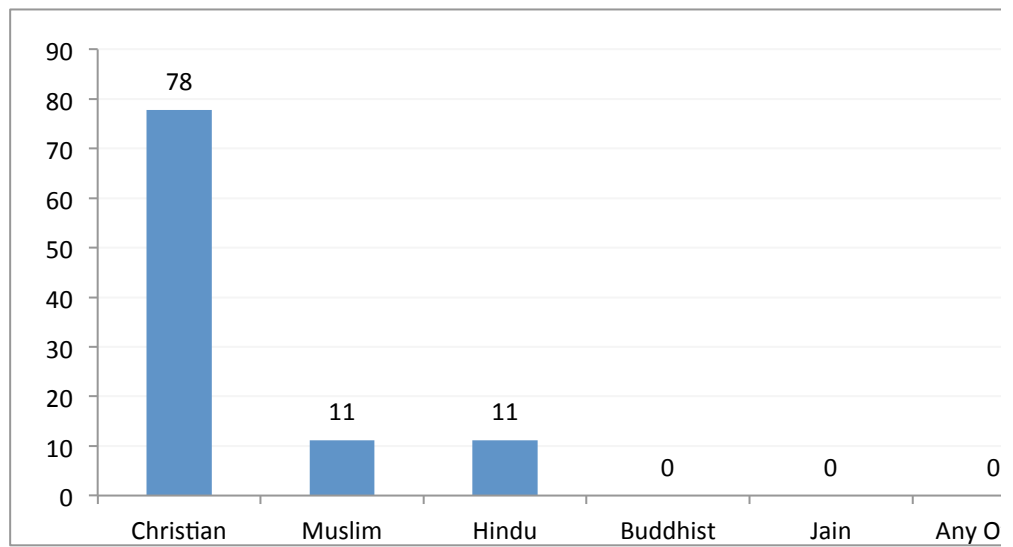


	<b>Christian</b>	<b>Muslim</b>	<b>Hindu</b>	<b>Buddhist</b>	<b>Jain</b>
Student 1	1	0	0	0	0
Student 2	0	1	0	0	0
Student 3	1	0	0	0	0
Student 4	1	0	0	0	0
Student 5	0	0	1	0	0
Student 6	1	0	0	0	0
Student 8	1	0	0	0	0
Student 9	1	0	0	0	0
Student 10	1	0	0	0	0



Any Other
0
0
0
0
0
0
0
0
0
0

	Christian	Muslim	Hindu	Buddhist
Mean	0.8	0.1	0.1	0.0
Standard Error	0.1	0.1	0.1	0.0
Median	1.0	0.0	0.0	0.0
Mode	1.0	0.0	0.0	0.0
Range	1.0	1.0	1.0	0.0
Minimum	0.0	0.0	0.0	0.0
Maximum	1.0	1.0	1.0	0.0
Sum	7	1	1	0
Count	9	9	9	9
Frequency %	78	11	11	0







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