Creating composite variables

**Using SPSS to create a composite variable**

Sometimes when assessing differences or relationships in data it is useful to reduce the data into a composite variable to make it more manageable. For instance, to assess purchase intentions three items on the survey were used to measure this (purch1; purch2; purch3). Creating a composite variable means that we combine the responses for these three variables into one composite variable.

- Click on “transform”
- Click on Compute variable
- In the target variable box you will need to write the “name of the variable” (CVpurch)
- In the “type & label” box write the label (composite variable for purchase intention)
- Click on ()
- Move the Purch1 variable to inside the brackets () press +
- Move the Purch2 variable after the plus symbol then press +
- Move the Purch3 variable after the plus symbol
- Put the cursor outside the brackets and press / (divide)
- Click on 3 so that you have the equation (purch1+purch2+purch3)/3
- Click OK
- Go to variable view and put in your value labels.

Now you can use this variable. For instance to create a t-test like below.

<table>
<thead>
<tr>
<th></th>
<th>Levene’s Test for Equality of Variances</th>
<th>t-test for Equality of Means</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>Sig.</td>
</tr>
<tr>
<td>composite variable for purchase intentions</td>
<td>Equal variances assumed</td>
<td>2.505</td>
</tr>
<tr>
<td></td>
<td>Equal variances not assumed</td>
<td>.932</td>
</tr>
</tbody>
</table>