Chapter 4 Exploratory Research Design: Secondary Data 124
Learning Objectives 124
Secondary Data Vindicate the *Vindicator!* 125
Overview 126
Primary Versus Secondary Data 127
Advantages and Uses of Secondary Data 128
Disadvantages of Secondary Data 129
Criteria for Evaluating Secondary Data 130
Specifications: Methodology Used to Collect the Data 130
Error: Accuracy of the Data 130
Currency: When the Data Were Collected 131
Objective: The Purpose for the Study 131
Nature: The Content of the Data 131
Dependability: How Dependable Are the Data? 132
Classification of Secondary Data 132
Internal Secondary Data 133
Customer Databases 133
Data Warehousing and Data Mining 134
Customer Relationship Management and Database Marketing 134
External Secondary Data 135
Business/Nongovernmental Data 136
Guides 136
Indices and Bibliographies 136
Directories 137
Business/Nongovernmental Statistical Data 137
Government Sources 137
Census Data 137
Other Government Sources 138
How to Conduct an Online Search for External Secondary Data 139
Combining Internal and External Secondary Data 140
Geo-Demographic Coding 141
Geo-Visual Databases 141
Summary Illustration Using the Opening Vignette 142
International Marketing Research 143
Marketing Research and Social Media 145
Ethics in Marketing Research 146
Summary 148 • Key Terms and Concepts 149 • Suggested Cases and Video Cases 149 • Live Research: Conducting a Marketing Research Project 149
• Acronym 149 • Review Questions 150 • Applied Problems 150
• Group Discussion 150 • Hewlett-Packard Running Case 150
• ONLINE VIDEO CASE 4.1: The Mayo Clinic: Staying Healthy with Marketing Research 151

Chapter 5 Exploratory Research Design: Syndicated Sources of Secondary Data 152
Learning Objectives 152
A Casual Affair 153
Overview 154
Chapter 6 Exploratory Research Design: Qualitative Research 178

Overview 180

Gillette Supports Equal Rights for Women: A Close Shave 179

A Classification of Qualitative Research Procedures 183

Focus-Group Interviews 184

Conducting a Focus Group 184

Designing the Environment 185

Recruiting and Selecting Focus-Group Participants 185

Selecting a Moderator 186

Preparing the Discussion Guide 186

Conducting the Group Interview 187

Preparing the Focus-Group Report 187

Advantages and Disadvantages of Focus Groups 189

Online Focus Groups 190

Advantages of Online Focus Groups 191

Disadvantages of Online Focus Groups 191
Chapter 8  Causal Research Design: Experimentation  248

Learning Objectives  248

Muzak: An Uncommon Remedy for the Common Cold  249

Overview  250

The Concept of Causality  250

Conditions for Causality  252

Concomitant Variation  252

Time Order of Occurrence of Variables  252

Absence of Other Possible Causal Factors  252

Role of Evidence  253

What Is Experimentation?  253

Independent Variables  254

Test Units  254

Dependent Variables  254

Extraneous Variables  254

Random Assignment to Experimental and Control Groups  254

Experimental Design  255
Definition of Symbols 255
Validity in Experimentation 256
Internal Validity 256
External Validity 256
Extraneous Variables 257
History 257
Maturation 257
Testing Effects 257
Instrumentation 257
Statistical Regression 257
Selection Bias 257
Mortality 258
Controlling Extraneous Variables 258
Randomization 258
Matching 258
Statistical and Design Control 258
A Classification of Experimental Designs 258
Pre-Experimental Designs 260
One-Shot Case Study 260
One-Group Pretest–Posttest Design 260
Static Group Design 261
True Experimental Designs 261
Pretest–Posttest Control Group Design 262
Posttest-Only Control Group Design 262
Quasi-Experimental Designs 263
Time Series Design 263
Statistical Designs 264
Factorial Design 264
Selecting an Experimental Design 265
Laboratory Versus Field Experiments 265
Limitations of Experimentation 266
Time 266
Cost 266
Administration 267
Application: Test Marketing 267
Summary Illustration Using the Opening Vignette 267
International Marketing Research 268
Marketing Research and Social Media 269
Ethics in Marketing Research 270
Summary 272
Key Terms and Concepts 273
Suggested Cases and Video Cases 273
Live Research: Conducting a Marketing Research Project 273
Acronym 274
Review Questions 274
Applied Problems 274
Group Discussion 275
Hewlett-Packard Running Case 275
ONLINE VIDEO CASE 8.1: AFLAC: Marketing Research Quacks a Duck 275

Chapter 9 Measurement and Scaling: Fundamentals and Comparative Scaling 276
Learning Objectives 276
Scaling the Olympics 277
Overview 278
Measurement and Scaling 278
Scale Characteristics and Levels of Measurement 279
Description 280
Order 280
Choosing a Scaling Technique 319
Summary Illustration Using the Opening Vignette 320
International Marketing Research 320
Marketing Research and Social Media 322
Ethics in Marketing Research 322
Summary 324 • Key Terms and Concepts 325 • Suggested Cases and Video Cases 325 • Live Research: Conducting a Marketing Research Project 325 • Acronym 326 • Review Questions 326 • Applied Problems 326 • Group Discussion 327 • Hewlett-Packard Running Case 327
■ ONLINE VIDEO CASE 10.1: Nivea: Marketing Research Leads to Consistency in Marketing 327

Chapter 11 Questionnaire and Form Design 328
Learning Objectives 328
World Vision Imparts Donors a Vision for Caring 329
Overview 330
Importance of the Questionnaire 330
Questionnaire Definition 332
Questionnaire Design Process 332
Specify the Information Needed 333
Specify the Type of Interviewing Method 334
Determine the Content of Individual Questions 335
Is the Question Necessary? 335
Are Several Questions Needed Instead of One? 335
Design the Question to Overcome the Respondent's Inability to Answer 336
Is the Respondent Informed? 336
Can the Respondent Remember? 337
Can the Respondent Articulate? 337
Design the Questionnaire to Overcome the Respondent's Unwillingness to Answer 338
Effort Required of the Respondent 338
Legitimate Purpose 338
Sensitive Information 338
Decide on the Question Structure 339
Unstructured Questions 339
Structured Questions 341
Multiple-Choice Questions 341
Dichotomous Questions 342
Scales 342
Determine the Question Wording 343
Define the Issue 343
Use Simple Words 344
Use Unambiguous Words 344
Avoid Leading or Biasing Questions 345
Balance Dual Statements 346
Arrange the Questions in Proper Order 346
Opening Questions 346
Type of Information 347
Difficult Questions 347
Chapter 12  Sampling: Design and Procedures  364

Learning Objectives  364

Old Spice Red Zone Invisible Solid Spices Growth in the Deodorant Market  365

Overview  366

Sample or Census  366

The Sampling Design Process  369

  Define the Target Population  369
  Determine the Sampling Frame  369
  Select a Sampling Technique  371
  Determine the Sample Size  371
  Execute the Sampling Process  372

A Classification of Sampling Techniques  373

Nonprobability Sampling Techniques  373

  Convenience Sampling  373
  Judgmental Sampling  375
  Quota Sampling  375
  Snowball Sampling  376

Probability Sampling Techniques  377

  Simple Random Sampling  378
  Systematic Sampling  379
  Stratified Sampling  380
  Cluster Sampling  381

Choosing Nonprobability Versus Probability Sampling  383

Internet Sampling  385

  Issues in Online Sampling  385
  Online Sampling Techniques  386

Summary Illustration Using the Opening Vignette  387

International Marketing Research  388

Marketing Research and Social Media  390

Ethics in Marketing Research  390

Summary  392  •  Key Terms and Concepts  392  •  Suggested Cases and Video Cases  393  •  Live Research: Conducting a Marketing Research Project  393
  •  Acronym  393  •  Review Questions  393  •  Applied Problems  394
  •  Group Discussion  394  •  Hewlett-Packard Running Case  395

  ONLINE VIDEO CASE 12.1: Motorola: Projecting the Moto Lifestyle  395
Chapter 15  Data Preparation and Analysis Strategy  440
Learning Objectives  440
Database Awakens a Sleeping Giant  441
Overview  442
The Data Preparation Process  443
Questionnaire Checking  443
Editing  444
Coding  445
  Coding Structured Questions  445
  Coding Open-Ended Question  446
  Coding of Open-Ended Question Responses  447
  Developing a Data File  447
Transcribing  450
Data Cleaning  451
  Consistency Checks  451
  Treatment of Missing Responses  452
Variable Respecification and Recoding  452
Selecting a Data-Analysis Strategy  453
Summary Illustration Using the Opening Vignette  454
International Marketing Research  454
Marketing Research and Social Media  456
  Data Collection  456
  Text Coding and Categorization  456
  Text-Mining and Visualization  456
Ethics in Marketing Research  457
Software Applications  459
  SPSS and Excel Computerized Demonstration Movies  459
  SPSS and Excel Screen Captures with Notes  459
SPSS Windows  460
  Detailed Steps: Overview  460
  Detailed Steps: Variable Respecification  460
  Detailed Steps: Variable Recoding  461
Excel  463
  Detailed Steps: Overview  463
  Detailed Steps: Variable Respecification  463
  Detailed Steps: Variable Recoding  463
Summary  464  •  Key Terms and Concepts  464  •  Suggested Cases and Video Cases  465  •  Live Research: Conducting a Marketing Research Project  465
  •  Acronym  465  •  Review Questions  465  •  Applied Problems  466
  •  Group Discussion  466  •  Hewlett-Packard Running Case  466
  ■ ONLINE VIDEO CASE 15.1: Marriott: Marketing Research Leads to Expanded Offerings  467

Chapter 16  Data Analysis: Frequency Distribution, Hypothesis Testing, and Cross-Tabulation  468
Learning Objectives  468
Consumers Consume Coupons  469
Overview  470
Frequency Distribution  471
Statistics Associated with Frequency Distribution  475
  Measures of Location  475
    Mean  475
    Mode  475
    Median  475
Measures of Variability 477
Range 477
Variance and Standard Deviation 477

Introduction to Hypothesis Testing 478

A General Procedure for Hypothesis Testing 478
Step 1: Formulating the Hypothesis 478
Step 2: Selecting an Appropriate Test 480
Step 3: Choosing Level of Significance 480
  Type-I Error 480
  Type-II Error 480
  Power of a Test 480
Step 4: Data Collection 480
Step 5: Determining the Probability (Critical Value) 481
Steps 6 and 7: Comparing the Probability (Critical Value) and Making the Decision 481
Step 8: Marketing Research Conclusion 482

Cross-Tabulation 483
Statistics Associated with Cross-Tabulation 486
  Chi-Square 486
  Phi Coefficient 488
  Contingency Coefficient 488
  Cramer's V 488

General Comments on Cross-Tabulation 489
Cross-Tabulation in Practice 489
Summary Illustration Using the Opening Vignette 490
Marketing Research and Social Media 490
Software Applications 494
  SPSS and Excel Computerized Demonstration Movies 495
  SPSS and Excel Screen Captures with Notes 495

SPSS Windows 496
  Detailed Steps: Overview 496
  Detailed Steps: Frequencies 496
  Detailed Steps: Cross-Tabulations 496

Excel 498
  Detailed Steps: Overview 498
  Detailed Steps: Frequencies 498
  Detailed Steps: Cross-Tabulations 498

Chapter 17 Data Analysis: Hypothesis Testing Related to Differences 504
Learning Objectives 504
Loyalty Versus Promiscuity and Convenience Versus Price 505
Overview 506
Hypothesis Testing Related to Differences 506
  The t Distribution 507
  Hypothesis Testing Based on the t Statistic 508
One-Sample t-Test 509
  Test for a Single Mean 509
  Test for a Single Proportion 511
Chapter 19  Report Preparation and Presentation  578

Learning Objectives  578

Research Reports Make United’s Friendly Skies Even More Friendly  579

Overview  580

Importance of the Report and Presentation  580

The Report Preparation and Presentation Process  581

Report Preparation  582

Report Format  583

Title Page  583

Letter of Transmittal  583

Letter of Authorization  584

Table of Contents  584

Executive Summary  584

Problem Definition  584

Approach to the Problem  584

Research Design  584

Data Analysis  584

Results  584

Limitations and Caveats  584

Conclusions and Recommendations  585

Report Writing  585

Guidelines for Tables  586

Title and Number  586

Arrangement of Data Items  586

Basis of Measurement  586

Leaders, Rulings, Spaces  586

Explanations and Comments: Headings, Stubs, and Footnotes  586

Sources of the Data  586

Chapter 19 Report Preparation and Presentation  578

Learning Objectives  578

Research Reports Make United’s Friendly Skies Even More Friendly  579

Overview  580

Importance of the Report and Presentation  580

The Report Preparation and Presentation Process  581

Report Preparation  582

Report Format  583

Title Page  583

Letter of Transmittal  583

Letter of Authorization  584

Table of Contents  584

Executive Summary  584

Problem Definition  584

Approach to the Problem  584

Research Design  584

Data Analysis  584

Results  584

Limitations and Caveats  584

Conclusions and Recommendations  585

Report Writing  585

Guidelines for Tables  586

Title and Number  586

Arrangement of Data Items  586

Basis of Measurement  586

Leaders, Rulings, Spaces  586

Explanations and Comments: Headings, Stubs, and Footnotes  586

Sources of the Data  586