

DETAILED CONTENTS

<i>Preface to the Second Edition</i>	ix	Chapter 4: Measurement and Scaling	87
<i>Preface to the First Edition</i>	xi	• Introduction	87
<i>Acknowledgements</i>	xiii	• Measurement	88
<i>About the Authors</i>	xv	• Scaling	96
Chapter 1: Meaning and Importance of Marketing Research	1	• Classification of Scaling Techniques	97
• Introduction	1	• Scales Combinations	107
• Objectives of Research	1	• Considerations in Selecting a Scale	107
• Business Research	2	• Criteria for a Good Test Reliability	108
• What is Good Research?	4	• Review Questions	110
• Marketing Research	6	Chapter 5: Decision-making Tools	113
• Emerging Application of Marketing Research	14	• Introduction	113
• Types of Marketing Research	15	• Types of Decision-making Environment	113
• Difference between Market Research and Marketing Research	17	• Decision Tree Analysis	125
• Characteristics of Good Marketing Research	17	• Markov Analysis	132
• Marketing Research, Marketing Information System and Decision Support System	18	• Summary	144
• Marketing Information System and Marketing Research	19	• Review Questions	144
• Marketing Decision Support System (MDSS)	22	Chapter 6: Design of Questionnaire	149
• Decision to Make use of Marketing Research	23	• Introduction	149
• Marketing Research Environment in India	24	• Questionnaire Design	149
• Users of Marketing Research	26	• Question Types	158
• Research and Scientific Method	26	• Choosing a Response Format	160
• Statistics and Research	29	• Review Questions	162
• Classifications of Research – An overview	29	Chapter 7: Sampling	175
• Potential Research Constraints	32	• Introduction	175
• Review Questions	33	• Sampling	175
Chapter 2: Marketing Research Process	35	• Developing a Sampling Plan	176
• Introduction	35	• Characteristics of a Good Sample Design	178
• Research Process	35	• Sampling Methods or Techniques	179
• Research Design and Scientific Method	38	• Random-Digit Dialing (RDD)	185
• Types of Research Design	40	• Reliability and Validity	186
• Interrelation between Exploratory, Descriptive, and Causal Research	47	• Determination of Sample Size	188
• Application of Marketing Research Techniques	48	• Error	192
• Review Questions	49	• Review Questions	197
Chapter 3: Data Collection Methods	55	Chapter 8: Data Processing	203
• Introduction	55	• Introduction	203
• Data Sources	56	• Steps in Data Processing	203
• Qualitative Research Techniques	63	• Review Questions	210
• Quantitative Research Techniques	68	Chapter 9: Central Tendency and Dispersion: Analysis of Data (Univariate Analysis)	211
• Review Questions	81	• Introduction	211
		• An Overview of Statistical Techniques	211
		• Analysis of Data	213
		• Univariate Analysis	214
		• Review Questions	245

Chapter 10: Hypothesis Testing	253	• Canonical Correlation Analysis	405
• Introduction	253	• Structural Equation Modeling (SEM)	405
• Concept of Hypothesis	253	• Review Questions	406
• Analysis of Variance (ANOVA)	284	Chapter 14: Time Series	409
• Review Questions	295	• Introduction	409
Chapter 11: Nonparametric or Distribution-Free Tests	301	• Time Series Analysis	409
• Introduction	301	• Review Questions	420
• Nonparametric Tests	301	Chapter 15: Statistical Package for the	
• Parametric "P" vs. Nonparametric "NP" Tests	303	Social Sciences (SPSS)	423
• Review Questions	330	• Introduction	423
Chapter 12: Correlation and Regression		• SPSS	423
Bi-variate Analysis	333	• Examples on SPSS Windows	432
• Introduction	333	• Review Questions	450
• Correlation	333	Chapter 16: Report Writing	455
• Regression Analysis	346	• Introduction	455
• Review Questions	357	• Research Report	455
Chapter 13: Analysis of Data (Multivariate Analysis)	361	• Review Questions	474
• Introduction	361	<i>Appendices</i>	475
• Multivariate Analysis	361	Appendix 1: Normal Distribution Table	477
• Logistic Regression Analysis	364	Appendix 2: t Distribution Table	480
• Multivariate Analysis of Variance (MANOVA)	364	Appendix 3: Chi-Square Distribution Table	481
• Multiple Regression Analysis	364	Appendix 4: F Distribution Table	483
• Multidimensional Scaling (MDS)	364	Appendix 5: Upper F Values for 1% Significance	485
• Correspondence Analysis	369	<i>Annexure</i>	497
• Discriminant Analysis	375	<i>Model Question Papers</i>	517
• Factor Analysis	382	<i>Glossary</i>	535
• Cluster Analysis	391	<i>Bibliography</i>	557
• Conjoint Analysis	403	<i>Index</i>	561