
Contents

- 1 Introduction to Market Research 1**
 - 1.1 Introduction 1
 - 1.2 What Is Market and Marketing Research? 2
 - 1.3 Market Research by Practitioners and Academics 3
 - 1.4 When Should Market Research (Not) Be Conducted? 4
 - 1.5 Who Provides Market Research? 5
 - Review Questions 7
 - Further Readings 8
 - References 8

- 2 The Market Research Process 11**
 - 2.1 Introduction 12
 - 2.2 Identify and Formulate the Problem 12
 - 2.3 Determine the Research Design 13
 - 2.3.1 Exploratory Research 15
 - 2.3.2 Uses of Exploratory Research 15
 - 2.3.3 Descriptive Research 17
 - 2.3.4 Uses of Descriptive Research 17
 - 2.3.5 Causal Research 18
 - 2.3.6 Uses of Causal Research 20
 - 2.4 Design the Sample and Method of Data Collection 21
 - 2.5 Collect the Data 21
 - 2.6 Analyze the Data 21
 - 2.7 Interpret, Discuss, and Present the Findings 22
 - 2.8 Follow-Up 22
 - Review Questions 22
 - Further Readings 23
 - References 23

- 3 Data 25**
 - 3.1 Introduction 25
 - 3.2 Types of Data 26
 - 3.2.1 Primary and Secondary Data 28
 - 3.2.2 Quantitative and Qualitative Data 30
 - 3.3 Unit of Analysis 30

3.4	Dependence of Observations	32
3.5	Dependent and Independent Variables	32
3.6	Measurement Scaling	32
3.7	Validity and Reliability	34
	3.7.1 Types of Validity	36
	3.7.2 Types of Reliability	37
3.8	Population and Sampling	38
	3.8.1 Probability Sampling	40
	3.8.2 Non-probability Sampling	42
3.9	Sample Sizes	43
	Review Questions	44
	Further Readings	44
	References	45
4	Getting Data	47
4.1	Introduction	47
4.2	Secondary Data	48
	4.2.1 Internal Secondary Data	48
	4.2.2 External Secondary Data	49
4.3	Conducting Secondary Data Research	54
	4.3.1 Assess Availability of Secondary Data	54
	4.3.2 Assess Inclusion of Key Variables	56
	4.3.3 Assess Construct Validity	57
	4.3.4 Assess Sampling	57
4.4	Conducting Primary Data Research	58
	4.4.1 Collecting Primary Data Through Observations	58
	4.4.2 Collecting Quantitative Data: Designing Questionnaires	60
4.5	Basic Qualitative Research	77
	4.5.1 Depth Interviews	78
	4.5.2 Projective Techniques	79
	4.5.3 Focus Groups	79
4.6	Collecting Primary Data Through Experimental Research	81
	4.6.1 Principles of Experimental Research	81
	4.6.2 Experimental Designs	82
	Review Questions	84
	Further Readings	85
	References	85
5	Descriptive Statistics	87
5.1	The Workflow of Data	87
5.2	Create Structure	88
5.3	Enter Data	90

5.4	Clean Data	91
5.4.1	Interviewer Fraud	91
5.4.2	Suspicious Response Patterns	92
5.4.3	Data Entry Errors	92
5.4.4	Outliers	93
5.4.5	Missing Data	95
5.5	Describe Data	99
5.5.1	Univariate Graphs and Tables	100
5.5.2	Univariate Statistics	102
5.5.3	Bivariate Graphs and Tables	105
5.5.4	Bivariate Statistics	106
5.6	Transform Data	109
5.6.1	Variable Respecification	109
5.6.2	Scale Transformation	110
5.7	Create a Codebook	111
5.8	Introduction to SPSS	112
5.8.1	Finding Your Way in SPSS	113
5.8.2	SPSS Statistics Data Editor	115
5.8.3	SPSS Statistics Viewer	117
5.9	Data Management in SPSS	119
5.9.1	Split File	119
5.9.2	Select Cases	120
5.9.3	Compute Variables	121
5.9.4	Recode Into Same/Different Variables	121
5.10	Example	124
5.10.1	Clean Data	124
5.10.2	Describe Data	130
5.11	Cadbury and the UK Chocolate Market (Case Study)	137
	Review Questions	138
	Further Readings	138
	References	139
6	Hypothesis Testing & ANOVA	141
6.1	Introduction	142
6.2	Understanding Hypothesis Testing	142
6.3	Testing Hypotheses about One Mean	145
6.3.1	Formulate the Hypothesis	145
6.3.2	Select an Appropriate Test	148
6.3.3	Choose the Significance Level	150
6.3.4	Calculate the Test Statistic	153
6.3.5	Make the Test Decision	156
6.3.6	Interpret the Results	160
6.4	Comparing Two Means: Two-samples t-test	160
6.4.1	Two Independent Samples	160
6.4.2	Two Paired Samples	163

6.5	Comparing More Than Two Means: Analysis of Variance (ANOVA)	165
6.5.1	Understanding One-Way ANOVA	166
6.5.2	Going Beyond One-way ANOVA: The Two-Way ANOVA	176
6.6	Example	180
6.7	Customer Analysis at Crédit Samouel (Case Study)	189
	Review Questions	190
	Further Readings	191
	References	191
7	Regression Analysis	193
7.1	Introduction	194
7.2	Understanding Regression Analysis	194
7.3	Conducting a Regression Analysis	196
7.3.1	Consider Data Requirements for Regression Analysis	196
7.3.2	Specify and Estimate the Regression Model	199
7.3.3	Test the Assumptions of Regression Analysis	203
7.3.4	Interpret the Regression Results	209
7.3.5	Validate the Regression Model	215
7.3.6	Use the Regression Model	216
7.4	Example	219
7.4.1	Consider Data Requirements for Regression Analysis	219
7.4.2	Specify and Estimate the Regression Model in SPSS	220
7.4.3	Test the Assumptions of Regression Analysis Using SPSS	222
7.4.4	Interpret the Regression Model Using SPSS	226
7.4.5	Validate the Regression Model Using SPSS	229
7.5	Farming with AgriPro (Case Study)	230
	Review Questions	232
	Further Readings	233
	References	233
8	Factor Analysis	235
8.1	Introduction	236
8.2	Understanding Principal Components Analysis	237
8.3	Conducting a Principal Components Analysis	241
8.3.1	Check Assumptions and Carry Out Preliminary Analyses	241
8.3.2	Extract the Factors	243
8.3.3	Determine the Number of Factors	248
8.3.4	Interpret the Factor Solution	249
8.3.5	Evaluate the Goodness-of-fit of the Factor Solution	251

8.4	Confirmatory Factor Analysis and Reliability Analysis	254
8.5	Structural Equation Modeling	257
8.6	Example	258
	8.6.1 Principal Components Analysis	259
	8.6.2 Reliability Analysis	267
8.7	Customer Satisfaction at Haver & Boecker (Case Study)	269
	Review Questions	271
	Further Readings	271
	References	272
9	Cluster Analysis	273
9.1	Introduction	274
9.2	Understanding Cluster Analysis	274
9.3	Conducting a Cluster Analysis	276
	9.3.1 Decide on the Clustering Variables	276
	9.3.2 Decide on the Clustering Procedure	280
	9.3.3 Validate and Interpret the Cluster Solution	299
9.4	Example	304
	9.4.1 Pre-analysis: Collinearity Assessment	306
	9.4.2 Hierarchical Clustering	308
	9.4.3 k-means Clustering	314
	9.4.4 Two-step Clustering	318
9.5	Shopping at Projekt 2 (Case Study)	321
	Review Questions	322
	Further Readings	323
	References	323
10	Communicating the Results	325
10.1	Introduction	326
10.2	Identify the Audience	326
10.3	Guidelines for Written Reports	327
10.4	Structure the Written Report	328
	10.4.1 Title Page	329
	10.4.2 Executive Summary	329
	10.4.3 Table of Contents	330
	10.4.4 Introduction	330
	10.4.5 Methodology	331
	10.4.6 Results	331
	10.4.7 Conclusion and Recommendations	335
	10.4.8 Limitations	336
	10.4.9 Appendix	336
10.5	Guidelines for Oral Presentations	336
10.6	Visual Aids in Oral Presentations	337
10.7	Structure the Oral Presentation	338

10.8	Follow-Up	339
10.9	Ethics in Research Reports	339
	Review Questions	341
	Further Readings	341
	References	342
Index	343