

CONTENTS IN BRIEF

Preface xxv

- 1 Introduction to Marketing Research 2**
 - 2 Ethical Decision Making in the Marketing Research Industry 24**
 - 3 Steps in the Research Process 64**
 - 4 Using Secondary Data 98**
 - 5 Focus Groups, Depth Interviews, and Other Non-quantitative Research Methods 130**
 - 6 Methods of Survey Research 168**
 - 7 Using the Internet for Marketing Research 196**
 - 8 Ethnography, Scanner-based Research, and Other Observation Techniques 234**
 - 9 Primary Data Collection: Experimentation and Test Markets 268**
 - 10 The Importance of Proper Measurement 302**
 - 11 Attitude Measurement 330**
 - 12 Questionnaire Design 368**
 - 13 Basic Sampling Issues 412**
 - 14 Sample Size Determination 444**
 - 15 Data Processing and Fundamental Data Analysis 476**
 - 16 Statistical Testing of Differences and Relationships 518**
 - 17 Bivariate Correlation and Regression 564**
 - 18 Multivariate Data Analysis 594**
 - 19 The Research Report 646**
 - 20 Planning, Organizing, and Controlling the Research Function 670**
- Photo Credits 694**

Appendix 1: Comprehensive Cases A-1

- A: Biff Targets an Online Dating Service for College Students A-2**
- B: Freddy Favors Fast Food and Convenience for College Students A-5**
- C: Superior Online Student Travel—A Cut Above A-9**
- D: Rockingham National Bank Visa Card Survey A-13**

Appendix 2: Considerations in Creating a Marketing Plan A-21

Appendix 3: Statistical Tables A-25

Endnotes A-32

Glossary G-1

Index I-1