

# Contents

1.	Introduction to Marketing Research	1
2.	Scientific Method	7
3.	Research Proposal and Design	17
4.	The Research Process	23
5.	Types of Research	30
6.	Secondary Data	37
7.	Commercial Surveys, Audits and Panels	42
8.	Survey Research	45
9.	Instruments for Respondent Communication	52
10.	Experimentation	70
11.	Data Collection and Errors	77
12.	Measurement in Marketing Research	84
13.	Attitude Measurement	89
14.	Observation and Physiological Measures	105
15.	Sampling	111
16.	Preparation and Tabulation of Data	120
17.	Tests of Significance	128
18.	Bivariate Measures of Association	134
19.	Multivariate Measures of Association	142
20.	Analysis of Variance (ANOVA)	149
21.	Marketing Research Reports	154
22.	Market Segmentation	162
23.	New Product Development	167
24.	Advertising Research	174
25.	Market and Sales Analysis Research	180
26.	Managing Marketing Research	187
27.	Ethics in Marketing Research	193
	Glossary	199

# Detailed Content

## PART I. NATURE OF MARKETING RESEARCH

**Introduction to Marketing Research:** Marketing research defined, Need for marketing research, Function of marketing research, Practice of marketing research, Manager-Researcher relationship, The Arrangement of topics in the textbook

## PART II. RESEARCH PROCESS AND DESIGN

**Scientific Method:** Scientific method and its characteristics, Styles of thinking, The thought process, Scientific method in marketing as compared to physical sciences, Terminology used in scientific method.

**Research Proposal and Design:** Basic and applied research, What is good research?, Research objectives, Types of research, Benefits of research design, Research proposal, Types of research proposal, Structuring the research proposal, Evaluating the research proposal

**The Research Process:** Steps in the research process, Problems in research process

**Types of Research:** Use of exploratory research, Design of exploratory studies, Conclusive research, Causal research, Experimentation

## PART III. SOURCES AND METHODS OF COLLECTING DATA

**Secondary Data:** The nature of secondary data, Advantages of secondary data, Disadvantages of secondary data, Evaluating secondary data, Types of secondary data

**Commercial Surveys, Audits and Panels:** Commercial surveys, Audits , Panels, Applications of Commercial Surveys, Audits and Panels

**Survey Research:** Types of interviews, Types of surveys, Criteria for the selection of a survey method, Importance of the questionnaire, Advantages of the questionnaire, Disadvantages of the questionnaire

**Instruments for Respondent Communication:** Instrument design, Overcoming instrument problems

**Experimentation:** Types of experiments on the basis of experimental settings, Factors affecting validity in experimentation, Designs of Experiments

**Data Collection and Errors:** Fieldwork Procedure, Common sources of error in fieldwork

## PART IV. MEASUREMENT IN MARKETING RESEARCH

**Measurement in Marketing Research:** Concept of measurement, Scales of measurement, Components of measurement, Accuracy, Reliability, Validity

**Attitude Measurement:** The General methods of collecting attitudinal data, The Specific methods of collecting attitudinal data, Direct response attitude scales, Measuring emotions, Choice of a scale, Derived attitude scales, Perceptual mapping, Multidimensional scaling

**Observation and Physiological Measures:** Behavioral and non-behavioral observation, Evaluation of observational method, The observer subject relationship, Conducting an observational study, Unobtrusive measures, Physiological measures

## PART V. SAMPLING AND DATA ANALYSIS

**Sampling:** The sampling terminology, The need for sampling, Characteristics of a good sample, Sampling designs, Calculation of sample size, Types of sample designs

**Preparation and Tabulation of Data:** Data editing, Variable development, Data entry, Data mining

**Tests of Significance:** Method of Hypothesis Testing, Parametric Tests, Chi Square Analysis

**Bivariate Measures of Association:** Cross tabulations, Scatter diagram, Regression analysis, Correlation analysis, Linear Discriminant Analysis, Automatic interaction detector

**Multivariate Measures of Association:** Multiple Regression, LISREL, Conjoint Analysis, Factor Analysis, Cluster Analysis

**Analysis of Variance (ANOVA):** Univariate ANOVA, Multivariate ANOVA, ANOVA for Randomized Block Design, ANOVA for Latin Square Design, ANOVA with interaction: Factorial Design , Analysis of Covariance

**Marketing Research Reports:** Role of Reports, Written Reports, Oral presentations, Presentation of Statistics, Evaluation of Reports

## **PART VI. APPLICATION OF MARKETING RESEARCH**

**Market Segmentation:** Market segment descriptors, Segment attractiveness criteria, Market strategy formulation, Methods of segmentation

**New Product Development:** The design of a product, Product testing, Test marketing

**Advertising Research:** Advertising objectives, Copy testing, Media selection, Media scheduling, Media models

**Market and Sales Analysis Research:** Market Potential Analysis, Sales Forecasting, Sales Analysis

## **PART VII. MANAGING MARKETING RESEARCH AND ETHICAL ISSUES**

**Managing Marketing Research:** Managing marketing research department, Clients' research management concern, Marketing research agencies, Resources for marketing research, Client researcher interface

**Ethics in Marketing Research:** Ethical Issues in Marketing Research, Rights of Various Entities of Research Process, Corporate Espionage