

# Contents

<b>PART I INTRODUCTION TO USES AND METHODS OF MARKETING RESEARCH</b>	<b>1</b>
1 INTRODUCTION TO MARKETING RESEARCH	3
1.1 Research and Marketing Strategy	4
1.1.1 Stages of marketing development	5
1.2 Defining Marketing Research	7
1.3. The Development of Marketing Research as a Profession	8
1.3.1 Marketing research today	9
1.4 Marketing Research and the Development of the Marketing Plan	10
1.4.1 The relationship between data, information and knowledge	12
1.5 Ethics in Marketing Research	13
1.5.1 Ethical research issues	13
1.5.2 Guidelines for conducting ethical research	14
2 RESEARCH AS A PROCESS	19
2.1 The Uses of Marketing Research	20
2.1.1 Marketing research and the organization	21
2.1.2 Research issues	21
2.2 The Research Process	23
2.2.1 Determine the research question	23
2.2.2 Sources of information	23
2.2.3 Choose the research approach	24
2.2.4 Planning the research method	24
2.2.5 Conducting research and reporting findings and recommendations	25

2.3	Research Approaches	25
2.3.1	Descriptive research	25
2.3.2	Exploratory research	26
2.3.3	Causal research	27
2.4	Research Methods	28
2.4.1	Quantitative vs. qualitative research	29
2.4.2	Research methodologies	29
3	DETERMINING THE RESEARCH QUESTION	35
3.1	Critical Thinking	36
3.1.1	Critical thinking and faulty assumptions	37
3.2	The Critical Thinking Process	38
3.2.1	Challenging assumptions	38
3.2.2	Using internal data to challenge assumptions	39
3.2.3	Generating new ideas	40
3.2.4	Making a correct assumption	40
3.3	Obtaining Internal Secondary Data to Help in Critical Thinking	42
3.3.1	Obtaining existing internal data from people	43
3.3.2	Conducting internal interviews	44
3.3.3	Deciding not to conduct additional research	44
3.4	Determining the Research Question	45
3.4.1	Decision-making process	45
3.4.2	Purpose of the research question	46
3.4.3	Research questions and research approaches	46
3.4.4	Writing the question	47
4	THE RESEARCH PROPOSAL	52
4.1	The Research Proposal	53
4.1.1	Reasons for writing a research proposal	53
4.2	Components of a Research Proposal	54
4.2.1	Components of a research proposal – the problem	54
4.2.2	Components of a research proposal – the methodology	57
4.2.3	Components of a research proposal – analysis and findings	59
4.2.4	Appendices	59

4.3	The Research Industry	61
4.3.1	Structure of internal marketing research departments	62
4.3.2	External providers of marketing research	63
4.3.3	Guidelines for choosing a research company	65
4.3.4	The global research industry	65
4.3.5	Marketing research associations	65
5	CULTURAL CONSIDERATIONS FOR MARKETING RESEARCH	69
5.1	International Marketing Research Challenges	69
5.1.1	Cross-cultural research at home	70
5.1.2	Unique research questions	71
5.1.3	Availability and comparability of secondary data	71
5.1.4	Level of cultural difference	72
5.2	Language Issues	73
5.2.1	Translation needs	73
5.2.2	Translation during the research process	74
5.2.3	Back translation	75
5.3	Hofstede's Dimensions of Culture	75
5.3.1	Power distance	77
5.3.2	Uncertainty avoidance	78
5.3.3	Individualism versus collectivism	79
5.3.4	Masculinity versus femininity	80
5.4	Marketing Ethics and Cultural Values	80
5.4.1	Stereotyping	81
5.4.2	Prejudice	82
6	CONDUCTING SECONDARY RESEARCH	86
6.1	External Secondary and Primary Research Data	86
6.1.1	Institutions that collect secondary data	87
6.1.2	Benefits of conducting secondary research	88
6.1.3	Requirements of secondary data	88
6.2	Secondary Research Issues	89
6.2.1	Secondary research on the external environment	89
6.2.2	Secondary research on the industry	90
6.2.3	Secondary research on the consumer	91
6.2.4	Organizing secondary data	92

6.3	Sources of Quantitative and Qualitative Secondary Data	92
6.3.1	Quantitative secondary data	92
6.3.2	Types of qualitative secondary data	94
6.3.3	Competitor secondary data	96
6.4	Steps in the Secondary Research Process	96
6.4.1	Finding data online	97
6.4.2	Planning the search	98
6.4.3	Online search strategy	99
6.4.4	Retrieving online information	99
6.4.5	Combining the uses of secondary and primary data	100

**PART II QUALITATIVE MARKETING RESEARCH 105**

7	CHOOSING PARTICIPANTS FOR QUALITATIVE RESEARCH	107
7.1	Choosing Participants for Qualitative Research	108
7.1.1	Focus group research participant selection issues	108
7.1.2	Interview research participant selection issues	109
7.1.3	Observation research participant selection issues	109
7.1.4	Professional recruiters	109
7.2	Constructing a Sample for Qualitative Research	110
7.2.1	Convenience sampling	110
7.2.2	Snowballing	111
7.2.3	Purposive sampling	112
7.3	The Purposive Sampling Process	113
7.3.1	Identifying characteristics	113
7.3.2	Identifying organizations or groups	113
7.3.3	An invitation to participate	115
7.4	Using Segmentation Characteristics to Develop a Profile	115
7.4.1	Choosing participants based on demographics	116
7.4.2	Psychographic characteristics	117
7.4.3	Geographic characteristics	120
7.4.4	Usage characteristics	120
8	PLANNING AND CONDUCTING FOCUS GROUPS	124
8.1	Rationale for Using Focus Group Methodology	124
8.1.1	Advantages of using focus groups	125
8.1.2	Disadvantages of conducting focus groups	126
8.1.3	Combining focus group and survey research	127

8.2	Steps in Developing the Focus Group Methodology	128
8.2.1	Focus Group Preparation	128
8.2.2	Conducting a focus group	131
8.2.3	Focus group analysis	132
8.3	Desirable Moderator Characteristics and Skills	133
8.3.1	Desirable personal characteristics	133
8.3.2	Required skills	134
8.4	Handling Group Conflict	135
8.4.1	Stages of Group Development	135
8.4.2	Focus groups using nominal grouping	135
8.5	Other Venues for Focus Groups	137
8.5.1	Videoconferencing focus groups	137
8.5.2	Online focus groups	137
9	IN-DEPTH, INTERCEPT AND EXPERT INTERVIEWS	141
9.1	The Rationale for Conducting Interview Research	141
9.1.1	Interview stages	142
9.1.2	Advantages of using interviews	142
9.1.3	Disadvantages of using interviews	144
9.2	Types of Interviews	145
9.2.1	In-depth interviews	145
9.2.2	Expert interviews	146
9.2.3	Intercept interviews	147
9.3	Writing Questions	148
9.3.1	Descriptive questions	148
9.3.2	Causal questions	148
9.3.3	Consequence questions	149
9.3.4	Non-directional questions	149
9.4	Screening Participants	149
9.4.1	In-depth interviews	150
9.4.2	Intercept interviews	150
9.4.3	Expert interviews	151
9.5	Constructing Questions	152
9.5.1	General rules on writing questions	152
9.5.2	Testing questions	153
9.5.3	Location of interviews	154

10	PROJECTIVE, OBSERVATIONAL, ETHNOGRAPHY AND GROUNDED THEORY TECHNIQUES	158
10.1	Projective Techniques	159
10.1.1	Advantages of using projective techniques	159
10.1.2	Disadvantages of using projective techniques	159
10.1.3	Types of projective techniques	159
10.1.4	The process of conducting projective research	163
10.2	Observational Research	163
10.2.1	Advantages of observational research	164
10.2.2	Disadvantages of observational research	164
10.2.3	Types of observations	164
10.2.4	Designing the observational research process	166
10.3	Ethnography Research	168
10.3.1	Advantages and disadvantages of conducting ethnographic research	169
10.3.2	The process of conducting ethnographic research	169
10.3.3	Participant involvement in ethnographic research	169
10.4	Grounded Theory	171
10.4.1	Advantages and disadvantages of conducting grounded theory	171
10.4.2	The process of conducting grounded theory	171
<b>PART III QUANTITATIVE MARKETING RESEARCH</b>		<b>175</b>
11	DETERMINING PROBABILITY SAMPLES	177
11.1	Sampling Issues	177
11.1.1	Using a census	178
11.1.2	Using a sample	178
11.1.3	Sampling errors	179
11.1.4	Nonsampling errors	179
11.2	Determining the Target Population and the Sample Frame	180
11.2.1	Sampling frame	181
11.2.2	Probability versus nonprobability sampling	182
11.3	Probability Sampling	183
11.3.1	Simple random sampling	184
11.3.2	Systematic sampling	184

11.3.3 Stratified sampling	185
11.3.4 Cluster sampling	186
11.4 Determining a Sample Size	187
11.4.1 Calculating the size of a sample	188
11.4.2 Normal distribution and variation	189
11.4.3 Calculating the sample size when estimating a population proportion	190
12 QUESTIONNAIRE DESIGN	194
12.1 Survey Research Methodology	195
12.1.1 Uses of survey research	195
12.1.2 Questionnaire development needs	196
12.2 The Questionnaire Design Process	196
12.2.1 Question topic areas	197
12.2.2 Writing the draft and management review	197
12.2.3 Coding the question answers	198
12.2.4 Pretesting the survey form	198
12.3 Writing the Question and Answers	199
12.3.1 General guidelines for question writing	200
12.3.2 Writing the answers	202
12.4 Questionnaire Layout	205
12.4.1 Question sequence	206
12.5 Electronic Survey Forms	206
12.5.1 Using technology to design new types of responses	208
13 CONDUCTING SURVEYS	212
13.1 Methods of Conducting Researcher-Administered Surveys	213
13.1.1 Researcher-administered surveys	213
13.1.2 Self-administered surveys	214
13.2 Researcher-Administered Survey Methods	214
13.2.1 Personally-administered surveys	215
13.2.2 Location of personal surveying	215
13.2.3 Computer-aided personal surveys	216
13.2.4 Researcher-administered telephone surveys	216

13.3	Methods of Conducting Self-Administered Surveys	217
13.3.1	Mail surveys	218
13.3.2	Web-based self-completion	218
13.4	Motivating Participation	219
13.4.1	Providing information to potential participants	220
13.4.2	The use of incentives	221
13.5	The Survey Process	222
13.5.1	Training survey takers	222
13.5.2	Conducting a survey	223
<b>PART IV ANALYZING AND REPORTING FINDINGS</b>		<b>227</b>
14	ANALYZING VERBAL AND OTHER QUALITATIVE DATA	229
14.1	Analysis of Quantitative versus Qualitative Data	230
14.1.1	The art of qualitative research	231
14.2	The Analysis Process	231
14.2.1	Data organization	232
14.2.2	The art of transcribing recordings	234
14.3	Coding Qualitative Data	235
14.3.1	Using coding to develop recommendations	238
14.3.2	Software tools for coding	238
14.4	Analysis of Qualitative Data Content	239
14.4.1	Consumer segments	240
14.4.2	Consumer behavior processes	240
14.4.3	Comparing and contrasting consumer traits	241
14.4.4	Development of hypotheses	241
14.4.5	Analysis of ethnographic and observational research data	241
15	ANALYZING NUMERICAL DATA	246
15.1	Measuring Differences	247
15.1.1	Scales of measurement	247
15.2	The Process of Quantitative Data Analysis	248
15.2.1	Pre-analysis of survey data	250



15.3	Data Analysis using Descriptive Statistics	251
15.3.1	Frequency	252
15.3.2	Central tendency	254
15.3.3	Dispersion measures	255
15.4	Data Analysis using Inferential Statistics	257
15.4.1	Statistical testing process	257
15.4.2	Hypothesis	257
15.4.3	Level of confidence	259
15.4.4	Chi-square tests	259
16	REPORT WRITING AND PRESENTATION	262
16.1	The Importance of a Written Report	263
16.1.1	Reasons for preparing a report	263
16.1.2	Types of research report	264
16.2	Components of a Written Report	266
16.2.1	Introduction	266
16.2.2	Research methodology	267
16.2.3	Findings and recommendations	268
16.2.4	Appendices	269
16.3	Writing a Professional Report	269
16.3.1	Using visual material	270
16.4	An Oral Presentation	271
16.4.1	Presentation structure	272
16.4.2	Presentation rules	274
16.4.3	Unforgivable sins made during presentations	274
16.4.4	Using visuals during a presentation	275
	Bibliography	280
	Index	288