## Index

academic institutions 92 academic researchers 93 Academic Search Elite 100 accuracy 89 advertising agencies 64, 67 Advertising Research Foundation 66 American Association for Public Opinion Research 66 American Marketing Association 4, 7 American Statistical Association 66 analysis and findings 59 appendices 59, 269 applied research 7, 16 assumptions 37, 38-9, 40, 50 back translation 75, 83 bar charts 271 basic research 7 blogs 99, 101 budget 60 business library 89, 97 Business Source Premier 100 cartoon completion 31, 162 categories 231, 237, 243 causal questions 148, 156 causal research approach 25, 27, 33 census 178, 191 central tendency 252, 254 checklist choice questions 203 children 13 chi-square tests 249, 259 close-ended questions 199 cluster sampling 186, 191 code of conduct 13, 16

coding 198, 207, 209, 235-6, 243, 251 competitor analysis 11 complete observer 165 complete participant 166 completeness of forms 250 component sorts 162, 173 computer-aided personal surveys 216, 225 concepts 237, 244 confidence 188 consequence questions 149, 156 consumer behavior processes 26, 28, 48, 71, 240 consumer segments 240 consumers 21-2, 80 contextualism 81, 83 continuous variables 260 convenience sample 110, 122 corporate marketing departments 10 Council for American Survey Research **Organizations** 66 Council for Marketing and Opinion Research 66 covering letter 220 credibility 89, 101 critical thinking 37-8, 50 cross-tabulation 253 cross-cultural research 70 cultural dimensions 73, 83 environment 77 groups 70 values 72, 80 custom research firms 64-5, 67 customer complaint forms 43 customer database 43

data entry testing 199 data entry 180, 205-1 data organization 232 deception 14 decision-making process 45, 50 declarative research question 46 demographics 116 descriptive questions 148, 156 descriptive research 24-6, 33, 57 descriptive statistics 251 design errors 179 design preferences 71 determining sample 188 dichotomous choice 202, 209 discrete variables 260 dispersion 252, 255 distribution 22, 48 documentation 60 educational institutions 87 electronic survey forms 206, 218, 249 electronically scanned 251 email 59, 217-8 emotional makeup 77 employee research report 264 environmental analysis 11 ethics 13, 16, 80, 168 ethnic groups 90, 131, 153, 162, 168 ethnographic research 32-3, 168-9, 173, 234, 241 European Automobile Manufacturers Association 87 executive summary 267, 277 expert interview 30, 146, 151, 156 exploratory research 24-26, 33, 57 external environment 21, 33l, 89, 98 external research provider 61, 63, 65 false assumption 39 fill-in-the-blanks questions 202

finance department 43 financial records 43 findings and recommendations 25, 268 focus group 27, 30, 78–9, 116, 124, 139, 232–3 advantages 125 analysis 132 conducting 131 disadvantages 126 methodology 128 online 137 participant 108 preparation 128 script 130, 139 follow-up questions 14, 30 126, 143 forced choice questions 202, 209 formal presentation 59 frequency 249, 252 F-test 249

geographic characteristics 120 global research industry 65–6 government agencies 87, 92, 94 grounded theory 23–3, 171, 173 group dynamics 134–5

hand-held devices 30 highlighting 237 Hofstede's dimensions of culture 75 human resources department 43 hypothesis 26, 33, 125, 143, 145, 241, 257

images 230 incentives 114, 122, 221 in-depth interview 30, 145, 150, 156 indexing 265 individualism versus collectivism 79, 81 inferential statistics 257 information 12, 33 intercept interview 30, 147, 150, 156 internal data 27, 38, 42, 50, 53 internal interviews 42, 44 internal research 45 internet 26 interrogative research question 46 interval scale 248, 260 interview 30, 78, 141-44 participant selection 109 stages 142

interviewer 144 invitation to participate 115 JSTOR (Scholarly Journal Archive) 100 key words 99 knowledge 12, 33 language 72-3, 221 letter of transmittal 265 level of confidence 259 level of cultural difference 72 LexisNexis Academic 100 life insurance 6 lifestyle publications 95 Likert scale 248 line charts 271 local research firms 73 location 131, 137, 154, 215 mail surveys 218 management report 264, 277 management 231 Market Research Society 66 market segment 22, 24 marketing concept 6, 16 marketing department 21 marketing information database 42, 92 marketing plan 11, 16 marketing research association 65-7 marketing research 16 definition 7 departments 21, 62 firms 92, 94 international 69 marketing research job responsibilities 10 marketing staff report 264 marketing, definition 4 masculinity versus feminity 80-1 mean of population 186 mean 254 median 254 methodology 54, 57, 71, 199 mode 254 moderator 30, 126, 129, 139 characteristics and skills 133-4

motivating participation 219-20 multiple choice 203 networking 96 nominal grouping technique 135-7, 139 nominal scale 247, 260 non-directional questions 149, 156 nonprobability sampling 24, 192 nonprofit organizations 20, 30, 53 nonrandom sampling 108 nonsampling errors 179, 192 normal distribution 189 observational research 14, 16, 33, 163, 173 data 241 form 167, 233 participant selection 109 process 166, 168-9 observations 31 observer training 167 online research 26, 89, 98, 276 online search engines 99 online sites 138 online sources of data 71, 97 online survey software packages 218 open-ended questions 29, 200, 248, 251 oral presentation 271 ordinal measurement scale 247, 260 organization chart 63 outline 272 participant identifying organizations or groups 113 interaction 126 involvement 169 report 265, 277 testing 199 participant profile 108, 116, 122, 139, 150 participating observer 166 personalized webpage sites 99, 101 personally-administered surveys 215 Pharmaceutical Marketing Research Group 66 phone calls 59 pie charts 271 planning 36 population 180, 190, 192

postal codes 187 power distance 77, 81, 83 PowerPoint 275-6 pre-analysis 250 precision 188 prejudice 82-3 preliminary report 263, 278 presentation rules 274 presentation structure 272 pretesting 198 pricing 49 primary data 23-4 primary research needs 53 privacy 26 PRIZM 118 probability sampling 24, 182, 192 product development 8, 125 production concept 5, 17 production department 43 professional recruiters 109, 122 projective research process 163-4 projective techniques 31, 79, 33, 115, 159, 173, 233 promotion 24, 4 proportionate sampling 186 proposal timeline 60 psychographic 117 purposive sampling 110, 112, 113, 122

qualitative data analysis 233
Qualitative Research Consultants Association 66
qualitative research 17, 26, 28–9
quantitative data analysis 248
question sequence 206
question writing guidelines 200
questionnaire design process 196
questionnaire layout 205

random number generator or table 184 range 255 ranking choice question 204, 210 rapport 132 rating question 204 ratio scale 248, 260 recommendations 25 recommendations, developing 238 relevance 89 reporting research findings 75 research approach 24-5, 46 deliverables 59 problem 54 proposal 17, 53, 67 research data, secondary and primary 86 research industry 61, 90 Research Industry Coalition 66 research method 24, 28-9, 268 research methodology, adapting 81 research objective 54, 56, 268 research plan 24 research process 23 research question 23-4, 26, 33, 37, 40, 45-6, 50, 53-54, 56, 71 researcher-administered survey 213, 225 response rate 219 revenue 53 routing 206-7, 210

sales concept 5, 17 sample selection process 268 sample size 187 sample 24, 27-8, 33, 178 sampling errors 179, 192 sampling frame 181 scales of measurement 247 scientific methods 9 screening participants 149 screening questions 114, 224 search terms 101 secondary data 23-4, 33, 71, 92, 96 secondary research process 101 segmentation characteristics 115, 129 selection errors 180 self-administered surveys 214, 225 self-reference criterion 76, 84 semantic difference scale 248 sentence completion 31, 161 simple random sampling 184, 192 skip interval 184, 192 small businesses, 20, 27, 30, 43, 53, 63

snowball sampling 110-11 social sciences 9, 14 software tools for coding 238 specialized marketing research firms 9 specification errors 179 SPSS 251 standard deviation 256 standard error 258 statement of confidentiality 60 statistical testing process 249, 257 stereotyping 81, 84 story completion 161 stratified sampling 185, 192 survey process 222 survey questions 79 surveys 25-6, 28-9, 127, 195 syndicated research firm 64, 67 systematic sampling 184, 192

tables 270 target market 49 target population 180 technology 30, 170, 208, 216 telephone surveys 216 testing questions 153 thematic appreciation tests 162, 173 themes 27 trade associations 92–3, 100–1 trade publications 95 training survey takers 222 transcribing tapes 234–5, 244 translation 73–4 Tuckman's stages of group development 135

uncertainty avoidance 78, 81, 84 unstructured questions 156 usage characteristics 120 validity 250 VALS (Values, Attitudes and Lifestyles) 118 variance 188–9, 256 verbal data 230 videoconferencing focus groups 137 videos 25, 263, 278 visual material 270, 273, 275, 278 voter registration list 218

websites 43, 95, 100
word association 31, 160
World Association of Opinion and Marketing Research Professionals 66
WorldCat 100
writing questions 148
writing questions, general rules 152
writing the answers 202
written report 263
written report, components 265

Z-score 189, 258 Z-test 257