Marketing Research

MEANING, MEASUREMENT, AND METHOD

TECHNISCHE HOCHSCHULE DARMSTA
Fochbereich 1
Gesamtbiblicthek
Betriebswirtschollsleh e
Inveniar-Nr. : 16.350
Abstell-Nr. : A 28/624
Sachgebiete:
5
00244.084

Contents

1. Marketing Research and Decision Making

Role of Research in Marketing Management 2 Information and Decision Making 3 Marketing Research and Marketing Information Systems 9 Organization of the Marketing Research Function 12 Summary 18 Questions and Problems 19 Selected Bibliography 20 Cases 21

2. Meaning and Research

Relevance of Information for Decision Making 37 Accuracy of Information 51 Summary 58

vii

ì

36

Questions and Problems 59 Selected Bibliography 61 Cases 61

3. Value and Cost of Information

A Decision About Test Marketing a New Product 69 The Traditional Method of Making the Decision of Whether to Do Research 71 Some Probability Concepts 72 Evaluation of Information—Decision Analysis Approach 76 Decision Trees and EMVII 81 Correspondence of Traditional and Decisional Analysis Approaches 87 Summary 88 Questions and Problems 88 Selected Bibliography 92 93 Cases

4. Research Design

The Steps in Research Design 102
Secondary Data 116
Research Design and Error Minimization 122
Research Design and Research Goals 128
Summary 131
Questions and Problems 132
Selected Bibliography 134
Cases 135

5. Sampling and Research: The Sampling Process 150

Census Versus Sample 151 The Sampling Process 153 The Selection of a Sample—An Actual Situation 169 Summary 169 Questions and Problems 169 Selected Bibliography 170 Cases 171 68

6. Sampling and Research: Determining Sample Size

The Sampling Distribution 178 Traditional Methods of Determining Sample Size 186 Bayesian Method of Determining Sample Size 198 Determining the Size of Nonprobability Samples 199 Summary 202 Questions and Problems 203 Selected Bibliography 205 Cases 206

7. Measurement and Research: Concepts of Measurement

Concept of Measurement 211 Scales of Measurement 216 Components of Measurements 221 Concepts of Validity and Reliability 224 Summary 232 Questions and Problems 232 Selected Bibliography 233 Cases 234

8. Measurement and Research: Questionnaire Design

Nature of Questionnaire Design 240 **Preliminary Decisions** 252 Decisions About Question Content 254 **Decisions Concerning Question Phrasing** 264 Decisions About the Response Format 269 0 Decisions Concerning the Question Sequence 277 Physical Characteristics of the Questionnaire 278 Decisions About the Pretest 279 Summary 279 Questions and Problems 280 Selected Bibliography 281 Cases 282

177

210

Contents

9. Measurement and Research: Observation, Depth Interviews, Projective Techniques, and Case Analyses

Observation 302 Depth Interviews and Projective Techniques 311 Case Analyses 323 Summary 324 Questions and Problems 325 Selected Bibliography 326 Cases 326

10. Measurement and Research: Attitude Scales **332**

The Nature of Attitudes 333 Rating Scales 334 Attitude Scales 343 Multidimensional Scaling 355 Which Scale to Use? 358 Attitudes and Marketing Decisions 359 Summary 361 Questions and Problems 362 Selected Bibliography 363 Cases 364

11. Survey Research, Panels, and *Ex Post Facto* Research

Survey Research 373 Panels 397 Ex Post Facto Research 401 Summary 403 Questions and Problems 405 Selected Bibliography 405 Cases 406

12. Experimentation

The Nature of Experimentation429Experimental Designs436Experimental Environment452

372

301

Contents

Experimentation and Decision Making 462 Summary 463 Questions and Problems 464 Selected Bibliography 466 Cases 466

13. Analysis of Data: Data Reduction

A Survey of Bread Purchase and Consumption Patterns 478 Data Reduction 480 Summary 503 Questions and Problems 503 Selected Bibliography 506

14. Analysis of Data: Statistical Techniques 507

Findings of Bread Purchase and Consumption Patterns Study 508 Statistical Estimation 512 Hypothesis Tests 518 Analyzing Association of Two or More Variables 525 Summary 543 Questions and Problems 544 Selected Bibliography 547 Cases 548

15. Demand Analysis

Market Segmentation Research 553 Estimation of Market Potential 578 Estimation of Market Share 585 Sales Analysis 586 Evaluating Sales Effects of Changes in Marketing Variables 586 Surveillance of Competitors 587 Summary 587 **Questions and Problems** 591 Selected Bibliography 592 Cases 593

16. Forecasting

Methods of Forecasting 609 Error Costs and the Value of Forecasts 639 477

608

640 Choice of Forecasting Model Evaluation of Forecasts 641 Summary 643 Questions and Problems 643 Selected Bibliography 649 Cases 650

17. The Control, Evaluation, and Reporting of Marketing Research

Control and Evaluation 658 Reporting Research Results 661 Summary 670 Questions and Problems 671 Selected Bibliography 672 Cases 672

18. Ethical Issues in Marketing Research 675

The Nature of Ethical Issues in Marketing Research 677 Corporate Espionage 693 Summary 696 Questions and Problems 697 Selected Bibliography 698 Cases 698

Appendixes

Appendix A: Sample Size Determination: Two Additional Methods 703 Appendix B: Area Under Normal Curve 713 Appendix C: Table of Present Values 715

Appendix D: Table of Values of Chi Square 717

Appendix E: Table of Random Numbers 719

Appendix F: Percentiles of the *t* Distribution 720

Index

657