MARKETING RESEARCH

NINTH EDITION

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We wish to thank our spouses, Jeanne and Greg. Our spouses sacrificed much in order to allow us to work on our book. We are fortunate in that, for both of us, our spouses are our best friends and smiling supporters.

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Preface

New To This Edition

While *Marketing Research*, 9th edition, has a great many "tried and true" features and elements refined over the previous eight editions, we are vigilant to the major trends transforming the marketing research industry. These changes include the widespread adoption of infographics, the use of dashboards and data visualization techniques, the emergence of robust qualitative research techniques, a pronounced shift toward mobile marketing research, an increased reliance on standardized ("packaged") research, the use of social media data, the impact of big data, the automation of many research procedures, and an emphasis on story-telling when communicating insights.

In preparation for the writing of the 9th edition, we conducted a survey of our 8th edition adopters and determined the desirability of change (more, same, less, delete) for every aspect of that edition. As a result, we have retained many of the strengths of our textbook, and we have modernized the 9th edition with improvements such as the following:

- Expanded packaged data coverage, with two new case studies involving the analysis of Nielsen data: one with consumer panel data (Chapter 4) and one with point-of-sales (scanner) data (Chapter 5)
- A greater emphasis on the impact of Big Data, including sources, uses, analytics, and the enormous responsibilities that come with gathering, storing, and using data (Chapter 5)
- Increased coverage of qualitative research techniques, including marketing research online communities (MROCs) and mobile applications (Chapter 6)
- A new section on analyzing qualitative data with applications for social media data (Chapter 6)
- Revised sample methods chapter to include companies that are selling access to their consumer panels (Chapter 9)
- Attention to methods that enhance the communication of research insights, including infographics, videos, and immersive techniques (Chapter 16)
- Increased discussion of communicating insights throughout companies, with methods such as dashboards, data visualization techniques, and the use of key performance indicators (KPIs) (Chapter 16)
- All new chapter opening vignettes with contemporary marketing research company descriptions
- Revised and updated integrated case with dataset that allows the application of new skills as they are introduced throughout the text

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CASE 4.2

Analysis of Coffee Segments with Nielsen Panel Data

Note: To access the full data set for this case, go to http://www.pearsonhighered.com/burns and click on the link for the Companion Website for Marketing Research, ninth edition. The name of the data set is "Nielsen Panel Coffee Case Data." The data for this case was provided by Nielsen. The name of the supermarket, brands, and other details have been disguised.

Andresa Drake is a research analyst for McConnell's Supermarket, a large supermarket chain located in the Southeast of the U.S. (note: the supermarket's name and other details have been disguised). Andresa has been assigned to examine the category of coffee for McConnell's and determine what segments the supermarket should target for an upcoming marketing campaign. Specifically, Andresa is interested in who drinks the four major types of coffee: coffee pods, gourmet, ground, and organic. To help with this decision, Andresa has access to panel data from Nielsen, a large marketing research company.

Answer the following questions, using the data from the tables and graphs provided by Nielsen that display information about the purchase of coffee at McConnell's Supermarket for the last 12 months.

1. Table A and Table B have information about the occupation of consumers in the area that McConnell's serves. Table A shows the information for the whole category of coffee (total coffee). Table B shows the information for the category of organic coffee.

What consumer segments should be targeted for an upcoming marketing campaign for coffee?

1a. What conclusions can you draw about the people who live within the retailer area, shop at McConnell's, and purchase coffee from Table A and Table B? Why are the columns "% of Population in the Retail Area" and "% of Population that Shop at McConnell's" the same in Table A and Table B?

1b. What conclusions can you draw about the occupation of the head of household for people that shop for coffee (all coffee) versus organic coffee?

1c. Based on occupation, what consumer should McConnell's target to reposition the coffee category?

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10 — Determining the Size of a Sample

LEARNING OBJECTIVES

In this chapter you will learn:

- 10-1 Several axioms about sample size
- 10-2 What it means to compute sample size using the confidence interval method
- 10-3 How to compute sample size using the sample size formula
- 10-4 Practical considerations when determining what sample size to use
- 10-5 Why most alternative methods to determine sample size are undesirable
- 10-6 Three special situations for determining sample size: sampling small populations, using nonprobability sample methods, and using a panel company

"WHERE WE ARE"

1. Establish the need for marketing research.
2. Define the problem.
3. Establish research objectives.
4. Determine research design.
5. Identify information types and sources.
6. Determine methods of accessing data.
7. Design data collection forms.
8. Determine the sample plan and size.
9. Collect data.
10. Analyze data.
11. Communicate insights.

Connecting the Data to Uncover the Best Countries in the World

About Lightspeed

Quality-seeking researchers, marketers and brands choose Lightspeed as their trusted global partner for digital data collection. Lightspeed's innovative technology, proven sampling methodologies and operational excellence facilitate a deep understanding of consumer opinions and behavior. They empower clients by capturing actionable data that illuminates issues.

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CHALLENGE

What makes a country great? Education? Economic strength? Political system? What makes a country the best?

Finding the best country in the world would mean collecting moments and connecting many different voices and cultures in an authentic way. For an inaugural study released in 2016, WPP's brand strategy firm BAV Consulting turned to Lightspeed as the exclusive data partner for the project.

An extensive global panel was needed for *U.S. News & World Report's* 2016 Best Countries rankings. The study and model used to score and rank countries was developed by BAV Consulting and The Wharton School of the University of Pennsylvania, in consultation with *U.S. News & World Report*. An understanding of how to build representative samples for different parts of the world, in the correct language and suitable for the respondent's device of choice would be critical to the project's success.

SOLUTION

Insights are only as good as the data collected, and for a robust global study this means connecting the dots along the way. It's about

MARKETING RESEARCH INSIGHT 13.5   *Ethical Consideration*

MARKETING RESEARCH INSIGHT 13.1   *Practical Application*

MARKETING RESEARCH INSIGHT 13.2   *Digital Marketing Research*

MARKETING RESEARCH INSIGHT 13.3   *Global Application*

How to Graph ANOVA Post Hoc Analysis Significant Differences

Post hoc analysis such as Duncan's Multiple Range Test are invaluable in untangling significant differences when several variables are being analyzed with one-way analysis of variance. Here is a practical example based on a survey of beef consumers in Poland. Researchers seeking to aid Polish beef producers[10] conducted a survey of 501 consumers who had the primary responsibility for purchasing food for the household, and who indicated that they consumed beef at least once per week. Among other factors, the researchers asked about use of and interest in beef, motives for buying beef, factors that may encourage consumers to consume more beef, and a number of demographic factors. Based on prior knowledge of beef consumption in Poland, the researchers identified three different market segments: Enthusiasts, who have positive attitudes toward beef consumption and are heavy buyers of beef; Conservatives, who have neutral attitudes toward beef and are moderate buyers of beef; and

Ultra-conservatives, who are generally disinterested in beef information or purchase.

One section of the questionnaire asked for respondents' reactions to a number of factors that might encourage them to purchase more beef. They responded using a 7-point scale where 1 = "It definitely would not encourage me to increase my beef consumption," and 7 = "It definitely would encourage me to increase my beef consumption." Using one-way ANOVA, the researchers found ten factors with significant differences between the market segments. The following graph portrays the mean of each market segment for each of the ten factors.

This graph is misleading because it suggests that there are statistically significant differences for all three segment averages for each of the ten different factors. Fortunately, the researchers performed post hoc analyses and reported their findings. With a three-group post hoc analysis for a

Factors Encouraging More Beef Eating: Misleading Graph

— Enthusiast   — Conservative   — Ultra conservative

- Over 50% new and/or revised end-of-chapter cases
- Updated content in "Marketing Research Insight" elements throughout the text, including these specific features:
  - ❍ Practical Application
  - ❍ Digital Marketing Research
  - ❍ Global Application
  - ❍ Ethical Consideration
- Revised active learning exercises within all chapters, including practical applications such as using Google Analytics to track user behavior (Chapter 5) and creating an infographic with PowerPoint (Chapter 16).
- Modernized end-of-chapter Review Questions/Applications
- Updated call-outs for YouTube videos within all chapters, marked with a marginal YouTube icon
- Revised "Synthesize Your Learning" challenges which integrate material across 3 or 4 chapters
- A new Job Skills Learned section at the end of each chapter that spells out how the information learned in each chapter can be applied in the workplace

Solving Teaching and Learning Challenges

The 9th edition carries on the successful formula embodied in the level, voice, and writing style of previous editions of *Marketing Research.* Specifically, this is an undergraduate textbook that utilizes conceptual rather than theoretical or statistical concepts in teaching marketing research. It is written with an emphasis on the practical application of marketing research methods with the goal that students will be able to perform and interpret them. Because IBM SPSS is the industry mainstay, this textbook makes liberal use of annotated screen captures of clickstreams for SPSS analyses as well as annotated images of SPSS output for each analysis. Additionally, there is an integrated case, Auto Concepts, and an SPSS dataset referred to throughout the textbook.

The key features of this textbook are:

- Integration of IBM SPSS, the industry standard, so students will have relevant job skills
- Annotated screen shots of SPSS commands and output so students can perform and interpret analyses with a minimum of computer training. Additionally, the SPSS Student Assistant is a set of videos on how to use SPSS
- Integrated case—Auto Concepts—and dataset enabling students to observe and participate in a complete marketing research project
- Multiple examples of practical marketing research techniques including digital/mobile, global, ethical, and case study applications
- Coverage of emerging trends and technologies shaping contemporary marketing research practice, including panel companies, data visualization, infographics, dashboards, qualitative and mobile developments, and the notion of "insights"

JOB SKILLS LEARNED IN CHAPTER 1

By learning the material in Chapter 1, you have developed:
Critical Thinking Skills

- Determine when it is important to use marketing research
- Decide what type of marketing research is needed

Knowledge Applications & Analysis Skills

- Articulate the relationship of marketing research to marketing
- Explain how the components of a marketing information system can be integrated for better decisions

Developing Employability Skills

The authors are very cognizant that today's students are keenly focused on job skills. Casting education as the acquisition of job skills enables instructors to stimulate, motivate, excite, and impel students to focus on and master subject matter which they believe is valuable to accomplishment of their career goals. With the 9th edition of *Marketing Research*, we have added a new element,

"Job Skills Learned," at the end of each chapter which identifies specific skills acquired in that chapter. These skills are listed under the headings of: communication, critical thinking, knowledge application and analysis, information technology and computing skills, data literacy, and ethics.

Instructor Teaching Resources

Supplements Available to Instructors at www.pearsonhighered.com	Features of the Supplement
Instructor's Manual Authored by Susan Schanne from Eastern Michigan University	• Chapter-by-chapter summaries • Examples and activities not in the main book • Teaching tips • Solutions to all questions and problems in the book
Datasets	• Two comprehensive Nielsen datasets in Excel, one involving point-of-sales coffee data and one involving panel coffee data • SPSS dataset for the integrated case, Auto Concepts, and separate SPSS dataset for L'Experience Restaurant case study
SPSS Student Assistant	• Menu-driven set of videos that show students how to use basic SPSS features and the several statistical analyses that are covered in the textbook.
Test Bank	Multiple-choice, true/false, short-answer, and graphing questions with these annotations: • Difficulty level (1 for straight recall, 2 for some analysis, 3 for complex analysis) • Type (Multiple-choice, true/false, short-answer, essay) • Topic (The term or concept the question supports) • Learning outcome • AACSB learning standard (Written and Oral Communication; Ethical Understanding and Reasoning; Analytical Thinking; Information Technology; Interpersonal Relations and Teamwork; Diverse and Multicultural Work; Reflective Thinking; Application of Knowledge)
Computerized TestGen	TestGen allows instructors to: • Customize, save, and generate classroom tests • Edit, add, or delete questions from the Test Item Files • Analyze test results • Organize a database of tests and student results.
PowerPoint Authored by Don Sciglimpaglia from San Diego State University	Slides include all the graphs, tables, and equations in the textbook. PowerPoints meet accessibility standards for students with disabilities. Features include, but are not limited to: • Keyboard and Screen Reader access • Alternative text for images • High color contrast between background and foreground colors

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Ann Veeck is Professor of Marketing at Western Michigan University. She received her Ph.D. in business, with a major in marketing and a minor in statistics, from Louisiana State University and her Master of Marketing Research degree from the University of Georgia. She has taught marketing research and marketing analytics courses to thousands of undergraduate and M.B.A. students for 20 years—using this marketing research text, of course. The focus of her research is family and food consumption patterns in developing nations, with an emphasis on China. She has also published extensively on best learning practices in marketing. She has received the top Haworth College of Business awards in both teaching and research, as well as a national award for innovative teaching from the Marketing Management Association. Ann lives in Kalamazoo, Michigan, with her husband, Gregory Veeck.

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