

# 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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# Brief Contents

*Preface* xxi

- Chapter 1** Introduction to Marketing Research 2
  - Chapter 2** The Marketing Research Industry 20
  - Chapter 3** The Marketing Research Process and Defining the Problem and Research Objectives 38
  - Chapter 4** Research Design 60
  - Chapter 5** Secondary Data and Packaged Information 88
  - Chapter 6** Qualitative Research Techniques 120
  - Chapter 7** Evaluating Survey Data Collection Methods 154
  - Chapter 8** Understanding Measurement, Developing Questions, and Designing the Questionnaire 190
  - Chapter 9** Selecting the Sample 228
  - Chapter 10** Determining the Size of a Sample 254
  - Chapter 11** Dealing with Fieldwork and Data Quality Issues 282
  - Chapter 12** Using Descriptive Analysis, Performing Population Estimates, and Testing Hypotheses 314
  - Chapter 13** Implementing Basic Differences Tests 354
  - Chapter 14** Making Use of Associations Tests 384
  - Chapter 15** Understanding Regression Analysis Basics 416
  - Chapter 16** Communicating Insights 446
- Name Index* 481
- Subject Index* 487

# Contents

Preface xxi

## Chapter 1 Introduction to Marketing Research 2

### 1-1 Marketing Research Is Part of Marketing 4

The Philosophy of the Marketing Concept Guides Managers' Decisions 6

Creating the "Right" Marketing Strategy 6

### 1-2 What Is Marketing Research? 7

Is it Marketing Research or Market Research? 7

The Function of Marketing Research 7

### 1-3 What Are the Uses of Marketing Research? 8

Identifying Market Opportunities and Problems 8

Generating, Refining, and Evaluating Potential Marketing Actions 8

Selecting Target Markets 8

Product Research 9

Pricing Research 9

Promotion Research 9

Distribution Research 9

Monitoring Marketing Performance 9

Improving Marketing as a Process 11

Marketing Research Is Sometimes Wrong 11

### 1-4 The Marketing Information System 12

Components of an MIS 13

Internal Reports System 13

Marketing Intelligence System 13

Marketing Decision Support System (DSS) 13

Marketing Research System 14

### 1-5 Job Skills 15

Summary 15 • Key Terms 16 • Review Questions/  
Applications 16

### Case 1.1 Starbucks and Tea Sales 17

### Case 1.2 Integrated Case: Auto Concepts 18

Endnotes 18

## Chapter 2 The Marketing Research Industry 20

### 2-1 Evolution of an Industry 22

Earliest Known Studies 22

Why Did the Industry Grow? 22

The 20th Century Led to a "Mature Industry" 23

Marketing Research in the 21st Century 23

### 2-2 Who Conducts Marketing Research? 23

Client-Side Marketing Research 23

Supply-Side Marketing Research 24

- 2-3 The Industry Structure 24**
  - Firm Size by Revenue 24
  - Types of Firms and Their Specialties 25
  - Industry Performance 25
- 2-4 Challenges to the Marketing Research Industry 27**
  - The Need to Incorporate Innovative and Evolving Sources of Data and Methods 27
  - The Need to Effectively Communicate Insights 28
  - The Need to Hire Talented and Skilled Employees 29
- 2-5 Industry Initiatives 29**
  - Best Practices 29
  - Maintaining Public Credibility of Research 29
  - Monitoring Industry Trends 30
  - Improving Ethical Conduct 31
- 2-6 Industry Standards and Ethics 31**
  - Certification of Qualified Research Professionals 33
  - Continuing Education 33
- 2-7 A Career in Marketing Research 33**
  - Where You've Been and Where You're Headed! 34
  - Summary 35 • Key Terms 35 • Review Questions/ Applications 35
- Case 2.1 Pinnacle Research 36**
  - Endnotes 37

## **Chapter 3 The Marketing Research Process and Defining the Problem and Research Objectives 38**

- 3-1 The Marketing Research Process 40**
  - The 11-Step Process 40
  - Caveats to a Step-by-Step Process 41
    - Why 11 Steps? 41
    - Not All Studies Use All 11 Steps 41
    - Steps Are Not Always Followed in Order 41
  - Introducing "Where We Are" 41
  - Step 1: Establish the Need for Marketing Research 41
    - The Information Is Already Available 42
    - The Timing Is Wrong 42
    - Costs Outweigh the Value 42
  - Step 2: Define the Problem 43
  - Step 3: Establish Research Objectives 43
  - Step 4: Determine Research Design 43
  - Step 5: Identify Information Types and Sources 44
  - Step 6: Determine Methods of Accessing Data 44
  - Step 7: Design Data Collection Forms 44
  - Step 8: Determine the Sample Plan and Size 44
  - Step 9: Collect Data 45
  - Step 10: Analyze Data 45
  - Step 11: Communicate the Insights 45
- 3-2 Defining the Problem 46**
  - 1. Recognize the Problem 46
    - Failure to Meet an Objective 46
    - Identification of an Opportunity 47

2. Understand the Background of the Problem	48
Conduct a Situation Analysis	48
Clarify the Symptoms	49
Determine the Probable Causes of the Symptom(s)	49
3. Determine the Decision Alternatives	50
4. Formulate the Problem Statement	50
<b>3-3 Research Objectives</b>	<b>50</b>
Using Hypotheses	51
Defining Constructs	52
<b>3-4 Action Standards</b>	<b>52</b>
Impediments to Problem Definition	53
<b>3-5 The Marketing Research Proposal</b>	<b>53</b>
Ethical Issues and the Research Proposal	55
Summary	55
• Key Terms	56
• Review Questions/ Applications	56
<b>Case 3.1 Good Food Institute</b>	<b>57</b>
<b>Case 3.2 Integrated Case: Auto Concepts</b>	<b>58</b>
Endnotes	59

## Chapter 4 Research Design 60

<b>4-1 Research Design</b>	<b>62</b>
Why Is Knowledge of Research Design Important?	62
<b>4-2 Three Types of Research Design</b>	<b>63</b>
Research Design: A Caution	63
<b>4-3 Exploratory Research</b>	<b>63</b>
Uses of Exploratory Research	64
Gain Background Information	64
Define Terms	64
Clarify Problems and Hypotheses	64
Establish Research Priorities	65
Methods of Conducting Exploratory Research	65
Secondary Data Analysis	65
Experience Surveys	65
Case Analysis	65
Focus Groups	66
<b>4-4 Descriptive Research</b>	<b>67</b>
Classification of Descriptive Research Studies	67
<b>4-5 Causal Research</b>	<b>70</b>
Experiments	70
Experimental Design	72
Before-After Testing	73
A/B Testing	74
How Valid Are Experiments?	75
Types of Experiments	76
<b>4-6 Test Marketing</b>	<b>78</b>
Types of Test Markets	78
Standard Test Market	78
Controlled Test Markets	78
Simulated Test Markets	78
Selecting Test-Market Regions	79
Pros and Cons of Test Marketing	80

Summary 81 • Key Terms 82 • Review Questions/  
Applications 82

**Case 4.1 Memos from a Researcher 83**

**Case 4.2 Analysis of Coffee Segments with Nielsen Panel  
Data 84**

Endnotes 86

## **Chapter 5 Secondary Data and Packaged Information 88**

**5-1 Big Data 89**

**5-2 Primary Versus Secondary Data 90**

Uses of Secondary Data 90

**5-3 Classification of Secondary Data 93**

Internal Secondary Data 93

External Secondary Data 94

Published Sources 96

Official Statistics 97

Data Aggregators 98

**5-4 Advantages and Disadvantages of Secondary Data 98**

Advantages of Secondary Data 98

Disadvantages of Secondary Data 99

Incompatible Reporting Units 99

Mismatched Measurement Units 99

Unusable Class Definitions 99

Outdated Data 99

**5-5 Evaluating Secondary Data 100**

What Was the Purpose of the Study? 100

Who Collected the Information? 100

What Information Was Collected? 101

How Was the Information Obtained? 101

How Consistent Is the Information with Other Information? 101

**5-6 What Is Packaged Information? 102**

Syndicated Data 102

Packaged Services 103

**5-7 Advantages and Disadvantages of Packaged Information 103**

Syndicated Data 103

Packaged Services 103

**5-8 Applications of Packaged Information 104**

Measuring Consumer Attitudes and Opinions 104

Identifying Segments 104

Monitoring Media Usage and Promotion Effectiveness 105

Tracking Sales 105

**5-9 Digital Tracking Data 106**

**5-10 Social Media Data 108**

Types of Social Media Information 108

Reviews 108

Tips 108

New Uses 109

Competitor News 109

Advantages and Disadvantages of Social Media Data 109

Tools to Monitor Social Media 109

**5-11 Internet of Things 110**



**5-12 Big Data and Ethics 111**

Summary 113 • Key Terms 114 • Review Questions/  
Applications 114

**Case 5.1 The Men's Market for Athleisure 115****Case 5.2 Analyzing the Coffee Category with POS Syndicated Data 116**

Endnotes 118

**Chapter 6 Qualitative Research Techniques 120****6-1 Quantitative, Qualitative, and Mixed Methods Research 121**

Types of Mixed Methods 123

**6-2 Observation Techniques 124**

Types of Observation 124

Direct Versus Indirect 125

Covert Versus Overt 125

Structured Versus Unstructured 125

In Situ Versus Invented 126

Appropriate Conditions for the Use of Observation 126

Advantages of Observational Data 126

Limitations of Observational Data 127

**6-3 Focus Groups 127**

How Focus Groups Work 128

Online Focus Groups 129

Operational Aspects of Traditional Focus Groups 129

How Many People Should Be in a Focus Group? 129

Who Should Be in the Focus Group? 130

How Many Focus Groups Should Be Conducted? 130

How Should Focus Group Participants Be Recruited and Selected? 130

Where Should a Focus Group Meet? 131

When Should the Moderator Become Involved in the Research Project? 131

How Are Focus Group Results Used? 131

What Other Benefits Do Focus Groups Offer? 132

Advantages of Focus Groups 132

Disadvantages of Focus Groups 132

When Should Focus Groups Be Used? 132

When Should Focus Groups Not Be Used? 132

Some Objectives of Focus Groups 132

**6-4 Ethnographic Research 133**

Mobile Ethnography 134

Netnography 134

**6-5 Marketing Research Online Communities 135****6-6 Other Qualitative Research Techniques 137**

In-Depth Interviews 137

Protocol Analysis 138

Projective Techniques 139

Word-Association Test 139

Sentence-Completion Test 139

Picture Test 139

Cartoon or Balloon Test 140

Role-Playing Activity 140

- Neuromarketing 140
- Neuroimaging 141
- Eye Tracking 141
- Facial Coding 142
- The Controversy 142
- Still More Qualitative Techniques 142
- 6-7 The Analysis of Qualitative Data 143**
  - Steps for Analyzing Qualitative Data 143
  - Using Electronic Tools to Analyze Qualitative Data 146
- Summary 148 • Key Terms 149 • Review Questions/  
Applications 149
- Case 6.1 Mumuni Advertising Agency 150**
- Case 6.2 Integrated Case: Auto Concepts 151**
- Endnotes 151

**Chapter 7 Evaluating Survey Data Collection Methods 154**

- 7-1 Advantages of Surveys 156**
- 7-2 Modes of Data Collection 156**
  - Data Collection and Impact of Technology 156
  - Person-Administered Surveys 160
    - Advantages of Person-Administered Surveys 160
    - Disadvantages of Person-Administered Surveys 161
  - Computer-Assisted, Person-Administered Surveys 161
    - Advantages of Computer-Assisted Surveys 162
    - Disadvantages of Computer-Assisted Surveys 162
  - Self-Administered Surveys 163
    - Advantages of Self-Administered Surveys 163
    - Disadvantages of Self-Administered Surveys 163
  - Computer-Administered Surveys 164
    - Advantages of Computer-Administered Surveys 164
    - Disadvantage of Computer-Administered Surveys 165
  - Mixed-Mode Surveys 165
    - Advantage of Mixed-Mode Surveys 165
    - Disadvantages of Mixed-Mode Surveys 165
- 7-3 Descriptions of Data Collection Methods 166**
  - Person-Administered/Computer-Assisted Interviews 167
    - In-Home Surveys 167
    - Mall-Intercept Surveys 168
    - In-Office Surveys 169
    - Telephone Surveys 169
  - Computer-Administered Interviews 172
    - Fully Automated Survey 173
    - Online Surveys 174
  - Self-Administered Surveys (Without Computer Presence) 175
    - Group Self-Administered Survey 176
    - Drop-Off Survey 176
    - Mail Survey 177
- 7-4 Working with a Panel Company 177**
  - Advantages of Using a Panel Company 178
    - Fast Turnaround 178
    - High Quality 178

Database Information	178
Targeted Respondents	178
Integrated Features	178
Disadvantages of Using a Panel Company	178
Not Random Samples	179
Overused Respondents	179
Cost	179
Top Panel Companies	180
<b>7-5 Choosing the Survey Method</b>	<b>180</b>
How Fast Is the Data Collection?	181
How Much Does the Data Collection Cost?	182
How Good Is the Data Quality?	182
Other Considerations	182
Summary	183
Key Terms	184
Review Questions/ Applications	184
<b>Case 7.1 Machu Picchu National Park Survey</b>	<b>186</b>
<b>Case 7.2 Advantage Research, Inc.</b>	<b>186</b>
Endnotes	187

## Chapter 8 Understanding Measurement, Developing Questions, and Designing the Questionnaire 190

<b>8-1 Basic Measurement Concepts</b>	<b>191</b>
<b>8-2 Types of Measures</b>	<b>192</b>
Nominal Measures	193
Ordinal Measures	193
Scale Measures	193
<b>8-3 Interval Scales Commonly Used in Marketing Research</b>	<b>195</b>
The Likert Scale	195
The Semantic Differential Scale	197
The Stapel Scale	199
Slider Scales	199
Two Issues with Interval Scales Used in Marketing Research	200
The Scale Should Fit the Construct	201
<b>8-4 Reliability and Validity of Measurements</b>	<b>202</b>
<b>8-5 Designing a Questionnaire</b>	<b>203</b>
The Questionnaire Design Process	203
<b>8-6 Developing Questions</b>	<b>204</b>
Four Do's of Question Wording	206
The Question Should Be Focused on a Single Issue or Topic	206
The Question Should Be Brief	206
The Question Should Be Grammatically Simple	206
The Question Should Be Crystal Clear	206
Four Do Not's of Question Wording	207
Do Not "Lead" the Respondent to a Particular Answer	207
Do Not Use "Loaded" Wording or Phrasing	207
Do Not Use a "Double-Barreled" Question	208
Do Not Use Words That Overstate the Case	208
<b>8-7 Questionnaire Organization</b>	<b>210</b>
The Introduction	210
Who Is Doing the Survey?	211
What Is the Survey About?	211

- How Did You Select Me? 211
- Motivate Me to Participate 211
- Am I Qualified to Take Part? 212
- Question Flow 212
- 8-8 Computer-Assisted Questionnaire Design 215**
  - Question Creation 216
  - Skip and Display Logic 216
  - Data Collection and Creation of Data Files 217
  - Ready-Made Respondents 217
  - Data Analysis, Graphs, and Downloading Data 217
- 8-9 Finalize the Questionnaire 217**
  - Coding the Questionnaire 217
  - Pretesting the Questionnaire 218
- Summary 221 • Key Terms 221 • Review Questions/  
Applications 222
- Case 8.1 Extreme Exposure Rock Climbing Center Faces  
The Krag 223**
- Case 8.2 Integrated Case: Auto Concepts 224**
- Endnotes 225

## Chapter 9 Selecting the Sample 228

- 9-1 Basic Concepts in Samples and Sampling 229**
  - Population 230
  - Census 230
  - Sample and Sample Unit 231
  - Sample Frame and Sample Frame Error 231
  - Sampling Error 232
- 9-2 Why Take a Sample? 232**
- 9-3 Probability Versus Nonprobability Sampling Methods 233**
- 9-4 Probability Sampling Methods 233**
  - Simple Random Sampling 234
    - The Random Device Method 234
    - The Random Numbers Method 234
    - Advantages and Disadvantages of Simple Random Sampling 235
    - Simple Random Sampling Used In Practice 236
  - Systematic Sampling 237
    - Why Systematic Sampling Is “Fair” 237
    - Disadvantage of Systematic Sampling 238
  - Cluster Sampling 238
    - Area Sampling as a Form of Cluster Sampling 239
    - Disadvantage of Cluster (Area) Sampling 240
  - Stratified Sampling 240
    - Working with Skewed Populations 240
    - Accuracy of Stratified Sampling 241
    - How to Apply Stratified Sampling 242
- 9-5 Nonprobability Sampling Methods 243**
  - Convenience Samples 244
  - Chain Referral Samples 245

Purposive Samples 245

Quota Samples 246

### **9-6 Online Sampling Techniques 246**

Online Panel Samples 247

River Samples 248

Email List Samples 248

### **9-7 Developing a Sample Plan 248**

Summary 249 • Key Terms 250 • Review Questions/  
Applications 250

#### **Case 9.1 Peaceful Valley Subdivision: Trouble in Suburbia 252**

#### **Case 9.2 Jet's Pets 252**

Endnotes 253

## **Chapter 10 Determining the Size of a Sample 254**

### **10-1 Sample Size Axioms 257**

### **10-2 The Confidence Interval Method of Determining Sample Size 258**

Sample Size and Accuracy 258

*P* and *Q*: The Concept of Variability 259

The Concept of a Confidence Interval 261

How Population Size (*N*) Affects Sample Size 263

### **10-3 The Sample Size Formula 263**

Determining Sample Size via the Confidence Interval Formula 263

Variability:  $p \times q$  264

Acceptable Margin of Sample Error:  $e$  264

Level of Confidence:  $z$  264

### **10-4 Practical Considerations in Sample Size Determination 266**

How to Estimate Variability in the Population 266

How to Determine the Amount of Acceptable Sample Error 267

How to Decide on the Level of Confidence 267

How to Balance Sample Size with the Cost of Data Collection 268

### **10-5 Other Methods of Sample Size Determination 270**

Arbitrary "Percent Rule of Thumb" Sample Size 270

Conventional Sample Size Specification 270

"Credibility Interval" Approach to Sample Size 271

Statistical Analysis Requirements in Sample Size Specification 271

Cost Basis of Sample Size Specification 272

### **10-6 Three Special Sample Size Determination Situations 273**

Sampling from Small Populations 273

Sample Size Using Nonprobability Sampling 274

Sampling from Panels 274

Summary 276 • Key Terms 277 • Review Questions/  
Applications 277

#### **Case 10.1 Target: Deciding on the Number of Telephone Numbers 279**

#### **Case 10.2 Bounty Paper Towels 280**

Endnotes 281

**Chapter 11 Dealing with Fieldwork and Data Quality Issues 282**

- 11-1 Data Collection and Nonsampling Error 284**
- 11-2 Possible Errors in Field Data Collection 284**
  - Intentional Fieldworker Errors 285
  - Unintentional Fieldworker Errors 286
  - Intentional Respondent Errors 288
  - Unintentional Respondent Errors 288
- 11-3 Field Data Collection Quality Controls 292**
  - Control of Intentional Fieldworker Error 292
  - Control of Unintentional Fieldworker Error 293
  - Control of Intentional Respondent Error 293
  - Control of Unintentional Respondent Error 294
  - Final Comment on the Control of Data Collection Errors 295
- 11-4 Nonresponse Error 295**
  - Refusals to Participate in the Survey 295
  - Break-Offs During the Interview 296
  - Refusals to Answer Specific Questions (Item Omission) 297
  - What Is a Completed Interview? 297
  - Measuring Response Rate in Surveys 297
- 11-5 Ways Panel Companies Control Error 301**
- 11-6 Dataset, Coding Data, and the Data Code Book 302**
- 11-7 Data Quality Issues 303**
  - What to Look for in Raw Data Inspection 303
  - Incomplete Response 303
  - Nonresponses to Specific Questions (Item Omissions) 303
  - Yea- or Nay-Saying Patterns 304
  - Middle-of-the-Road Patterns 304
  - Other Data Quality Problems 306
  - How to Handle Data Quality Issues 306
- Summary 307 • Key Terms 307 • Review Questions/  
Applications 308
- Case 11.1 Alert! Squirt 309**
- Case 11.2 Sony Televisions LED 4K Ultra HD HDR Smart TV  
Survey 309**
- Endnotes 311

**Chapter 12 Using Descriptive Analysis, Performing Population Estimates, and Testing Hypotheses 314**

- 12-1 Types of Statistical Analyses Used in Marketing Research 315**
  - Descriptive Analysis 316
  - Inference Analysis 316
  - Difference Analysis 317
  - Association Analysis 317
  - Relationships Analysis 317
- 12-2 Understanding Descriptive Analysis 318**
  - Measures of Central Tendency: Summarizing the “Typical” Respondent 318
  - Mode 318
  - Median 318
  - Mean 319

Measures of Variability: Relating the Diversity of Respondents 319  
 Frequency and Percentage Distribution 319  
 Range 320  
 Standard Deviation 320

**12-3 When to Use Each Descriptive Analysis Measure 321**

**12-4 The Auto Concepts Survey: Obtaining Descriptive Statistics with SPSS 323**

**Integrated Case The Auto Concepts Survey: Obtaining Descriptive Statistics with SPSS 323**

Use SPSS to Open Up and Use the Auto Concepts Dataset 324  
 Obtaining a Frequency Distribution and the Mode with SPSS 325  
 Finding the Median with SPSS 326  
 Finding the Mean, Range, and Standard Deviation with SPSS 327

**12-5 Reporting Descriptive Statistics to Clients 329**

Reporting Scale Data (Ratio and Interval Scales) 329  
 Reporting Nominal or Categorical Data 331

**12-6 Statistical Inference: Sample Statistics and Population Parameters 332**

**12-7 Parameter Estimation: Estimating the Population Percentage or Mean 333**

Sample Statistic 333  
 Standard Error 333  
 Confidence Interval 335  
 How to Interpret an Estimated Population Mean or Percentage Range 337

**12-8 The Auto Concepts Survey: How to Obtain and Use a Confidence Interval for a Mean with SPSS 338**

**12-9 Reporting Confidence Intervals to Clients 339**

**12-10 Hypothesis Tests 341**

Test of the Hypothesized Population Parameter Value 341  
 Auto Concepts: How to Use SPSS to Test a Hypothesis for a Mean 343

**12-11 Reporting Hypothesis Tests to Clients 345**

Summary 346 • Key Terms 347 • Review Questions/ Applications 347

**Case 12.1 L'Experience Restaurant Survey Descriptive and Inference Analysis 348**

**Case 12.2 Integrated Case: Auto Concepts Descriptive and Inference Analysis 350**

Endnotes 352

**Chapter 13 Implementing Basic Differences Tests 354**

**13-1 Why Differences Are Important 356**

**13-2 Small Sample Sizes: The Use of a t Test or z Test and How SPSS Eliminates the Worry 358**

**13-3 Testing for Significant Differences Between Two Groups 359**

Differences Between Percentages with Two Groups (Independent Samples) 359  
 How to Use SPSS for Differences Between Percentages of Two Groups 362  
 Differences Between Means with Two Groups (Independent Samples) 362

Integrated Case The Auto Concepts Survey: How to Perform an Independent Sample Significance of Differences Between Means Test with SPSS 364

**13-4 Testing for Significant Differences in Means Among More Than Two Groups: Analysis of Variance 367**

Basics of Analysis of Variance 367

Post Hoc Tests: Detect Statistically Significant Differences Among Group Means 369

Integrated Case Auto Concepts: How to Run Analysis of Variance on SPSS 369

Interpreting ANOVA (Analysis of Variance) 372

**13-5 Reporting Group Differences Tests to Clients 373**

**13-6 Differences Between Two Means Within the Same Sample (Paired Sample) 376**

Integrated Case The Auto Concepts Survey: How to Perform a Paired Samples t Test Significance of Differences Between Means Test with SPSS 376

**13-7 Null Hypotheses for Differences Tests Summary 378**

Summary 380 • Key Terms 380 • Review Questions/ Applications 381

**Case 13.1 L'Experience Restaurant Survey Differences Analysis 382**

**Case 13.2 Integrated Case: The Auto Concepts Survey Differences Analysis 382**

Endnotes 383

**Chapter 14 Making Use of Associations Tests 384**

**14-1 Types of Relationships (Associations) Between Two Variables 386**

Linear and Curvilinear Relationships 386

Monotonic Relationships 387

Nonmonotonic Relationships 387

**14-2 Characterizing Relationships Between Variables 388**

Presence 388

Pattern 388

Strength of Association 388

**14-3 Correlation Coefficients and Covariation 389**

Rules of Thumb for Correlation Strength 390

The Correlation Sign: The Direction of the Relationship 390

Visualizing Covariation using Scatter Diagrams 391

**14-4 The Pearson Product Moment Correlation Coefficient 392**

Integrated Case Auto Concepts: How to Obtain Pearson Product Moment Correlation(s) with SPSS 394

**14-5 Reporting Correlation Findings to Clients 396**

**14-6 Cross-Tabulations 396**

Cross-Tabulation Analysis 397

Types of Frequencies and Percentages in a Cross-Tabulation Table 399

**14-7 Chi-Square Analysis 400**

Observed and Expected Frequencies 400

The Computed  $\chi^2$  Value 401



The Chi-Square Distribution 402  
 How to Interpret a Chi-Square Result 403

**Integrated Case Auto Concepts: Analyzing Cross-Tabulations for Significant Associations by Performing Chi-Square Analysis with SPSS 404**

**14-8 Chi-Square Test of Proportions: A Useful Variation of Cross-Tabulation Analysis 407**

**14-9 Communicating Cross-Tabulation Insights to Clients: Use Data Visualization 408**

**14-10 Special Considerations In Association Procedures 410**

Summary 411 • Key Terms 412 • Review Questions/Applications 412

**Case 14.1 L'Experience Restaurant Survey Associative Analysis 414**

**Case 14.2 Integrated Case: The Auto Concepts Survey Associative Analysis 414**

Endnotes 415

## Chapter 15 Understanding Regression Analysis Basics 416

**15-1 Bivariate Linear Regression Analysis 418**

Basic Concepts in Regression Analysis 419  
 Independent and Dependent Variables 419  
 Computing the Slope and the Intercept 419  
 How to Improve a Regression Analysis Finding 421

**15-2 Multiple Regression Analysis 422**

An Underlying Conceptual Model 422  
 Multiple Regression Analysis Described 423  
 Basic Assumptions in Multiple Regression 423

**Integrated Case Auto Concepts: How to Run and Interpret Multiple Regression Analysis on SPSS 426**

"Trimming" the Regression for Significant Findings 428

**15-3 Special Uses of Multiple Regression Analysis 430**

Using a "Dummy" Independent Variable 431  
 Using Standardized Betas to Compare the Importance of Independent Variables 431  
 Using Multiple Regression as a Screening Device 432  
 Interpreting the Findings of Multiple Regression Analysis 433

**15-4 Stepwise Multiple Regression 434**

How to Do Stepwise Multiple Regression with SPSS 435  
 Step-by-Step Summary of How to Perform Multiple Regression Analysis 435

**15-5 Warnings Regarding Multiple Regression Analysis 436**

**15-6 Communicating Regression Analysis Insights to Clients 437**

Summary 441 • Key Terms 442 • Review Questions/Applications 442

**Case 15.1 L'Experience Restaurant Survey Regression Analysis 443**

**Case 15.2 Integrated Case: Auto Concepts Segmentation Analysis 444**

Endnotes 444

**Chapter 16 Communicating Insights 446**

- Use Effective Communication Methods 448
- Communicate Actionable, Data-Supported Strategies 448
- Disseminate Insights Throughout the Organization 448
- 16-1 Characteristics of Effective Communication 448**
  - Accuracy 448
  - Clarity 449
  - Memorability 449
  - Actionability 449
  - Style 449
- 16-2 Avoid Plagiarism! 449**
- 16-3 Videos, Infographics, and Immersion Techniques 450**
  - Videos 450
  - Infographics 451
  - Immersion Techniques 454
- 16-4 The Traditional Marketing Research Report 455**
- 16-5 Know Your Audience 455**
- 16-6 Elements of the Marketing Research Report 456**
  - Front Matter 456
  - Title Page 457
  - Letter of Authorization 457
  - Letter/Memo of Transmittal 458
  - Table of Contents 459
  - List of Illustrations 460
  - Abstract/Executive Summary 460
  - Body 460
    - Introduction 460
    - Research Objectives 460
    - Method 460
    - Method or Methodology? 461
    - Results 461
    - Limitations 461
    - Conclusions and Recommendations 462
  - End Matter 462
- 16-7 Guidelines and Principles for the Written Report 462**
  - Headings and Subheadings 462
  - Visuals 463
  - Style 463
- 16-8 Using Visuals: Tables and Figures 464**
  - Tables 464
  - Pie Charts 466
  - Bar Charts 468
  - Line Graphs 469
  - Flow Diagrams 469
  - Producing an Appropriate Visual 470
- 16-9 Presenting Your Research Orally 470**
- 16-10 Data Visualization Tools and Dashboards 471**
- 16-11 Disseminating Insights Throughout an Organization 472**
  - Summary 473 • Key Terms 474 • Review Questions/  
Applications 474

**Case 16.1 Integrated Case: Auto Concepts: Report Writing 475**

**Case 16.2 Integrated Case: Auto Concepts: Making a PowerPoint  
Presentation 476**

**Case 16.3 How Marketing Research Data Can Begin  
with a Sketch 476**

Endnotes 478

*Name Index 481*

*Subject Index 487*



# 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

### 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.

Andrea 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). Andrea 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, Andrea is interested in who drinks the four major types of coffee: coffee pods, gourmet, ground, and organic. To help with this decision, Andrea 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?

## 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.

#### 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 unearthing 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<sup>10</sup> 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

From usage platform sites at Facebook: [http://bit.ly/1Wp08](#)

- 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 <a href="http://www.pearsonhighered.com">www.pearsonhighered.com</a>	Features of the Supplement
<b>Instructor’s Manual</b> Authored by Susan Schanne from Eastern Michigan University	<ul style="list-style-type: none"> <li>• Chapter-by-chapter summaries</li> <li>• Examples and activities not in the main book</li> <li>• Teaching tips</li> <li>• Solutions to all questions and problems in the book</li> </ul>
<b>Datasets</b>	<ul style="list-style-type: none"> <li>• Two comprehensive Nielsen datasets in Excel, one involving point-of-sales coffee data and one involving panel coffee data</li> <li>• SPSS dataset for the integrated case, Auto Concepts, and separate SPSS dataset for L’Experience Restaurant case study</li> </ul>
<b>SPSS Student Assistant</b>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<b>Test Bank</b>	Multiple-choice, true/false, short-answer, and graphing questions with these annotations: <ul style="list-style-type: none"> <li>• Difficulty level (1 for straight recall, 2 for some analysis, 3 for complex analysis)</li> <li>• Type (Multiple-choice, true/false, short-answer, essay)</li> <li>• Topic (The term or concept the question supports)</li> <li>• Learning outcome</li> <li>• 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)</li> </ul>
<b>Computerized TestGen</b>	TestGen allows instructors to: <ul style="list-style-type: none"> <li>• Customize, save, and generate classroom tests</li> <li>• Edit, add, or delete questions from the Test Item Files</li> <li>• Analyze test results</li> <li>• Organize a database of tests and student results.</li> </ul>
<b>PowerPoint</b> 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: <ul style="list-style-type: none"> <li>• Keyboard and Screen Reader access</li> <li>• Alternative text for images</li> <li>• High color contrast between background and foreground colors</li> </ul>

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We devote a major effort toward developing and maintaining relationships with our colleagues who practice marketing research. Their knowledge and insights are interwoven throughout these pages. Many of these people have been our friends for many years, and we appreciate their contributions. Professionals who contributed significantly to one or more of our nine editions include the following:

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# MARKETING RESEARCH

NINTH EDITION