

Contents

Chapter 1: Introduction to marketing research	7
Definition of marketing research.....	7
Rationale for marketing research.....	8
Two basic types of marketing research.....	10
Process of marketing research	11
Marketing Information System, Primary and Secondary Data.....	14
Distinctions between data, data structures and information.....	15
Chapter 2: Conceptual framework of research study	17
Defining decision problem.....	17
Formulating research problem.....	21
Theory and Analytical Models in Marketing Research.....	23
Chapter 3: Choosing research design	31
Qualitative and quantitative studies	31
Deductive and inductive strategy of theory building.....	32
Generalizing results.....	35
Other considerations in choosing between qualitative and quantitative approach	37
Exploratory, Descriptive and Causal Research designs	38
Chapter 4: Conducting Qualitative Research with Focus Group and Depth Interviews.....	42
Focus Group Interview	42
Depth Interview.....	49
Analysis of Textual Data	52
Chapter 5: Designing questionnaires for survey research	55
Quality criteria of a survey questionnaire	55
Closed and open ended questions.....	56
Primary scales of measurement.....	58
Things to consider in designing individual scales.....	60
Overview of multiple measuring scales	62
General guidelines for designing questionnaires.....	66

Exercise 1: Developing conceptual framework of a research project	72
Solution to exercise 1.....	78
Exercise 2: Designing focus group research	83
Solution to exercise 2.....	84
Exercise 3: Questionnaire design	89
Solution to exercise 3.....	91
References	96