

# Contents

## 1. Introduction

- 1.1 Marketing Research
- 1.2 Types of Marketing Research
- 1.3 Research Methods

## 2. Qualitative Research Methods

- 2.1 Focus Groups
- 2.2 Depth Interview
- 2.3 Projective Techniques
- 2.4 Comparison of Qualitative Techniques

## 3. Observation Methods

## 4. Survey: Measurement and Scaling

- 4.1 Introduction
- 4.2 Comparative Scales
- 4.3 Non-Comparative Scales
- 4.4 Multi-item Scales
- 4.5 Reliability and Validity

## 5. Questionnaire

- 5.1 Asking Questions
- 5.2 Overcoming Inability to Answer
- 5.3 Overcoming Unwillingness to Answer
- 5.4 Increasing Willingness of Respondents
- 5.5 Determining the Order of Questions
- 5.6 What's Next?

## 6. Sampling

- 6.1 Non-probability Sampling
- 6.2 Probability Sampling
- 6.3 Choosing Non-probability vs. Probability Sampling
- 6.4 Sample Size

## 7. Data Analysis:

### A Concise Overview of Statistical Techniques

- 7.1 Descriptive Statistics:
  - Some popular Displays of Data
  - 7.1.1 Organizing Qualitative Data
  - 7.1.2 Organizing Quantitative Data
  - 7.1.3 Summarizing Data Numerically
  - 7.1.4 Cross-Tabulations
- 7.2 Inferential Statistics:
  - Can the Results Be Generalized to Population?
  - 7.2.1 Hypotheses Testing
  - 7.2.2 Strength of a Relationship in Cross-Tabulation
  - 7.2.3 Describing the Relationship between Two (Ratio Scaled) Variables

## 8. Advanced Techniques of Market Analysis:

### A Brief Overview of Some Useful Concepts

- 8.1 Conjoint-Analysis
- 8.2 Market Simulations
- 8.3 Market Segmentation
- 8.4 Perceptual Positioning Maps

## 9. Reporting Results