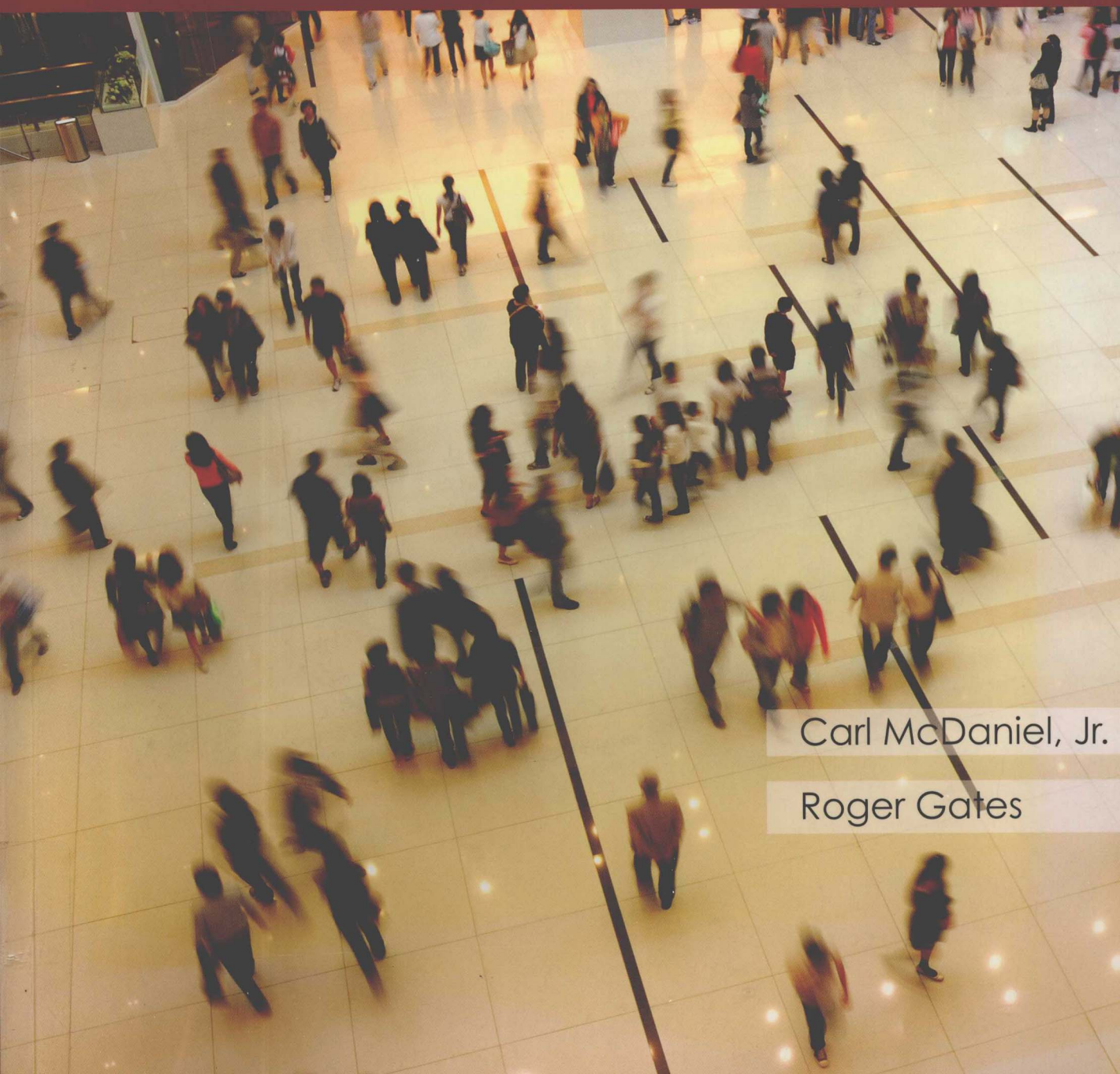


MARKETING RESEARCH

WITH SPSS

EIGHTH EDITION

INTERNATIONAL STUDENT VERSION



Carl McDaniel, Jr.

Roger Gates

Marketing Research

Eighth Edition

International Student Version



Roger Gates

DSS Research



John Wiley & Sons, Inc

*Dedicated to
the market research instructors and students
who make this book a part of their
professional lives*

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PREFACE

Making Marketing Research Real

The world of marketing research is fast-paced, dynamic, and always in a state of change. Understanding the complexities and rapid development of marketing research today requires an insider's perspective. This text is co-authored by a full-time market researcher. It is the only marketing research text written by the president and CEO of a large, very successful research organization. Thus, we continue offering you **Real Data, Real People,** and **Real Research** like no one else. By keeping our fingers on the pulse of marketing research today we can offer insights into qualitative and quantitative methods unmatched by other texts.

Our Most Thorough Revision Ever!

Each chapter has been thoroughly revised to reflect the latest thinking and trends in marketing research. **We have consolidated Internet research into a single, new chapter.** We begin by discussing traditional survey research in Chapter 6. Next, the new Chapter 7 explains how the Internet has impacted not only survey research, but virtually all aspects of marketing research.

Your feedback told us that Chapter 18 should be made into two separate chapters—so we did! You told us that “Communicating the Research Results” and “Managing Marketing Research” were two disparate topics that should be separated. We expanded our discussion of both of these important topics into new Chapters 19 and 20.

Half of the end-of-chapter cases are new! Every chapter has at least one new case. Some of the organizations and products include: Budget Rent A Car, Scottish Bureau of Tourism, Glad Trash Bags, and General Electric, to name a few. Each case concludes with critical thinking questions designed to stimulate thinking about the material in the chapter.

All new opening vignettes! We offer something new with many of the eighth edition opening vignettes. Where practical, we decided to feature actual research studies by some of America's largest marketing research firms. Some of the firms are Harris Interactive study on materialism; Luth Research study on happiness; Decision Analyst study on health and nutrition; NPD Group study on outdoor grilling; and Research International's study on Baby Boomers. In some cases, research firms asked us to disguise both their name and the clients. **But, as always, the data are real.** Some opening vignettes feature well-known organizations and products. A few examples are: Bertolli Foods (think olive oil), Staples, and the Monterrey Bay Aquarium. **We believe that the best learning experiences come through true experiences.**

Make Marketing Research Come Alive with the Global Leader in Marketing Research Texts

We Offer Real Data/Real People/Real Research

Real Data

We have retained our three popular data cases, which are based on a nationwide sample of 2,000 college-aged students. The sample was drawn by the world leader in sampling solutions, Survey Sampling International. You can find out more about them at www.surveysampling.com. Each of the three cases focuses on topics of interest to college students. They include an Online Dating Service, an Online Student Travel Service, and a new chain of combination fast-food and convenience stores located near college campuses. Not only do we have demographic and attitudinal data for each respondent, but working with Claritas, a leading provider of marketing databases (www.claritas.com), we offer students a chance to work with PRIZM NE appended to our data sets. This latest version of the original PRIZM is the most widely used target marketing system in the United States! The new PRIZM NE is a 66-segment model. These segments are arranged to make up two standard sets of groups: Social Group and Lifestage Group.

In addition to the three new data cases, we have retained the data case, Rockingham National Bank Visa Card Survey, for the eighth edition. This was done in response to many requests from our users. We know that you will enjoy working with this student favorite!

Real People

Roger Gates, president of DSS Research, is one of the authors of this text. His firm is privately held and therefore does not publicly disclose revenue. However, if it did, it would be one of the 35 largest research firms in America! DSS specializes in healthcare products and services. We have retained the **From the Front Line** features, which highlight a wide range of DSS professionals from new MBAs to Roger himself. Each person was asked to discuss a provocative question that we thought would be of interest to students. Some of the topics discussed in the From the Front Line features include:

- Secrets of conducting good focus groups
- Six secrets of good questionnaire design
- How to develop a good set of tables
- Courses I wish that I had taken before becoming a marketing researcher, and why

Feedback from both professors and students tells us that our readers found these stories interesting and helpful in understanding marketing research.

Real Research

What could be more real than a nationwide survey drawn by Survey Sampling International? Not only was the sample professionally drawn, but the questionnaires were created by research professionals at DSS Research. The Rockingham National Bank Visa Card Survey is also based on actual data from one of America's largest research firms. All end-of-chapter cases, opening vignettes, and data cases are real. It is part of our commitment to bring the student the most authentic, real-world marketing research text on the market.

New Content in Every Chapter That Offers Cutting-Edge Trends and Methodology

New Content by Chapter:

Chapter 1—Introduction to Marketing Research.

Chapter 2—Ethical Decision Making in the Marketing Research Industry

New material on marketing research in emerging markets; new data on research suppliers.

Chapter 3—Steps in the Research Process

New discussion of creating action-producing research; new exhibit on benefits of a good proposal; new material on doing marketing research in China.

Chapter 4—Using Secondary Data

New discussion on behavioral targeting; new material on the Children's Online Privacy Protection Act.

Chapter 5—Focus Groups, Depth Interviews, and Other Non-quantitative Research Methods

New discussion on group moderating skills; new example of a focus group discussion guide; new material on planning global focus groups; new material on getting quality information and decision-making results from focus groups; new section on cost of focus groups versus independent depth interviews; new material on writing a focus group report; new section on the Delphi method; new material on projection techniques; new projective techniques—analogies and personification.

Chapter 6—Methods of Survey Research

New section on cell phone surveys.

New! Chapter 7—Using the Internet for Marketing Research

New material on using the Internet for secondary data; online focus groups' best practices; web community research; new material on web survey software; new section on gaining online survey completions; new material on formatting an online survey; new material on timing survey invitations; major new section on commercial online panel providers; major new section on panel management; new material on eliminating professional survey takers.

Chapter 8—Ethnography, Scanner-based Research, and Other Observation Techniques

New material on ethnographic research; online ethnography; new material on mystery shopping; new section on eye-tracking; new section on GPS measurement; new material on Project Apollo; new material on "click-streams."

Chapter 9—Primary Data Collection: Experimentation and Test Markets

New material on psychographics; new material on selection bias; new material on product-specific test markets.

Chapter 10—The Importance of Proper Measurement

New discussion of construct validity.

Chapter 11—Attitude Measurement

Introduce new two-stage scaling format; new section on the popular Net Promoter Score (NPS); new section on scale conversions.

Chapter 12—Questionnaire Design

New material on “heavy responders,”; new material on survey response errors; new discussion on ethnicity and gender bias; new material on survey contamination from national differences in response styles.

Chapter 13—Basic Sampling Issues

New discussion of cell phone-only households; new discussion on using driver’s licenses and voter registration lists as sampling frames; new material on sampling frames to collect global data; new discussion on when address-based telephone surveys outperform random-digit dialing; new material on snowball sampling.

Chapter 14—Sample Size Determination

New discussion on planning the sample size; new thoughts on determining the optimal sample size; new material on nonresponse bias; new discussion on small samples; new material on the relationship between confidence level and sample size.

Chapter 15—Data Processing and Fundamental Data Analysis

New material on fake interviews and avoiding interview fraud; new discussion on push polling.

Chapter 16—Statistical Testing of Differences and Relationships

New material on practical applications of the Z test; new discussion of the T test; new examples of ANOVA.

Chapter 17—Bivariate Correlation and Regression

New material on avoiding bias when using least-squares regression; new discussion on Pearson’s product–moment correlation.

Chapter 18—Multivariate Data Analysis

New examples of when and where to use multiple regression, discriminant analysis, multidimensional scaling, perceptual mapping, cluster analysis, conjoint analysis.

New! Chapter 19—The Research Report

Major rewrite on how marketing research reporting is done today; new section on the PowerPoint deck; new section on the relationship between the research report and the RFP; numerous new examples through the chapter.

New! Chapter 20—Planning, Organizing, and Controlling the Research Function

New section on “margin of error” misconceptions; new section on marketing research outsourcing; major new section on managing the marketing research department, including discussion of allocating the budget, prioritizing projects, and retaining good staff.

Great Resources to Meet Your Teaching Needs

Redesigned Instructor's Manual

We know how busy you are with teaching and research commitments, therefore we have done everything possible to facilitate your teaching marketing research with our new Instructor's Manual. Each chapter offers the following:

- ❑ ***Suggested Lesson Plans.*** Suggestions are given on dividing up the chapter material, based on the frequency and duration of your class period.
- ❑ ***Chapter Scan.*** A quick synopsis highlights the core material in each chapter.
- ❑ ***Learning Objectives.*** The list of learning objectives found in the text is repeated here.
- ❑ ***General Chapter Outline.*** The main headers provide a quick snapshot of all the content areas within the chapter.
- ❑ ***List of Key Terms.*** The key terms introduced to the students in the text are repeated here.
- ❑ ***Detailed Chapter Outline.*** This outline fleshes out the general outline given previously. It also indicates where ancillary materials fit into the discussion: PowerPoint slides, exhibits from the text, learning objectives, and review questions. Opening vignettes and boxed features are also included in this outline.
- ❑ ***Summary Explaining Learning Objectives.*** An explanation of how the learning objectives are satisfied by chapter material is the basis of the Instructor's Manual summary.
- ❑ ***Answers to Pedagogy.*** Suggested answers and approaches to the critical thinking questions, the Internet activities, the cases, the cross-functional questions, and the ethical dilemmas are offered at the end of each chapter or part.

Instructors can access the electronic files on the Instructor Companion Site at www.wiley.com/go/global/mcdaniel.

New Comprehensive PowerPoint Package

For this edition, we have created a comprehensive, fully interactive PowerPoint presentation with roughly 400 slides in the package. You can tailor your visual presentation to include the material you choose to cover in class. This PowerPoint presentation gives you the ability to completely integrate your classroom lecture with a powerful visual statement of chapter material. Keep students engaged and stimulate classroom discussion! The entire collection of slides will be available for download from our Web site at www.wiley.com/go/global/mcdaniel.

New Classroom-Tested Comprehensive Test Bank

Our test bank is comprehensive and thoroughly classroom-tested. The questions range from definitions of key terms to basic problem-solving questions to creative-thinking problems. This new and improved test bank includes approximately 60 questions per chapter consisting of multiple-choice, true/false, and essay questions. Regardless of the type and level of knowledge you wish to test, we have the right questions for your students. A computerized

version of this newly created test bank is also available on the book's companion Web site so that you can customize your quizzes and exams. Instructors can access the electronic files on the Instructor Companion Site at www.wiley.com/go/global/mcdaniel.

Focus Group Video and Lecture Launches

Additional *Real Research* is offered through a focus group video conducted by another one of our research partners, Jerry Thomas, president of Decision Analyst (www.decisionanalyst.com). Decision Analyst, Incorporated is a large international marketing research firm. The focus group subject is online dating and ties in with the online dating data case. We also offer several interviews featuring Jerry Thomas and your author, Carl McDaniel, discussing key topics in marketing research. For more information on this 45-minute video, available on DVD, please contact your local Wiley representative.

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This book could not have been written and published without the generous expert assistance of many people. We would like to thank Joshua Been for his excellent assistance in preparing the material on geographic information systems (GIS); Richard Leviton for his extensive assistance in a number of areas and experienced input on editorial issues; Jerry Thomas for providing the focus group research; and Craig Stevens, Senior Vice President, e-Rewards Market Research for providing material on online panels. Elizabeth Anderson, Tammy Austin, Sarah Beck, Emily Beck, Michelle Dodd, Mike Foytik, Richard Kagel, Paul Schmiede, Suzanne Simpson, Suzanne Wagner, Krista White, and Doug Zook at DSS Research for their contributions to the "From the Front Line" boxes. We also thank Web Quizzes and SPSS exercises, Aron Levin of Northern Kentucky University for preparing the Test Bank, David Ashley of Johns Hopkins University for the Interactive Power Points, and Scott D. Swain of Boston University and Richard C. Hanna of Northeastern University for preparing the Instructor's Resource Guide.

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