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CHAPTER 5

DATA COLLECTION: EXPLORATORY AND CONCLUSIVE RESEARCH

CHAPTER OUTLINE

Qualitative Techniques for Exploratory Research

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Exploratory research involves collecting information from primary or secondary sources in order to provide insight into the management problem and identify potential courses of action, if necessary, early in the research process.

Qualitative Techniques

Qualitative research techniques are unstructured techniques, generally used to complement conclusive, quantitative or survey-based research, where the respondent is queried directly and allowed to answer in their own words.

- often small convenience samples
- query respondents' motivations, beliefs, feelings, and attitudes
- intuitive, subjective approach used in gathering data
- data collection format is open-ended
- not intended to provide statistically accurate data, but to guide further investigation
- techniques are primarily depth interviews and focus groups

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Market Research Sources ... United States. Bureau of Foreign and Domestic Commerce, 1932 Market Research Sources, 1940 United States. Bureau of Foreign and Domestic Commerce, 1940 **Advertising & Selling** , 1927

Bayesian Statistics and Marketing Peter E. Rossi, Greg M. Allenby, Rob McCulloch, 2012-05-14 The past decade has seen a dramatic increase in the use of Bayesian methods in marketing due in part to computational and modelling breakthroughs making its implementation ideal for many marketing problems Bayesian analyses can now be conducted over a wide range of marketing problems from new product introduction to pricing and with a wide variety of different data sources Bayesian Statistics and Marketing describes the basic advantages of the Bayesian approach detailing the nature of the computational revolution Examples contained include household and consumer panel data on product purchases and survey data demand models based on micro economic theory and random effect models used to pool data among respondents The book also discusses the theory and practical use of MCMC methods Written by the leading experts in the field this unique book Presents a unified treatment of Bayesian methods in marketing with common notation and algorithms for estimating the models Provides a self contained introduction to Bayesian methods Includes case studies drawn from the authors recent research to illustrate how Bayesian methods can be extended to apply to many important marketing problems Is accompanied by an R package bayesm which implements all of the models and methods in the book and includes many datasets In addition the book s website hosts datasets and R code for the case studies Bayesian Statistics and Marketing provides a platform for researchers in marketing to analyse their data with state of the art methods and develop new models of consumer behaviour It provides a unified reference for cutting edge marketing researchers as well as an invaluable guide

to this growing area for both graduate students and professors alike **Indian Book Industry** ,1977 **Marketing Information Guide** ,1968 Key Concepts in Drama and Performance Kenneth Pickering,2010-05-06 An invaluable companion which enables the reader to acquire and understand a vocabulary for discussion and critical thinking on all aspects of the subject The clear explanations of the concepts support students in their practical and theoretical explorations of the subjects and offer insights for research and reflective writing *Foundations of Strategy* Robert M. Grant,Judith J. Jordan,2015-03-30 *Foundations of Strategy* Second Edition is a concise text aimed at both undergraduate and Masters students Written in an accessible style with the needs of these students in mind the second edition of this popular text has a clear comprehensive approach underlined by sound theoretical depth The text has been fully revised and updated to reflect recent developments in the business environment and strategy research Extensive learning and teaching materials to accompany this text include an instructor manual case teaching notes test bank and PowerPoint slides are available for instructors Resources for students include self test quizzes and glossary flashcards to test understanding From the Reviews of the Second Edition This second edition of *Foundations of Strategy* is a concise but comprehensive strategic management textbook for both undergraduate level and graduate level students The book covers some of the most fundamental challenges organizations face as they strive to gain and sustain competitive advantage The book is full of contemporary case studies that include a balanced mix of theory and application in strategic management This new edition provides a very useful tools and resources to the increasingly important discipline of strategic management Dr Jay Lee California State University Sacramento *Foundations of Strategy* explains current theory clearly and carefully with a good range of examples The quality of my students strategic analyses has improved perceptibly since I started using it Dr Adrian Haberberg University of East London **Domestic Commerce Series** ,1940 *Subject Guide to Books in Print* ,1993 Learning Directory ,1972

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