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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

Modern Marketing Research Concepts Methods And Cases

Atalay Atasu



Modern Marketing Research Concepts Methods And Cases:

Modern Marketing Research Fred M. Feinberg, Thomas C. Kinnear, James Ronald Taylor, 2013 **Studyguide for Modern Marketing Research** Cram101 Textbook Reviews, 2013-05 Never HIGHLIGHT a Book Again Includes all testable terms concepts persons places and events Cram101 Just the FACTS101 studyguides gives all of the outlines highlights and quizzes for your textbook with optional online comprehensive practice tests Only Cram101 is Textbook Specific Accompanies 9780872893795 This item is printed on demand Business Research Methods. Theory and Practice Verónica Rosendo Ríos, Enrique Pérez del Campo, 2013-11-20 The Industrial Revolution favored the growth of supply until its surplus with regards to demand led to the paradigm shift from focusing on the product a good product sells itself or production a cheap product sells itself to the emphasis on customer relationships understanding consumer needs through market research Therefore economic and technological development facilitated the incorporation of the business research discipline into the process of decision making in the beginning and business intelligence processes these days in order to make well informed decisions at lower economic risks M ndez del R o 2006 Thus this book provides managers and students alike with a clear analysis of business research methods combining the knowledge understanding and skills necessary to complete a successful research project Readers will learn from proven examples and case studies based on real life situations which complement theoretical concepts and clearly illustrate how to do an appropriate market research With each chapter the reader is guided through all the stages of a market research process from problem recognition to final report writing This book offers both a deep understanding and at the same time permits judgment and analysis from a financial audit perspective It reviews and develops easy to follow theoretical and practical concepts in a simple concise and clear structure that facilitate the application of business research methods to a wide variety of business sectors Contents Introduction PART I GATHERING THE DATA Nature and Characteristics of Marketing Research Marketing Research Organization and Planning Sources and Tools of Market Research Data Measurement Scales and Questionnaire Surveys Panels Marketing Experimental Research Observation Qualitative Tools Theory and Practice of Sampling Fieldwork PART II ANALYSING THE DATA Survey Code and Tabulation Hypothesis Testing PART III THE REPORT The Report Figure Index Table Index Wiley International Encyclopedia of Marketing. 6 Volume Set , 2011-02-07 With over 300 entries from hundreds of global experts this is one of the premier marketing reference resources available worldwide The 6 volume WIEM provides scholars and professionals with an international guide to marketing concepts and applications The far reaching new developments challenges and opportunities that have arisen in recent years are fully reflected in the entries Scholars and professionals will enjoy the flexible multi level structure with entries ranging from topics summaries to short essays reviewing areas of development and debate Entries are further extended by sophisticated cross referencing both among volumes and between encyclopedia entries and external sources The encyclopedia is also available online For ease of reference the entries are arranged

alphabetically within each of the subject volumes Designed to encompass the scope of modern marketing the volumes cover Volume 1 Marketing Strategy Volume 2 Marketing Research Volume 3 Consumer Behavior Volume 4 Advertising and Integrated Communication Volume 5 Product Innovation and Management Volume 6 International Marketing

Psychological Foundations of Marketing Allan J. Kimmel, 2012 Choice Outstanding Academic Title for 2013 Are we influenced by ads even when we fast forward them Do brands extend our personalities Why do we spend more when we pay with a credit card Psychological Foundations of Marketing considers the impact of psychology on marketing practice and research and highlights the applied aspects of psychological research in the marketplace This book presents an introduction to both areas and provides a survey of the various contributions that psychology has made to the field of marketing Each chapter considers a key topic within psychology outlines the main theories and presents various practical applications of the research Topics covered include Motivation The human needs at the root of many consumer behaviors and marketing decisions Perception The nature of perceptual selection attention and organization and how these perceptual processes relate to the evolving marketing landscape Decision making How and under what circumstances it is possible to predict consumer choices attitudes and persuasion Personality and lifestyle How insight into consumer personality can be used to formulate marketing plans Social behavior The powerful role of social influence on consumption This book will be of great interest to a diverse audience of academics students and professionals and will be essential reading for courses in marketing psychology consumer behavior and advertising

Advanced Methods for Modeling Markets Peter S. H. Leeflang, Jaap E. Wieringa, Tammo H. A. Bijmolt, Koen H. Pauwels, 2017-08-29 This volume presents advanced techniques to modeling markets with a wide spectrum of topics including advanced individual demand models time series analysis state space models spatial models structural models mediation models that specify competition and diffusion models It is intended as a follow on and companion to Modeling Markets 2015 in which the authors presented the basics of modeling markets along the classical steps of the model building process specification data collection estimation validation and implementation This volume builds on the concepts presented in Modeling Markets with an emphasis on advanced methods that are used to specify estimate and validate marketing models including structural equation models partial least squares mixture models and hidden Markov models as well as generalized methods of moments Bayesian analysis non semi parametric estimation and endogeneity issues Specific attention is given to big data The market environment is changing rapidly and constantly Models that provide information about the sensitivity of market behavior to marketing activities such as advertising pricing promotions and distribution are now routinely used by managers for the identification of changes in marketing programs that can improve brand performance In today's environment of information overload the challenge is to make sense of the data that is being provided globally in real time from thousands of sources Although marketing models are now widely accepted the quality of the marketing decisions is critically dependent upon the quality of the models on which those decisions are based This

volume provides an authoritative and comprehensive review with each chapter including an introduction to the method methodology a numerical example application in marketing references to other marketing applications suggestions about software Featuring contributions from top authors in the field this volume will explore current and future aspects of modeling markets providing relevant and timely research and techniques to scientists researchers students academics and practitioners in marketing management and economics Psychological Foundations of Marketing Allan Kimmel,Allan J Kimmel,2018-01-12 This is the only textbook to provide an applied critical introduction to the role of psychology in marketing branding and consumer behavior Ideally suited for both students and professionals the new edition is a complete primer on how psychology informs and explains marketing strategies and how consumers respond to them The book provides comprehensive coverage of Motivation the human needs at the root of many consumer behaviors and marketing decisions Perception the nature of perceptual selection attention and organization and how they relate to the evolving marketing landscape Decision making how and under what circumstances it is possible to predict consumer choices attitudes and persuasion Personality and lifestyle how insight into consumer personality can be used to formulate marketing plans Social behavior the powerful role of social influence on consumption Now featuring case studies throughout to highlight how psychological research can be applied in the marketplace and insightful analysis of the role of digital media and new technologies this award winning textbook is required reading for anyone interested in this fascinating and evolving subject

Needs-Based Market Segmentation Strategies James R. Taylor,2021-12-06 Wouldn't it be great if you had a tool for accurately predicting businesses future successes or failures and winners or losers based on something other than historical facts and figures about those businesses Written by a leading business school professor this book presents business executives investors students educators and others with that tool Market Segmentation is the division of businesses potential customers into groups based on a wide range of characteristics including demographics income and education levels interests and more And Needs Based Market Segmentation as presented in this book is an innovative form of market segmentation that allows accurate forecasts of businesses future competitive performance successes and failures winners and losers by measuring today's consumer and business needs This book is the result of requests from students and business executives to have a document that summarizes material the author Professor James R Taylor presented in MBA classes and executive education programs during his over forty year teaching and research career at the University of Michigan's famed Ross School of Business The book is cleverly written as a recounting of the real life progression of a business school student named Bob as he learned about the Needs Based Market Segmentation process in school and then used that process to make millions in the stock market and retire early Are you the next Bob Read and find out **Horská, Neuromarketing in food retailing** Elena Horská,Jakub Berčík,2023-08-07 Neuromarketing in food retailing provides the reader with fundamental theoretical and practical neuromarketing issues applied in food retailing It covers essential terminology interdisciplinary

relations of neuromarketing and neuropsychology ethical issues neuromarketing research methods and applications from the sphere of consumer behaviour visual merchandising in retailing and services A final chapter is devoted to the future of neuromarketing including new trends in marketing and technologies as well as augmented reality and virtual reality The book provides the readers university students scholars retailers and other professionals with tips on how to use neuromarketing techniques to reveal and understand hidden consumer reactions and make conditions for shopping more convenient and effective

The Art of Selling Big Dr. Utpal Chakraborty, 2023-07-06 This book Art of selling big talks about the latest marketing trends and the ways people involved in selling various product and service This book of marketing can help them and guide them the ways by which they can sell more This book will help in grooming sales people to have an edge in the area of marketing and sales

Environmentally Responsible Supply Chains Atalay Atas, 2016-06-15 This book highlights what it takes to be successful in identifying and executing environmental responsibility from an operational perspective It provides cutting edge research from globally recognized field experts It is a useful resource for practitioners to explore why and how firms engage in environmentally responsible operations but also a valuable resource for academics as an introductory reference that provides direct exposure to key environmental operational problems faced by many firms today This book can also be used as an introductory reading for students with varying educational backgrounds from business school students interested in environmental issues to environmental scientists interested in obtaining a business perspective as it provides a broad scope of key issues at the interface of operations management and environmental and social responsibility Environmentally Responsible Supply Chains is structured in a modular fashion with each chapter introducing and analyzing a specific timely topic allowing readers to identify the chapters that relate to their interests More specifically the book distinguishes between two key drivers of environmental responsibility Profit and Regulatory compliance The book is divided into five sections The first three sections of the book explore profit driven environmental responsibility and provide examples as to where the motives for environmentally responsible business practices come from where business opportunities are and what operational perspectives are key to profitability The last two sections of the book focus on regulation as a driver of environmental responsibility and identify motives opportunities or operational perspectives as to effective regulatory compliance Ultimately the book introduces the reader to the fundamentals of sustainable operations and highlights the latest research on the topic

Consumer Dilemma to Purchase Hybrid Car Kooi Chung Leng, Tooi Ai Chin, Abu Bakar A Hamid, 2020-06-30 As industrialisation continues to evolve exacerbating environmental problems such as global warming and climate change have raised the concern across the globe Road transport is primarily the most notable source of pollution in the world With the sophistication in environmental technology a variety of environmentally friendly products have been introduced in the market and hybrid vehicle is highly recommended However in Malaysia automotive market demand for hybrid vehicle is still considered very low compared to non hybrid vehicles and thus to conduct a study on

consumer's adoption toward hybrid car is timely. The study investigated the relationships between marketing mix 4Ps, environmental concern, governmental incentive, and purchase intention of hybrid car in Malaysia. A total of 372 valid samples were collected using convenience sampling technique. The Structural Equation Modelling (SEM) by using Smart PLS was employed to investigate the significance of individual path correlations, measurement model, and overall fit of structural model. The results of the study revealed that marketing mix 4Ps, governmental incentive, attitude, subject norm, and perceived behavioural control showed a significant and positive relationship with hybrid car purchase intention. In addition, environmental concern exhibits the moderation effect among those relationships.

The use of consumer neuroscience in aroma marketing J. Berčík, J. Gálová, A. Pavelka, 2023-09-14. Smell is one of the most sensitive senses and is closely connected with emotions. Everyone has experienced a moment where a scent changed their mood and brought up memories. In this book, monitoring of the effect of aromas on consumer emotions is described. It starts with a general overview of the role of scents in marketing and the use of neuroscience tools in monitoring the impact of the stimuli on consumer emotions. Tools used by the authors are a consumer neuroscience tool, electroencephalography (EEG), a biometric method that monitors the galvanic skin response or skin perspiration (GSR), and a traditional data collection method, a questionnaire. With these tools, consumer response to three selected scents was monitored. One of the initial scents was selected and tested under normal restaurant conditions. The authors describe how the information was obtained and how the effect on consumer emotions was determined. The use of consumer neuroscience in aroma marketing concludes with recommendations to improve the effectiveness of aromatisation in practice.

Survey Research, 2003. *Virtual Technologies: Concepts, Methodologies, Tools, and Applications* Kisielnicki, Jerzy, 2008-05-31. This publication presents encompassing research of the concepts and realities involved in the field of virtual communities and technologies. Provided by publisher.

IT Outsourcing: Concepts, Methodologies, Tools, and Applications St. Amant, Kirk, 2009-07-31. This book covers a wide range of topics involved in the outsourcing of information technology through state-of-the-art collaborations of international field experts. Provided by publisher.

Études de marché Jean-Luc Giannelloni, Eric Vernet, 2019-12-12. *Vritable référence ce manuel couvre l'ensemble du champ des études de marché. Il a été labellisé par la Fnege en 2017. Depuis sa première édition en 1995, cet ouvrage est devenu le manuel français de référence. Il présente la totalité du processus d'étude du projet au rapport, ainsi qu'un très vaste panel de méthodes qualitatives et quantitatives d'analyse de données. Ponctué par un test de connaissance, les différents chapitres mettent l'accent sur les concepts clés en s'appuyant sur de nombreux exemples et études de cas. La nouvelle édition propose des mises à jour sur les évolutions de la discipline, dont le digital, bases de données, focus groups, plateformes de co-création, observation digitalisée, panels questionnaires administrés en ligne, etc., et de nouveaux exemples et études de cas.*

Technology Adoption and Social Issues: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2018-02-02. As society continues to experience increases in technological innovations, various

industries must rapidly adapt and learn to incorporate these advances While there are benefits to implementing these technologies the sociological aspects still need to be considered Technology Adoption and Social Issues Concepts Methodologies Tools and Applications is an innovative reference source for the latest academic material on the various effects of technology adoption implementation and acceptance Highlighting a range of topics such as educational technology globalization and social structure this multi volume book is ideally designed for academicians professionals and researchers who are interested in the latest insights into technology adoption *Investigación de mercados. Aplicación al marketing estratégico empresarial* Verónica Rosendo Ríos,2018-03-09 Investigaci n de mercados Aplicaci n al marketing estrat gico empresarial de Ver nica Rosendo R os *Research Methods: Concepts, Methodologies, Tools, and Applications* Management Association, Information Resources,2015-01-31 Across a variety of disciplines data and statistics form the backbone of knowledge To ensure the reliability and validity of data appropriate measures must be taken in conducting studies and reporting findings Research Methods Concepts Methodologies Tools and Applications compiles chapters on key considerations in the management development and distribution of data With its focus on both fundamental concepts and advanced topics this multi volume reference work will be a valuable addition to researchers scholars and students of science mathematics and engineering

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