

Table of Contents

Appendix: Statistical Tables Naresh K Malhotra	1
I. Introduction to Marketing Research Naresh K Malhotra	15
2. Defining the Marketing Research Problem and Developing an Approach Naresh K Malhotra	47
3. Research Design Naresh K Malhotra	81
4. Exploratory Research Design: Secondary Data Naresh K Malhotra	111
5. Exploratory Research Design: Syndicated Sources of Secondary Data Naresh K Malhotra	141
6. Exploratory Research Design: Qualitative Research Naresh K Malhotra	169
7. Descriptive Research Design: Survey and Observation Naresh K Malhotra	207
8. Casual Research Design: Experimentation Naresh K Malhotra	243
9. Measurement and Scaling: Fundamentals and Comparative Scaling Naresh K Malhotra	273
10. Measurement and Scaling: Noncomparative Scaling Techniques Naresh K Malhotra	301
11. Questionnaire and Form Design Naresh K Malhotra	329
12. Sampling: Design and Procedures Naresh K Malhotra	367

13. Sampling: Final and Initial Sample-Size Determination	401
Naresh K Malhotra	
14. Fieldwork: Data Collection	431
Naresh K Malhotra	
15. Data Preparation and Analysis Strategy	451
Naresh K Malhotra	
16. Data Analysis: Frequency Distribution, Hypothesis Testing, and Cross-Tabulation	481
Naresh K Malhotra	
17. Data Analysis: Hypothesis Testing Related to Differences	521
Naresh K Malhotra	
18. Data Analysis: Correlation and Regression	565
Naresh K Malhotra	
19. Report Preparation and Presentation	605
Naresh K Malhotra	
Case: Hewlett-Packard (HP): Using Marketing Research to Gain a Competitive Edge	631
Naresh K Malhotra	
Case: Baskin-Robbins: Can It Bask in the Good 'Ole Days?	637
Naresh K Malhotra	
Case: McDonald's: The World's Number One Fast-Food Company!	639
Naresh K Malhotra	
Case: Boeing: Taking Flight	647
Naresh K Malhotra	
Comprehensive Questions for TruEarth Healthy Foods: Market Research for a New Product Introduction	653
Naresh K Malhotra	
Comprehensive Questions for Metabical: Positioning and Communications Strategy for a New Weight-Loss Drug	655
Naresh K Malhotra	
Comprehensive Questions for Saxonville Sausage Company	657
Naresh K Malhotra	
Index	659