
Preface

Charmin is a 70-year-old brand of toilet paper that made Procter & Gamble a key player in the US toilet paper market. In Germany, however, Charmin was unknown to consumers, something Procter & Gamble decided to change in the early 2000s. Acknowledging that European consumers have different needs and wants than their US counterparts, the company conducted massive market research efforts with hundreds of potential customers. The research included focus group interviews, observational studies, and large-scale surveys. These revealed considerable differences in usage habits. For example, 60% of Germans also use toilet paper to clean their noses, 8% to remove make-up, 7% to clean mirrors, and 3% to clean their childrens' faces. Further research led Procter & Gamble to believe that the optimal tissue color is blue/yellow and that the package needed to be cubic. Advertising tests showed that the Charmin bear worked well, giving the product an emotional appeal. In the end, Procter & Gamble launched Charmin successfully in an already saturated market.

In order to gain useful consumer insights, which allowed the company to optimize the product and position it successfully in the market, Procter & Gamble had to plan a market research process. This process included asking market research question(s), collecting data, and analyzing these using quantitative methods.

This book provides an introduction to the skills necessary for conducting or commissioning such market research projects. It is written for two audiences:

- Undergraduate as well as postgraduate students in business and market research, and
- Practitioners wishing to know more about market research, or those who need a practical, yet theoretically sound, reference.

If you search for market(ing) research books on Google or Amazon, you will find that there is no shortage of such books. However, this book differs in many important ways:

- This book is a bridge between the theory of conducting quantitative research and its execution, using the market research process as a framework. We discuss market research, starting with identifying the research question, designing the data collection process, collecting, and describing data. We also introduce essential data analysis techniques, and the basics of communicating the results, including a discussion on ethics. Each chapter on quantitative methods describes

key theoretical choices and how these are executed in IBM SPSS Statistics. Unlike most other books, we do not discuss theory *or* SPSS, but link the two.

- This is a book for non-technical readers! All chapters are written in an accessible and comprehensive way so that non-technical readers can also easily grasp the data analysis methods that are introduced. Each chapter on research methods includes examples to help the reader get a hands-on feel for the technique. Each chapter concludes with an illustrated real-life case, demonstrating the application of a quantitative method. We also provide additional real-life cases, including datasets, thus allowing readers to practice what they have learnt. Other pedagogical features such as key words, examples, and end-of-chapter questions support the contents.
- This book is concise, focusing on the most important aspects that a market researcher, or manager interpreting market research, should know.
- Many chapters provide links to further readings and other websites. Mobile tags in the text allow readers to quickly browse related web content using a mobile device (see section *How to Use Mobile Tags*). This unique merger of offline and online content offers readers a broad spectrum of additional and readily accessible information. A comprehensive Web Appendix with further analysis techniques, datasets, video files, and case studies is included.



- Lastly, we have set up a Facebook community page called *A Concise Guide to Market Research*. This page provides a platform for discussions and the exchange of market research ideas. Just look for our book in the Facebook groups and join.



Find us on
Facebook

How to Use Mobile Tags

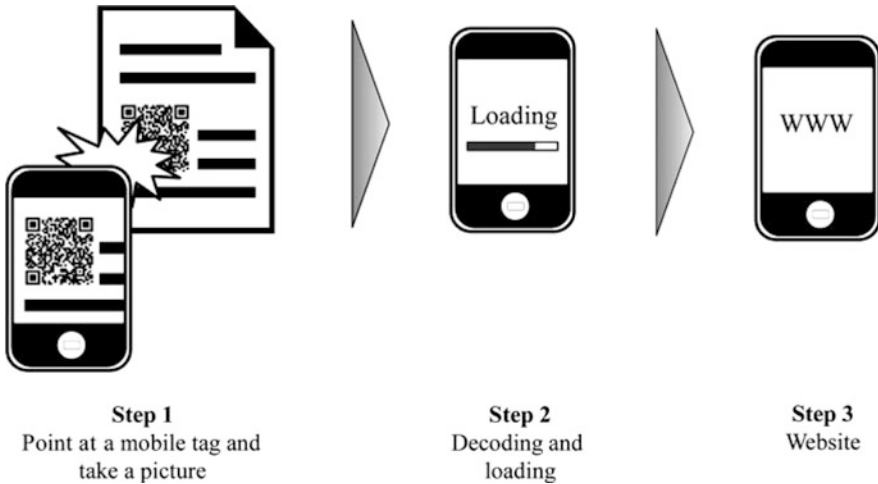
In this book, you will find numerous two-dimensional barcodes (so-called mobile tags) which enable you to gather digital information immediately. Using your mobile phone's integrated camera plus a mobile tag reader, you can call up a website directly on your mobile phone without having to enter it via the keypad. For example, the following mobile tag links to this book's website at <http://www.guide-market-research.com>.



Several mobile phones have a mobile tag reader readily installed but you can also download a reader for free. In this book, we use QR (quick response) codes which can be accessed by means of the readers below. Simply visit one of the following webpages or download the App from the iPhone App store or from Google play:

- Kaywa: <http://reader.kaywa.com/>
- i-Nigma: <http://www.i-nigma.com/>
- Upcode: <http://www.upcodeworld.com>

Once you have a reader installed, just start it and point your camera at the mobile tag and take a picture (with some readers, you don't even have to take a picture). This will open your mobile phone browser and direct you to the associated website.



For Instructors

Besides those benefits described above, this book is also designed to make teaching using this book as easy as possible. Each chapter comes with a set of detailed and professionally designed instructors' Microsoft PowerPoint slides for educators, tailored for this book, which can be easily adjusted to fit a specific course's needs. These are available on the website's instructor resources page at <http://www.guide-market-research.com>. You can gain access to the instructor's page by requesting login information under Service ► Instructor Support.

Chapter 1: Introduction to Market Research
Why and when does Market Research (not) work?

Failure for lack of Market Research...

Achievement through Market Research...

Achievement despite Market Research...

Chapter 1: Introduction to Market Research
What Exactly is Market Research?

The function that links the consumer, customer, and public to the marketer through information. Information used to...

- identify and define marketing opportunities and problems
- generate, refine, and evaluate marketing actions
- monitor marketing performance
- and improve the understanding of marketing as a process

Marketing Research ...

- specifies the information required to address these issues
- designs the method for collecting information
- manages and implements the data collection process
- analyzes the results
- and communicates the findings and their implications

Source: American Marketing Association

The book's web appendices are freely available on the accompanying website and provide supplementary information on analysis techniques, datasets, video files, and additional discussions of further methods not (entirely) covered in the book. Moreover, at the end of each chapter, there is a set of questions that can be used for in-class discussions.

If you have any remarks, suggestions, or ideas about this book, please drop us a line at marko.sarstedt@ovgu.de (Marko Sarstedt) or at erik.mooi@unimelb.edu.au (Erik Mooi). We appreciate any feedback on the book's concept and contents!

What's New in the Second Edition?

We've revised the second edition thoroughly. Some of the major changes in the second edition are:

- The second edition extends the **market research framework**. The market research process presented in the second chapter is fully integrated throughout the book, offering a clear and comprehensive guideline for readers.
- We increased the number of **pedagogical elements** throughout the book. Every chapter begins with a concise list of learning objectives, keywords, a short case study, and a chapter preview, highlighting the chapter contents. Chapters are organized in a more reader-friendly way, with more sections to facilitate navigation. Boxed features highlight additional contents on selected subjects.
- Learning market research vocabulary is essential for understanding the topic. **Keywords** are therefore emphasized, are in italics, and are defined when they first appear. An extended glossary at the end of the book is a handy reference of the key terms.
- We have put considerable effort into **simplifying** and **streamlining** our explanations of the techniques. More figures and graphs, and less emphasis on formulas simplify the introduction of concepts. Furthermore, we have improved the click-through sequences, which guide the reader through SPSS and the real-world examples at the end of each chapter.
- The second edition contains substantial **new material** on all subjects. Most importantly, we extended the coverage of **secondary data** significantly, for example, in terms of the assessment of validity. We provide an extensive discussion of how secondary data can be made ready for analysis. Internet and social networking data are emphasized even more, reflecting current market research trends. Likewise, we have extended the description of the data workflow (Chap. 5), which now includes detailed descriptions of outlier detection and missing value analysis. There is additional content in the context of regression analysis (e.g., moderation), factor analysis (e.g., choosing between principal components analysis and principal axis factoring), cluster analysis (e.g., validating and interpreting the cluster solution), and many more.
- **New Cases**, taken from real-life situations, illustrate the market research concepts discussed in each chapter. Almost all the cases draw on real-world data from companies or organizations around the globe, which gives the readers an opportunity to participate actively in the decision-making process.
- All the examples have been updated and now use **SPSS 22**. All the material reflects this new version of the program.

<http://www.springer.com/978-3-642-53964-0>

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The Process, Data, and Methods Using IBM SPSS
Statistics

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