

Chapter 29

1. Vocab Words (29.1)

- ~ *Problem Definition*: When a business clearly identifies a problem or research issue and the information that is necessary to solve it.
- ~ *Primary Data*: Data obtained for the first time and used specifically for the particular problem or issue under study.
- ~ *Secondary Data*: Data that had already been collected for some purpose other than the current study.
- ~ *Survey Method*: A research technique in which information is gathered from people through the use of surveys or questionnaires. (It is the most frequently used method for collecting primary data.)
- ~ *Sample*: A part of the target population that is assumed to represent the entire population.
- ~ *Observation Method*: A research technique in which the actions of people are watched and recorded either by cameras or observers.
- ~ *Point-of-Scale Research*: A powerful form of research that combines natural observation with personal interviews to get people to explain buying behavior.
- ~ *Experimental Method*: A research technique in which a researcher observes the results changing one or more marketing variables while keeping certain other variables constant under controlled conditions.
- ~ *Data Analysis*: The process of compiling, analyzing, and interpreting the results of primary and secondary data collection.

2. Research Steps

- ~ Step 1: Defining the Problem
 - *Are customers satisfied with the present product?*
 - *Are prices competitive?*
 - *Are the products distributed efficiently in the marketplace?*
 - *Are promotion activities effective?*
- ~ Step 2: Obtaining Data
 - *Secondary data: Internet Sources*
 - *Secondary data: U.S. Government sources*

- *Secondary data: Consumer and Business Information Companies*
- *Secondary data: Business and Trade Publications*
- *Primary data: Survey*
- *Primary data: Observation*
- *Primary data: Experimental*
- ~ Step 3: Analyzing the Data
- ~ Step 4: Recommending Solutions to the Problem
- ~ Step 5: Applying the Results

3. Vocab Words (29.2)

- ~ *Validity*: When questions asked measure what was intended to be measured.
- ~ *Reliability*: When a research technique produces nearly identical results in repeated trials. Reliability requires that the questions ask the same type of information from all the respondents
- ~ *Open-ended Questions*: Ask respondents to construct their own response to a question.
- ~ *Forced-choice Questions*: Ask respondents to choose answers from possibilities given on a questionnaire.

4. Questions Types

- ~ Yes/No Questions
- ~ Multiple Choice Questions
- ~ Rating Scale Questions
- ~ Level of Agreement Questions