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Erik Mooi • Marko Sarstedt • Irma Mooi-Reci

# Market Research

The Process, Data, and Methods  
Using Stata

 Springer

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ISSN 2192-4333                      ISSN 2192-4341 (electronic)  
Springer Texts in Business and Economics  
ISBN 978-981-10-5217-0              ISBN 978-981-10-5218-7 (eBook)  
DOI 10.1007/978-981-10-5218-7

Library of Congress Control Number: 2017946016

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The registered company is Springer Nature Singapore Pte Ltd.  
The registered company address is: 152 Beach Road, #21-01/04 Gateway East, Singapore 189721, Singapore

*To Irma*  
– *Erik Mooi*

*To Johannes*  
– *Marko Sarstedt*

*To Erik*  
– *Irma Mooi-Reci*

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## Preface

In the digital economy, data have become a valuable commodity, much in the way that oil is in the rest of the economy (Wedel and Kannan 2016). Data enable market researchers to obtain valuable and novel insights. There are many new sources of data, such as web traffic, social networks, online surveys, and sensors that track suppliers, customers, and shipments. A Forbes (2015a) survey of senior executives reveals that 96% of the respondents consider data-driven marketing crucial to success. Not surprisingly, data are valuable to companies who spend over \$44 billion a year on obtaining insights (Statista.com 2017). So valuable are these insights that companies go to great lengths to conceal the findings. Apple, for example, is known to carefully hide that it conducts a great deal of research, as the insights from this enable the company to gain a competitive advantage (Heisler 2012).

This book is about being able to supply such insights. It is a valuable skill for which there are abundant jobs. Forbes (2015b) shows that IBM, Cisco, and Oracle alone have more than 25,000 unfilled data analysis positions. Davenport and Patil (2012) label data scientist as the sexiest job of the twenty-first century.

This book introduces market research, using commonly used quantitative techniques such as regression analysis, factor analysis, and cluster analysis. These statistical methods have generated findings that have significantly shaped the way we see the world today. Unlike most market research books, which use SPSS (we've been there!), this book uses Stata. Stata is a very popular statistical software package and has many advanced options that are otherwise difficult to access. It allows users to run statistical analyses by means of menus and directly typed commands called *syntax*. This syntax is very useful if you want to repeat analyses or find that you have made a mistake. Stata has matured into a user-friendly environment for statistical analysis, offering a wide range of features.

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 off by 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 Stata. Unlike most other books, we do not discuss theory *or* application but link the two.

- This is a book for nontechnical readers! All chapters are written in an accessible and comprehensive way so that readers without a profound background in statistics can also understand the introduced data analysis methods. Each chapter on research methods includes examples to help the reader gain a hands-on feeling for the technique. Each chapter concludes with an illustrated case that demonstrates the application of a quantitative method.
- To facilitate learning, we use a single case study throughout the book. This case deals with a customer survey of a fictitious company called Oddjob Airways (familiar to those who have seen the James Bond movie *Goldfinger!*). We also provide additional end-of-chapter cases, including different datasets, thus allowing the readers to practice what they have learned. Other pedagogical features, such as keywords, examples, and end-of-chapter questions, support the contents.
- Stata has become a very popular statistics package in the social sciences and beyond, yet there are almost no books that show how to use the program without diving into the depths of syntax language.
- 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 information on further analysis techniques and datasets is included.
- Lastly, we have set up a Facebook page called *Market Research: The Process, Data, and Methods*. This page provides a platform for discussions and the exchange of market research ideas.



## How to Use Mobile Tags

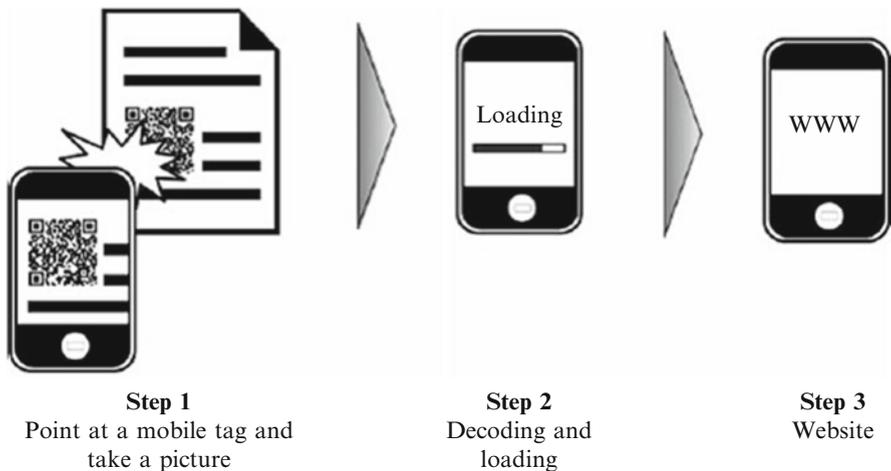
In this book, there are several mobile tags that allow you to instantly access information by means of your mobile phone’s camera if it has a mobile tag reader installed. For example, the following mobile tag is a link to this book’s website at <http://www.guide-market-research.com>.



Several mobile phones come with a mobile tag reader already installed, but you can also download tag readers. 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/>

Once you have a reader app installed, just start the app and point your camera at the mobile tag. This will open your mobile phone browser and direct you to the associated website.



## How to Use This Book

The following will help you read this book:

- Stata commands that the user types or the program issues appear in a different font.
- Variable or file names in the main text appear in *italics* to distinguish them from the descriptions.
- Items from Stata's interface are shown in **bold**, with successive menu options separated while variable names are shown in *italics*. For example, the text could read: "Go to ► Graphics ► Scatterplot matrix and enter the variables *s1*, *s2*, and *s3* into the **Variables** box." This means that the word **Variables** appears in the Stata interface while *s1*, *s2*, and *s3* are variable names.
- Keywords also appear in **bold** when they first appear in the main text. We have used many keywords to help you find everything quickly. Additional index terms appear in *italics*.
- If you see ↓ Web Appendix → Downloads in the book, please go to <https://www.guide-market-research.com/stata/> and click on downloads.

In the chapters, you will also find boxes for the interested reader in which we discuss details. The text can be understood without reading these boxes, which are therefore optional. We have also included mobile tags to help you access material quickly.

## For Instructors

Besides the benefits described above, this book is also designed to make teaching as easy as possible when using this book. Each chapter comes with a set of detailed and professionally designed PowerPoint slides for educators, tailored for this book, which can be easily adapted 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 log-in information under Instructor Resources.

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

Failure for lack of 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: International Marketing, 10th Edition

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The book's web appendices are freely available on the accompanying website and provide supplementary information on analysis techniques not covered in the book and datasets. 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 [erik.mooi@unimelb.edu.au](mailto:erik.mooi@unimelb.edu.au) (Erik Mooi), [marko.sarstedt@ovgu.de](mailto:marko.sarstedt@ovgu.de) (Marko Sarstedt), or [irma.mooi@unimelb.edu.au](mailto:irma.mooi@unimelb.edu.au) (Irma Mooi-Reci). We appreciate any feedback on the book's concept and contents!

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## Acknowledgments

Thanks to all the students who have inspired us with their feedback and constantly reinforce our choice to stay in academia. We have many people to thank for making this book possible. First, we would like to thank Springer and particularly Stephen Jones for all their help and for their willingness to publish this book. We also want to thank Bill Rising of StataCorp for providing immensely useful feedback. Ilse Evertse has done a wonderful job (again!) proofreading the chapters. She is a great proofreader and we cannot recommend her enough! Drop her a line at [stpubus@gmail.com](mailto:stpubus@gmail.com) if you need proofreading help. In addition, we would like to thank the team of current and former doctoral students and research fellows at Otto-von-Guericke-University Magdeburg, namely, Kati Barth, Janine Dankert, Frauke Kühn, Sebastian Lehmann, Doreen Neubert, and Victor Schliwa. Finally, we would like to acknowledge the many insights and 1 suggestions provided by many of our colleagues and students. We would like to thank the following:

**Ralf Aigner** of Wishbird, Mexico City, Mexico

**Carolin Bock** of the Technische Universität Darmstadt, Darmstadt, Germany

**Cees J. P. M. de Bont** of Hong Kong Polytechnic University, Hung Hom,  
Hong Kong

**Bernd Erichson** of Otto-von-Guericke-University Magdeburg, Magdeburg,  
Germany

**Andrew M. Farrell** of the University of Southampton, Southampton, UK

**Sebastian Fuchs** of BMW Group, München, Germany

**David I. Gilliland** of Colorado State University, Fort Collins, CO, USA

**Joe F. Hair Jr.** of the University of South Alabama, Mobile, AL, USA

**Jörg Henseler** of the University of Twente, Enschede, The Netherlands

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**Sascha Raithel** of FU Berlin, Berlin, Germany

**Edward E. Rigdon** of Georgia State University, Atlanta, GA, USA

**Christian M. Ringle** of Technische Universität Hamburg-Harburg, Hamburg, Germany

**John Rudd** of the University of Warwick, Coventry, UK

**Sebastian Scharf** of Hochschule Mittweida, Mittweida, Germany

**Tobias Schütz** of the ESB Business School Reutlingen, Reutlingen, Germany

**Philip Sugai** of the International University of Japan, Minamiuonuma, Niigata, Japan

**Charles R. Taylor** of Villanova University, Philadelphia, PA, USA

**Andrés Trujillo-Barrera** of Wageningen University & Research

**Stefan Wagner** of the European School of Management and Technology, Berlin, Germany

**Elke Wiersma** of Vrije Universiteit Amsterdam, Amsterdam, The Netherlands

**Caroline Wiertz** of Cass Business School, London, UK

**Michael Zyphur** of the University of Melbourne, Parkville, Australia

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