

I Marketing Research

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Description

The book starts with an introduction about marketing research and the process involved in performing research. It is followed by a discussion on research design and sampling design with the data collection methods and techniques. The data collection is guided with formulation of questionnaire and development of scales. Process of coding and tabulating of the data with testing the reliability and validity of the scales is elaborated in Chapter 7. Once data is ready for analysis, SPSS (Statistical Package for Social Sciences) is introduced for quantitative analysis. Second part of the book from chapters 7 through 11 brings out the application of SPSS for simple statistical methods.

About the Author

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