



# A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics

By Erik Mooi, Marko Sarstedt

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This accessible, practice-oriented and compact text provides a hands-on introduction to the principles of market research. Using the market research process as a framework, the authors explain how to collect and describe the necessary data and present the most important and frequently used quantitative analysis techniques, such as ANOVA, regression analysis, factor analysis, and cluster analysis. An explanation is provided of the theoretical choices a market researcher has to make with regard to each technique, as well as how these are translated into actions in IBM SPSS Statistics. This includes a discussion of what the outputs mean and how they should be interpreted from a market research perspective. Each chapter concludes with a case study that illustrates the process based on real-world data. A comprehensive web appendix includes additional analysis techniques, datasets, video files and case studies. Several mobile tags in the text allow readers to quickly browse related web content using a mobile device.

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About the Author

Erik Mooi is an Assistant Professor at the VU University Amsterdam, the Netherlands, and lectures at Aston Business School in the UK. He has taught Market Research to bachelor, master, and PhD students for several years for the VU University Amsterdam, Aston Business School in the UK, and EM Lyon in France. He has also served as a consultant for several companies in the Netherlands such as Air France-KLM. He is also an active researcher and has published amongst others in the Journal of Marketing and the Journal of Marketing Channels, while serving as a reviewer for the British Journal of Management, the Journal of Marketing, and the European Journal of Marketing. Marko Sarstedt is an Assistant Professor of Quantitative Methods in Marketing and Management at the Ludwig-Maximilians-University in Munich, Germany, where he earned his diploma, Master of Business Research and doctorate degree. He is currently a Visiting Lecturer at the European University of Applied Sciences in Hamburg, Germany. Marko's main research interest is in the application and advancement of research methods to further the understanding of consumer behavior and to improve marketing decision making. He has published several peer-reviewed research articles in national and international journals as well as proceedings volumes and serves as an editorial board member for various international journals. He has been invited to several international universities as a Visiting Researcher, including EM Lyon, the Villanova School of Business, and Brunel University, and teaches marketing research and research methodology classes at the bachelor, master and doctorate levels. Marko has served as a consultant for various companies in the nonprofit and profit sectors, including companies in the automotive, telecommunications, and industrial goods sectors.

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