

MAR311 – BUSINESS RESEARCH METHODS Unit Guide

Trimester 3 2022- 2023

Mkw2420 Marketing Research Methods Unit Guide Semester 1 2015

RJ Alexander

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Advanced Marketing Research Methods ,2025 Handbook of marketing research, The Marketing Research PRACTICAL RESEARCH HANDBOOK: Steps, Methods, and Tools for Business & **Guide** Robert E. Stevens, 1997 Marketing Research Svitlana Sousa Ostapenko, 2025-09-22 Book Description This handbook is a hands on and practical quide designed for Master's students in Business and Marketing who are developing their research projects Unlike generic research methods textbooks this book focuses on step by step guidance from choosing a topic and reviewing the literature to building conceptual frameworks selecting methodologies analyzing data and presenting results Each part includes clear checklists examples and tools that students can directly apply to their own work The handbook also integrates practical resources such as validated scales qualitative coding guides software tutorials SPSS NVivo MAXQDA SmartPLS Jamovi R and AI powered research tools Consensus Elicit ResearchRabbit etc making it an essential companion for modern research in business and marketing Written by an experienced professor and researcher this guide encourages students not only to follow methodological rigor but also to enjoy the process of inquiry creativity and critical thinking It is the ideal resource for students who want to go beyond theory and actually do research with confidence CONTENT PART 1 GETTING STARTED 5 1 1 Choosing a Relevant Topic 5 1 2 Formulating the Problem Statement 6 1 3 Identifying Research Gap 6 1 4 Defining Objectives 7 PART 2 LITERATURE REVIEW 8 2 1 Purpose of Literature Review 8 2 2 How to Search Effectively 8 2 3 Reading Strategy 8 2 4 Types of Literature Review in Business Marketing 8 2 5 Structuring the Review 9 2 6 Connecting Theory to Your Problem 10 2 7 Practical Tools 10 2 8 Common Mistakes 12 2 9 Final Output of Literature Review 12 2 10 Smart Tip for Students 12 PART 3 FRAMEWORK HYPOTHESES PROPOSITIONS 14 3 1 What is a Conceptual Framework 14 3 2 For Ouantitative Research 14 3 3 For Oualitative Research 14 3 4 Building the Framework 15 3 5 Visual Representation 15 3 6 Hypotheses Propositions Development 16 3 6 Operationalization Quantitative Only 16 3 7 Operationalization in Qualitative Research 17 3 8 Common Mistakes 18 PART 4 METHODOLOGY 19 4 1 Purpose of Methodology Section 19 4 2 Research Approaches 19 4 3 Research Design 19 4 4 Population Sampling 20 4 5 Data Collection Methods 20 4 6 Data Analysis Methods 21 4 7 Ethical Considerations 21 4 8 Structure of Methodology Chapter 21 4 9 Common Mistakes 22 4A QUALITATIVE RESEARCH IN BUSINESS MARKETING 22 1 When to Use Qualitative Research 22 2 Data Collection Methods 23 3 Data Analysis in Qualitative Research 24 4 Writing Up Qualitative Results 25 EXTRA What to Do With Text Data in NVivo MAXQDA 25 4B QUANTITATIVE RESEARCH IN BUSINESS MARKETING 27 1 When to Use Quantitative Research 27 2 Data Collection Methods 27 3 Questionnaire Design 27 4 Main Quantitative Techniques 28 5 Visual Outputs 30 6 Reporting 30 PART 5 DATA ANALYSIS INTERPRETATION 32 5 1 General Principles 32 5 2 Presenting Qualitative Results 32 5 3 Presenting Quantitative Results 33 5 4 Presenting Mixed Methods Results 34 5 5 Common Mistakes 34 PART 6 DISCUSSION 36 6 1 Purpose of the Discussion 36 6 2 Structure of Discussion 36 6 3 Examples 36 6 4 Common Mistakes in Discussion 37

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