

Glossary

Condensed & extracted from Marketing Research textbook

Autumn 2019 Final Exam layout:

- 16 multiple choice questions
- 12 definition questions
- 5 statistical interpretation questions
- 1 short answer essay question

Alternative Hypothesis: A statement that is the opposite of the null hypothesis, where the difference is not simply due to random error.

Analysis of Variance (ANOVA): A statistical technique that determines whether 3 or more group means are statistically different from each other.

Articulative Interviews: Qualitative group interviews that focus on listening for and identifying key conflicts in a person's orientation values toward products and services.

Attitude: A learnt predisposition to react in some consistent positive or negative way to a given object idea or set of information.

Bivariate Regression Analysis: A statistical technique that analyses the linear relationship between a dependent variable and an independent variable by estimating coefficients for an equation for a straight line. One variable is designated as a dependent variable and the other is called an independent or predictor variable.

Casual Research Design: A research design that explains cause-and-effect relationships between 2 or more decision variables.

Census: A research procedure that includes every element (e.g. people or objects) in the target population.

Chi-square Analysis: Assesses how closely the observed frequencies fit the pattern of the expected frequencies and is referred to as a 'goodness-of-fit' test.

Chi-square Statistic: A value that derives from Chi-square analysis and indicates how closely the observed frequencies fit the pattern of the expected frequencies.

Coding Error: Caused by assigning the wrong computer code to a response.

Comparison: The process of developing and refining theory and constructs by analysing the differences and similarities in passages, themes or types of participants.

Computer-Assisted Telephone Interview (CATI): An integrated telephone and computer system in which the interviewer reads the questions off a computer screen and enters respondents' answers directly into the computer program.

Confidence Interval: The statistical range of values within the true value of the target population parameter is expected to lie.

Construct: Concept or idea about an object, that is worthy of measurement when solving a decision problem with marketing research.