

BOOK REVIEW**MARKETING RESEARCH: TEXT AND CASES BY RAJENDRA NARGUNDKAR****Edition: Third****Pages: 533****Publisher: Tata McGraw-Hill Education Private Limited, New Delhi.****Dr. Jignasu Yagnik**

Data Analysis has been among a few topics perceived to be very intricate by students pursuing graduate, post-graduate or doctoral level studies. Despite availability of many user-friendly software, owing to lack of exposure to practical applications, apprehensions surrounding the subject have not been dealt with appropriately. This book by Dr. Nargundkar, focussing on marketing research, is a sincere effort to demystify the fears associated with the subject. The objective has been attained by lucid presentation of the theoretical concepts along with cases in the Indian context to demonstrate various statistical techniques using SPSS software.

The book is divided in to three parts comprising 18 chapters and two appendices. Part 1, elucidates fundamentals of market research and comprises of seven chapters to succinctly explain the research process, design, sampling, data collection and coding and other concepts associated with computer aided data analysis. Basics of hypothesis testing, statistical significance and basic approaches to data analysis have also been explained with relevant examples/cases.

Part 2 comprising of eleven chapters, focusses on basic as well as advanced techniques of data analysis using SPSS. Appropriate cases with data sets have been used to explain various analytical techniques, and the underlying assumptions. Analytical outcomes have been discussed with necessary elaboration to facilitate the readers.

Advanced topics like Discriminant Analysis, Logistic regression, Factor analysis, Cluster analysis, Conjoint analysis, etc. have been presented with relevant cases and explanation as to assure that the readers can apply these techniques on other data sets with confidence. The author has also demonstrated execution of conjoint analysis as a regression model in SPSS. Techniques like Repeated Measures Anova, Ordinal Regression, and Reliability analysis not covered in this edition may be included in the

forthcoming edition.

The first appendix, in Part 3, highlights concepts of industrial marketing research, policy analysis along with a case explaining use of research for product redesign. The second appendix discusses various career options in the area of marketing research.

Enclosed with each chapter is a set of assignment questions to facilitate assessment. This book would be a valuable resource for learning data analysis using SPSS.

ABOUT AUTHOR

Jignasu Yagnik is Associate Sr. Faculty at Entrepreneurship Development Institute of India, Gandhinagar. He has more than 25 years of research and academic experience in Information Technology, Research Methods, Statistical Data Analysis and MIS.

