



Brief Contents

PART I THE NATURE AND SCOPE OF MARKETING RESEARCH 1

- Chapter 1 A Decision-Making Perspective on Marketing Research 3
- Chapter 2 Marketing Research in Practice 29
- Chapter 3 The Marketing Research Process 47
- Chapter 4 Research Design and Implementation 67

PART II DATA COLLECTION 103

- Chapter 5 Secondary and Standardized Sources of Marketing Data 105
- Chapter 6 Marketing Research on the Internet 150
- Chapter 7 Information Collection: Qualitative and Observational Methods 178
- Chapter 8 Information from Respondents: Issues in Data Collection 209
- Chapter 9 Attitude Measurement 247
- Chapter 10 Designing the Questionnaire 275
- Chapter 11 Sampling Fundamentals 299

PART III DATA ANALYSIS 353

- Chapter 12 Fundamentals of Data Analysis 355
- Chapter 13 Hypothesis Testing 377
- Chapter 14 Correlation Analysis and Regression Analysis 410

PART IV APPLICATIONS 449

- Chapter 15 Presenting the Results 451
- Chapter 16 Applications of Marketing Research 469

APPENDIX 516

- Table A-1 Standard Normal Probabilities 516
- Table A-2 χ^2 Critical Points 517
- Table A-3 *F* Critical Points 518
- Table A-4 Cut-off Points for the Student's *t* Distribution 520
- A-5 Procedure for Conducting Univariate and Multivariate Analysis in SPSS 521

GLOSSARY 527

INDEX 539



Contents

PART I THE NATURE AND SCOPE OF MARKETING RESEARCH 1

Chapter 1 A Decision-Making Perspective on Marketing Research 3

Learning Objectives	3
Introduction	3
DaimlerChrysler	4
Gateway Inc.	4
Music Samplers on Web Buy CD's in Stores	5
Role of Marketing Research in Managerial Decision Making	6
Situation Analysis	7
Strategy Development	9
What Business Should We Be In?	9
How Will We Compete?	10
What Are the Business Objectives?	11
Marketing Program Development	12
Implementation	13
Sprint PCS Wireless Web Updates?	14
Factors That Influence Marketing Research Decisions	14
Relevance	14
Type and Nature of Information Sought	14
Timing	15
Availability of Resources	15
Cost-Benefit Analysis	15
Using Marketing Research: Does It Guarantee Success	15
Marketing Intelligence in Amazon.com	16
Ethics in Marketing Research	18
The Sponsor's Ethics	19
The Supplier's Ethics	20
Abuse of Respondents	20

The Respondent's Ethics and Rights	20
International Marketing Research	21
Marketing Intelligence	22
Summary	25
Key Terms	26
Review Points	26
Questions and Problems	27
Endnotes	28
Case 1-1: Ethics Dilemmas in Marketing Research	
Case 1-2: Dell in Latin America?	

Chapter 2 Marketing Research in Practice 29

Learning Objectives	29
Information Systems, Design Support Systems, and Marketing Research	30
Databases	30
Applying Information Systems to Marketing Research	31
Marketing Decisions Support Systems	31
Characters of an MDSS	33
MDSS Database	33
Report and Displays	34
Analysis Capabilities	34
Models	34
Gaining Insights from an MDSS	34
Suppliers of Information	35
Corporate/In-House marketing Research	36
External Suppliers of the Research Industry	37
Type and Nature of Services	39
Management of Marketing Research	40
Initiation of the Research	40
Research Design	40

Limitations of Computer-Retrieval Methods	116
Census Data	116
Standard Industrial Classification System	119
Appraising Secondary Sources	120
Applications of Secondary Data	120
Demand Estimation	121
Monitoring the Environment	123
Segmentation and Targeting	123
Developing a Business Intelligence System	124
Sources of Secondary Data for International Marketing Research	124
Problems Associated with Secondary Data in International Research	126
Data Accuracy	126
Comparability of Data	126
Applications of Secondary Data in International Research	126
Introduction to Standardized Sources of Marketing Data	127
Retail Store Audits	128
Consumer Purchase Panels	130
Advantages of Consumer Panels	130
Limitations of Consumer Panels	131
Scanner Services and Single-Source Systems	132
Scanner-Based Audit Services	132
Applying Scanner Data	134
Single-Source Systems	135
Media-Related Standardized Sources	139
Nielsen Television Index (NTI)	139
Arbitron Diary Panel	140
Starch Scores	141
Multimedia Services	141
Applications of Standardized Sources of Data	142
Measuring Product Sales and Market Share	142
Measuring Advertisements Exposure and Effectiveness	142
Measuring Promotion Effectiveness	143
Estimation and Evaluation of Models	143
Summary	143
Key Terms	144
Review Points	144
Questions and Problems	146
Endnotes	148
Case 5-1: Barkley Foods	
Case 5-2: Kerry Gold Products, LTD.	

Chapter 6 Marketing Research on the Internet 150

Learning Objectives	150
What is Internet?	152
Characteristics of the Internet	153
Profile of Web Users	155
WWW Information for Marketing Decisions	157
The Internet and Marketing Research Today	160
Primary Research	160
Secondary Research	165
Custom Search Service	166
Agents	166
Free Information Providers	166
Tasty Ice-Cream; A Case Example of Market Intelligence (continued)	167
How to Search for Information on the Web	168
International Marketing Research	169
Applications of International Market Research—E-Commerce	171
The Ethical Standpoint for the Internet	171
The Internet and Marketing Research Developments	173
Intranets	173
Speed	173
The Future of the Internet	174
Summary	175
Key Terms	175
Review Points	175
Questions and Problems	176
Endnotes	177
Case 6-1: Caring Children's Hospital	
Appendix: The Components of the Internet	

Chapter 7 Information Collection: Qualitative and Observational Methods 178

Learning Objectives	178
Need for Qualitative Research	178
Qualitative Research Methods	179
Use of Computers in Qualitative Research	180
Individual In-depth Interviews	181
Focus-Group Discussions	184
Projective Techniques	191
Ways to Get More Out of qualitative Research	196

Limitations of Qualitative Methods	197
Observational Methods	197
Direct Observation	198
Contrived Observation	198
Content Analysis	198
Physical Trace Measures	199
Humanistic Inquiry	199
Behavior-Recording Devices	199
Limitations of Observational Methods	201
Recent Applications of Qualitative and Observational Methods	201
<i>Summary</i>	202
<i>Key Terms</i>	203
<i>Review Points</i>	203
<i>Questions and Problems</i>	205
<i>Endnotes</i>	206
<i>Case 7-1: Mountain Bell Telephone Company</i>	
<i>Case 7-2: Acura</i>	

Chapter 8 Information from Respondents: Issues in Data Collection 209

Learning Objectives	209
Information from Surveys	210
Sources of Survey Error	210
Nonresponse Errors Due to Refusals	211
Inaccuracy in Response	212
Interview Error	213
Methods of Data Collection	215
Collecting Data	217
Personal Interviewing	217
Telephone Interviewing	221
Mail Surveys	224
Electronic Mail Surveys	229
Combinations of Survey Methods	232
Trends in Survey Research	233
Computer-Assisted Telephone Interviewing (CATI)	233
Tasty Ice-Cream: A Case Example of Market Intelligence (continued)	236
Surveys in the International Context	236
Personal Interviews	236
Telephone Interviews	236
Mail Surveys	237
E-mail Surveys	238
Factors Affecting the Choice of a Survey Method	238
Ethical Issues in Data Collection	239
<i>Summary</i>	240

<i>Key Terms</i>	241
<i>Review Points</i>	241
<i>Questions and Problems</i>	244
<i>Endnotes</i>	245
<i>Case 8-1: Essex Markets (A)</i>	
<i>Case 8-2: More Ethical Dilemmas in Marketing Research</i>	

Chapter 9 Attitude Measurement 247

Learning Objectives	247
What are Attitudes?	248
Cognitive or Knowledge Component	248
Affective or Liking Component	249
Intention or Action Component	249
The Concept of Measurement and Scaling	249
Properties of Measurement Scales	250
Types of Attitude Rating Scales	252
Single-Item Scales	252
Multiple Item Scales	260
General Guidelines for Developing a Multiple-Item Scale	263
Interpreting Attitude Scales	263
Choosing an Attitudinal Scale	263
Accuracy of Attitude Measurements	265
Validity	265
Reliability	266
Sensitivity	266
Generalizability	267
Relevancy	267
Scales in Cross-National Research	267
<i>Summary</i>	268
<i>Key Terms</i>	268
<i>Review Points</i>	269
<i>Questions and Problems</i>	271
<i>Endnotes</i>	273
<i>Case 9-1: Wine Horizons</i>	
<i>Case 9-2: National Kitchens</i>	

Chapter 10 Designing the Questionnaire 275

Learning Objectives	275
Planning What to Measure	276
Translating Research Objectives into Information Requirements	277
Formatting the Question	277
Open-Response Questions	278
Closed-Response Questions	279

Using Both Open-Responses and Closed-Response Questions	283
Question Wording: A Problem of Communication	283
Asking Sensitive Questions	285
Sequence and Layout Decisions	286
Order Bias: Does the Question Create the Answer?	286
Pretesting and Correcting Problems	288
Pretest Design	289
Role of the Pretest	290
Questionnaire Design for International Research	290
Choosing the Questions Format for Cross-National Research	290
Problems Faced in Wording Questions for International Research	291
Summary	293
Key Terms	294
Review Points	294
Questions and Problems	295
Endnotes	297
Case 10-1: Smith's Clothing	
Case 10-2: Compact Lemon	
Chapter 11 Sampling Fundamentals	299
Learning Objectives	299
Sample or Census	299
When a Census Is Appropriate	300
When a Sample Is Appropriate	300
Error in Sampling	300
Sampling Process	301
Determining the Target Population	301
Determining the Sampling Frame	303
Dealing with Population Sampling Frame Differences	304
Selecting a Sampling Procedure	306
Probability Sampling	306
Selecting the Probability Sample	307
Nonprobability Sampling	312
Judgmental Sampling	313
Snowball Sampling	314
Convenience Sampling	314
Quota Sampling	314
Sample Size: Effect of Sample Size on Sampling Distributions	315
Determining the Sample Size: Ad Hoc Methods	316
Rules of Thumb	316

Budget Constraints	317
Comparable Studies	317
Factors Determining Sample Size	318
Population Characteristics/Parameters	318
Sample Characteristics/Statistics	319
Sample Reliability	320
Sample Size Question	320
Based on Statistical Theory	320
Nonresponse Problems	321
Estimating the Effects of Nonresponse	321
Sampling in the International Context	323
Selecting the Sampling Frame	323
Sampling Procedure	324
Summary	325
Key Terms	326
Review Points	326
Questions and Problems	328
Endnotes	330
Appendix A: Determining Sample Statistics	331
Appendix B: Shopping Center Sampling	335
Case 11-1: Exercises in Sample Design	
Case 11-2: Talbot Razor Products Company	
Cases for Part II	
Case II-1: Pacific Gas & Electric (A)	338
Case II-2: Currency Concepts International	346

PART III DATA ANALYSIS 353

Chapter 12 Fundamentals of Data Analysis 355

Learning Objectives	355
Preparing the Data for Analysis	356
Data Editing	356
Coding	357
Statistically Adjusting the Data	358
Strategy for Data Analysis	361
Tabulation: Frequency Distribution	361
Tabulation: Descriptive Statistics	362
Difference Between Means or Percentages	364
Cross-Tabulations	364
Factors Influencing the Choice of a Statistical Technique	366
Assumptions Underlying the Test Statistic	366
An Overview of Statistics Techniques	366
Presenting the Results	368

Choice of a Statistical Package	368
Tasty Ice Cream: A Case Example of Market Intelligence (continued)	368
Summary	372
Key Terms	372
Review Points	373
Questions and Problems	374
Endnotes	375

Chapter 13 Hypothesis Testing 377

Learning Objectives	378
The Logic of Hypothesis Testing: An Illustrative Example	378
Steps in Hypothesis Testing	379
Basic Concepts of Hypothesis Testing	379
The Null and the Alternative Hypothesis	379
Choosing the Relevant Statistical Test and the Appropriate Probability Distribution	380
Choosing the Critical Value	381
Cross-Tabulation and Chi-Square	384
The Concept of Statistical Independence	384
Chi-Square as a Test of Independence	385
The Chi-Square Goodness-of-Fit Test	389
Means and Proportions	390
Testing Hypothesis About a Single Mean	390
Samples with Known σ	391
Hypothesis Testing for Differences Between Means	394
Hypothesis Testing of Proportions	396
Hypothesis testing of Differences Between Proportions	397
Relationship Between Confidence Interval and Hypothesis Testing	398
Analysis of Variance (ANOVA)	400
One Factor Analysis of Variance	401
Summary	404
Key Terms	405
Review Points	405
Questions and Problems	406
Endnotes	409
Case 13-1: Medical Systems Associates: Measuring Patient Satisfaction	
Case 13-2: American Conservatory Theater	

Chapter 14 Correlation Analysis and Regression Analysis 410

Learning Objectives	410
Correlation Analysis	411
Simple Correlation Coefficient	411
Testing the Significance of the Correlation Coefficient	415
Partial Correlation Coefficient	415
Measures of Association of Ordinal Variables	416
Regression Analysis	417
Simple Linear Regression Model	418
Summary	425
Key Terms	426
Review Points	426
Questions and Problems	427
Endnotes	430
Case 14-1: The Seafood Grotto	
Case 14-2: Ajax Advertising Agency	
Case 14-3: Election Research, Inc.	

Case for Part III

Case III-1: The Vancouver Symphony Orchestra	431
--	-----

Appendix 439

PART IV APPLICATIONS 449

Chapter 15 Presenting the Results 451

Learning Objectives	451
Guidelines for Successful Presentations	451
Communicate to a Specific Audience	452
Structure the Presentation	452
Create Audience Interest	454
Be Specific and Visual	455
Address Issues of Validity and Reliability	456
Written Presentation	457
The Organization of the Report	457
Oral Presentation	463
Don't Read	463
Use Visual Aids	463
Make Sure the Start Is Positive	464
Avoid Distracting the Audience	464
Involve the Audience	465

Relationship with the Client 465

Summary 465

Review Points 466

Questions and Problems 466

Endnotes 467

Chapter 16 Applications of Marketing Research 469

Learning Objectives 469

Section I: Traditional Applications of Marketing

Research: Product, Price, Distribution, and Promotion 471

New Product Research 471

Pricing Research 477

Distribution Research 481

Promotion Research 483

Sales Promotion Research 488

Section II: Contemporary Applications of Marketing Research 490

Competitive Advantage 490

Brand Equity 490

Customer Satisfaction 494

Section III: Emerging Applications of Marketing

Research: Database marketing and

Relationship Marketing 497

What is a Database? 497

Elements of a Database 498

Using Databases for Marketing Intelligence 499

Ways to Gather Consumer Data 499

Types of Databases 500

Value-Added Databases 500

Benefits of Databases Marketing 501

Relationship Marketing 506

Summary 507

Key Terms 508

Review Points 508

Questions and Problems 509

Endnotes 510

Case 16-1: Brown Microwave

Case 16-2: National Chemical Corporation

Case for Part IV

Case IV-1: Levi Strauss & Co. 513

APPENDIX 516

Table A-1 Standard Normal Probabilities 516

Table A-2 χ^2 Critical Points 517

Table A-3 *F* Critical Points 518

Table A-4 Cut-off Points for the Student's *t* Distribution 520

A-5 Procedure for Conducting Univariate and Multivariate Analysis in SPSS 521

GLOSSARY 527

INDEX 539