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

xiii
Criteria for Selecting External Suppliers 41
The International Marketing Research Industry 42
Career Opportunities in Marketing Research 43
Summary 44
Key Terms 44
Review Points 44
Questions and Problems 45
Endnotes 46
Appendix: Careers in Marketing Research
Case 2-1: Philip Morris Enters Turkey

Chapter 3 The Marketing Research Process 47
Learning Objectives 47
Overview of the Marketing Research Process 47
The Preliminary Stages of the Marketing Research Process 48
Step 1: Research Purpose 48
Step 2: Research Objective 54
Step 3: Estimating the Value of Information 58
Tasty Ice Cream: A Case Example of Market Intelligence 60
The International Marketing Research Process 61
Summary 62
Key Terms 63
Review Points 64
Questions and Problems 64
Endnotes 66
Case 3-1: A Vide Ocart Test for Bestway Stores
Case 3-2: Philips Electronics NV

Chapter 4 Research Design and Implementation 67
Learning Objectives 67
Research Approach 67
Types of Research 69
Detective Funnel 72
Data Collection Methods 73
Tasty Ice Cream: A Case Example of Market Intelligence (continued) 75
Research Tactics and Implementation 76
Measurement 76
Sampling Plan 76
Anticipating the Analysis 76
Analysis of Value versus Cost and Time Involved 77
Errors in Research Design 77
Budgeting and Scheduling the Research Project 78
Research Proposal 80
Designing International Marketing Research 80
Issues in International Research Design 82
Determining Information Requirements 82
Unit of Analysis 84
Construct, Measurement, Sample, and Analysis Equivalence 85
Summary 86
Key Terms 87
Review Points 87
Questions and Problems 88
Endnotes 89
Case 4-1: Reynolds Tobacco’s Slide-Box Cigarettes
Case 4-2: California Foods Corporation

Case for Part 1 90
Case 1-1: Jones Inc. 90

Appendix A: Errors in Research Design 94
Appendix B: Experimental Research 97

PART II DATA COLLECTION 103

Chapter 5 Secondary and Standardized Sources of Marketing Data 105
Learning Objectives 105
Introduction to Secondary Data 106
Uses of Secondary Data 106
Internal Sources of Secondary Data 107
Internal Records 107
Using Internal Data Effectively 108
Customer Feedback 108
Customer Database 109
External Sources of Secondary Data 109
Published Data Sources 109
Computer-Retrievable Databases 112
Accessing Computer-Retrievable Databases 112
Advantages of Computer-Retrievable Databases 115
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

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.
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
Recent Applications of Qualitative and Observational Methods 201
Summary 202
Key Terms 203
Review Points 205
Questions and Problems 206
Endnotes 207
Case 7-1: Mountain Bell Telephone Company
Case 7-2: Acura

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
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
Summary 240

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

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
Summary 268
Key Terms 268
Review Points 269
Questions and Problems 271
Endnotes 273
Case 9-1: Wine Horizons
Case 9-2: National Kitchens

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
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 \( \sigma \) 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 Significant 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