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Administration Classics

# 营销调研

(英文版·第6版)

# MARKETING

# RESEARCH

(Sixth Edition)

阿尔文·C·伯恩斯 (Alvin C. Burns) 著  
罗纳德·F·布什 (Ronald F. Bush)  
于洪彦 改编

中国人民大学出版社



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● 保持英文原版教材的特色。本套双语教材根据国内教学实际需要,对原书进行了一定的改编,主要是删减了一些不适合教学以及不符合我国国情的内容,但在体系结构和内容特色方面都保持了原版教材的风貌。专家们的认真改编和审定,使本套教材既保持了学术上的完整性,又贴近中国实际;既方便教师教学,又方便学生理解和掌握。



● 突出管理类专业教材的实用性。本套教材既强调学术的基础性，又兼顾应用的广泛性；既侧重让学生掌握基本的理论知识、专业术语和专业表达方式，又考虑到教材和管理实践的紧密结合，有助于学生形成专业的思维能力，培养实际的管理技能。

● 体系经过精心组织。本套教材在体系架构上充分考虑到当前我国在本科教育阶段推广双语教学的进度安排，首先针对那些课程内容国际化程度较高的学科进行双语教材开发，在其专业模块内精心选择各专业教材。这种安排既有利于我国教师摸索双语教学的经验，使得双语教学贴近现实教学的需要；也有利于我们收集关于双语教学教材的建议，更好地推出后续的双语教材及教辅材料。

● 篇幅合理，价格相对较低。为适应国内双语教学内容和课时上的实际需要，本套教材进行了一定的删减和改编，使总体篇幅更为合理；而采取低定价，则充分考虑到了学生实际的购买能力，从而使本套教材得以真正走近广大读者。

● 提供强大的教学支持。依托国际大出版公司的力量，本套教材为教师提供了配套的教辅材料，如教师手册、PowerPoint 讲义、试题库等，并配有内容极为丰富的网络资源，从而使教学更为便利。

本套教材是在双语教学教材出版方面的一种尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导，在此深表谢意。同时，为使后续推出的教材更适于教学，我们也真诚地期待广大读者提出宝贵的意见和建议。需要说明的是，尽管我们在改编的过程中已加以注意，但由于各教材的作者所处的政治、经济和文化背景不同，书中内容仍可能有不妥之处，望读者在阅读时注意比较和甄别。

徐二明  
中国人民大学商学院

于洪彦

# **Preface to the Sixth Edition**

## **What's New in the Sixth Edition?**

### **Integrated Case**

Our new case, *Advanced Automobile Concepts (AAC)*, focuses on a new manager who must determine the type of automobiles that the auto market will demand in the future. By using this case you will learn how to examine attitudes and opinions (for example, attitudes about global warming and future fuel prices) that are important in consumer choice, how to determine the most preferred models, and how to identify market segment differences between the different models. You are shown how SPSS tools can aid in analyzing case data to make important decisions. We have included at least one integrated case in every chapter.

### **Fresh Cases Contributed by Marketing Research Professors**

We found several professors who had excellent case ideas they were willing to contribute to the Sixth Edition.

### **Chapter 3 Rewritten to Reflect Today's Practice**

We started over from square one when we wrote Chapter 3, "Defining the Problem and Determining Research Objectives." We have taken a complex topic and sequenced the issues in logical succession. We do not pretend that what we've developed is simple, but we do add some order to the process.

### **New Section in Chapter 10 on Specific Use of Qualtrics Online Surveying Software**

For those of you who wish to use this software, you will find easy-to-follow instructions in our chapter on questionnaire design, Chapter 10. Following our explanation of keystrokes for SPSS, we provide annotated screen captures for using Qualtrics.

### **Integration of SPSS 17.0**

You are holding the first textbook to fully integrate SPSS. We started this integration in 1995, and we enhance the integration of SPSS by offering you step-by-step screen captures that help you learn the keystrokes in SPSS. This allows you to spend more time teaching what the analysis technique is, when to use it, and how to interpret it. Illustrated keystrokes for the latest edition of SPSS are presented in this text with clear, easy-to-follow instructions.

### **NEW! Current Insights from Industry Professionals**

Being involved as researchers for many years ourselves and as authors of a marketing research textbook, we have developed many relationships with those who practice in the industry every day. Our friends provide us with insights that only those working daily in the industry can have, and we pass those along to you in every chapter. You will find many of these insights in the opening chapter vignettes throughout the book. For example, we bring you insights from the CEO of Maritz Research, Herb Sorensen of TNS-Sorensen, executives from IPSOS, and many other leading companies. We also sought out several marketing researchers who recently graduated from college to give you their perspectives on the industry.

## NEW! Guidelines on Reporting Statistical Analyses to Clients

We have noticed that after teaching our students to properly conduct a statistical analysis using SPSS, they have trouble when it comes to writing down what they have done. We decided to add an element in our Sixth Edition that would address this problem. In our data analysis chapters we include information on how to write up the findings for the client. We offer easy-to-follow guidelines and examples. This should make you better research report writers.

## NEW! The iReportWriting Assistant

When our students write up reports for their marketing research projects, we find ourselves answering the same kinds of questions over and over. “How do you properly reference a journal article?” “What about referencing an online source of information?” “What do you have to reference and what do you not have to reference?” “When I write the introduction to the research report, what are some of the topics I need to cover and how do I word them?” So, we asked a business communications expert, Dr. Heather Donofrio, to develop an online resource that would help you answer these questions. With the new *iReportWriting Assistant*, available online at the website [www.pearsonhighered.com/burns](http://www.pearsonhighered.com/burns), you can now go online for assistance:

- What to do prior to writing?
- Help with citations
- Templates to help get started writing
- Example reports
- Help with grammar

You are either given information on these topics or linked to sites that specialize in a particular issue relevant to report writing.

## NEW! New Global Applications

We have many new examples that illustrate the global dimensions of marketing research.

## NEW! New Ethical Applications

We have new examples of the ethical issues facing both marketing research suppliers and buyers. We make every effort to ensure that your students are sensitized to the ethical issues they are likely to confront in their careers.

## To the Student

**WHAT IS THIS COURSE ABOUT?** This course is about gathering information in order to make better decisions. You’ve learned in your fundamentals of marketing course that managers must make decisions. Sometimes these decisions are routine and can be made easily. Other decisions require a different approach. Sometimes managers are faced with a decision that (a) is important, (b) has severe negative consequences if made incorrectly, and (c) requires the decision maker to gather additional information. When any one of these conditions occurs, managers often turn to marketing research. In this course you will learn about the basic process marketing researchers use to provide managers with the information they need to make better decisions.

**WHY IS THIS COURSE IMPORTANT FOR YOUR MAJOR?** If you are a marketing major, you should definitely understand the role marketing research plays in the marketing process. You’ve learned that marketing strategy essentially involves selection of a target market



and development of a marketing “mix” tailored to meet the needs of that target market. Think about the decisions that marketing managers must make in order to plan, implement, and control a marketing strategy. First, what is the market? How can the market be segmented? Which segments’ needs are currently being met by competitors? Which segments’ needs are not being met? Would it be profitable to serve any of those segments? These are just a few of the decisions marketers must make, and we haven’t even started talking about the decisions necessary to develop the right “mix” to serve the segment we select as our target market. Decisions, decisions, decisions! Understanding the process of gathering information to help make these decisions through marketing research will be important to you in your business career. In fact, many non-marketing majors take this course. All majors in business benefit from it as well as such closely related majors as advertising and public relations.

**TIME-TESTED APPROACH.** We mentioned the basics of marketing strategy earlier, and we used that same concept in developing this book. After conducting and teaching marketing research at the university level for many years, we realized there was a market segment whose needs were not being met by competitive textbooks. Our target market is “undergraduate students who are taking their first course in marketing research.”

**THE MARKET REACTION TO THIS BOOK HAS CONFIRMED OUR APPROACH.** Many students around the world have learned the basics of marketing research using this book. The book is published in English, Dutch, and Chinese and has special editions in Canada and the Philippines. We have been advised by our publisher that we have had the top-selling book in marketing research for over a decade. We hope you find our book as interesting and informative as the many thousands of students who have preceded you in learning about marketing research. But, you will have to do your part in this course in order to learn as much as you can.

**WHAT’S EXPECTED OF YOU.** For the vast majority of you, this will be your one chance at acquiring knowledge about the basic function and process of marketing research. Take advantage of this opportunity! You will be better prepared to learn this material if you’ve had the prerequisite courses we recommend. Your instructor will make the final decision about what your prerequisites are for the course. Still, we recommend that you have already studied fundamentals of marketing and elementary statistics. Why? If you haven’t had the fundamentals of a marketing course, you will probably have experienced some problems already in interpreting what we’ve been saying about marketing strategy and the “mix.” Marketing research is part of marketing, so it will help if you understand marketing first. Also, we know that many students do not recall all they learned in elementary statistics. However, having had the course, you will be surprised at what concepts come back to you as you begin to learn the basics of data analysis in this book. Just being familiar with concepts like the “area under the normal distribution” and “z scores” will help you pick up the concepts we present.

Finally, in terms of what’s expected of you . . . go to class. Someone once said that “80% of being successful is just showing up.” There is a lot of truth in this remark. Do not miss class. Get there early so you can hear important announcements and listen to what is being discussed. Get involved and enjoy learning about marketing research.

**HOW SHOULD YOU STUDY THIS BOOK?** By now you know the “secrets” of learning. Listen carefully to what your professor has to say. Read your assignments. To this we add another suggestion that seems to work: Get interested in the subject matter. You will find that being interested is a very effective catalyst in helping you learn. How do you do it? We recommend that you look through the chapter you have been assigned. Pay attention to the headings and subheadings. Ask yourself: “Do I already know what the authors mean by this?” Probably not. Ask: “What could this topic be about and how will I be able to use this in the future?” Now, you should have some interest in what you are about to read. Try it!

**TIPS FOR SUCCESS!** We would love for you to take advantage of our numerous years of teaching to help you become a better student. Want to know what we see in “better” students? Always attend class. Sit near the front. Pay close attention. Ask questions if you don’t understand something (do not be embarrassed to ask!). Print PowerPoint slides in Handout form before class and take notes. Find someone else with whom to study. Make up test questions and ask the study mate to do the same. Take each other’s test and compare your answers. Read the book as we have suggested above. Do these things and you will see your grade point average go up.

### How to Get the Most Out of This Textbook

Here are our recommendations on how to read a chapter in this textbook to maximize your memory and your understanding of the concepts and material.

- **Read the Learning Objectives.** They list the major topics in the chapter.
- **Figure out where we are.** Use the “Where we are” element to locate the step in the marketing research process that the chapter pertains to. It will help you to comprehend how this chapter topic fits with other chapter topics you have learned.
- **Read the opening vignette.** It illustrates how the topic in the chapter is actually used in marketing research.
- **Read the chapter content.** It contains all the specifics on the chapter’s topics.
- **Study the figures and tables.** These are visual aids and/or an organized presentation of crucial material in the chapter that will help you to remember or understand the material.
- **Answer the review questions.** Answering these questions will assist you in memorizing important aspects of the chapter.
- **Answer the applications questions.** Preparing answers to these questions will help you to understand and apply important aspects of the chapter.
- **Answer questions for the end-of-chapter cases.** The cases are situations where you need to apply important concepts from the chapter to come up with solutions. Deciding what concepts are relevant and molding them to the case situation enhances your understanding of these concepts.

### Helpful Hints on How to Utilize This Text in Exam Preparation

- When assigned by your instructor, read each chapter using our “How to Get the Most Out of This Textbook” recommendations.
- 5–7 days before the exam, for each chapter . . .
  - Review the marginal notes
  - Review your answers to the review and application questions
  - Review end-of-case solutions you wrote
  - Take note of those chapters or chapter topics where you do not feel adequately prepared for the exam at this time
- 3–5 days before the exam, for all chapters . . .
  - Reread the chapter or chapter section
  - Review areas you highlighted when you read the chapter (or you may have made notes on the highlights)
  - Use the Companion Website to review chapter outlines and key terms
  - Review all PowerPoint slides
  - Test your knowledge with the online tests
  - Take note of those chapters or chapter topics where you do not feel adequately

- prepared for the exam at this time
- 2–3 days before the exam, for each chapter or chapter topic where you feel you need additional preparation . . .
  - Reread the chapter or topic in the chapter
  - Review the specific areas you identified where you are weak (key terms, review questions, etc.)
- 1 day before the exam, for each chapter . . .
  - Review the marginal notes
  - Review the key terms
  - Reread the chapter summaries
  - Review all PowerPoint slides
  - For any topic where you feel weak, reread the topic coverage in the chapter
- On the day of the exam, relax and feel confident that you are prepared to perform well on it.

### Tools That Come with This Book to Help You

**INTEGRATION OF SPSS 17.0.** In this course you will learn the latest edition of the most widely used statistical analysis software used by marketing research firms, SPSS 17.0. SPSS allows you to analyze data sets using a variety of data analysis techniques. Our basic approach is to teach you when to use the technique, how to run it in SPSS, how to interpret your SPSS output, and how to write the results in your report. We use annotated screen captures taken from SPSS to help you easily learn the keystrokes necessary to become proficient. We also have an online tutorial, *SPSS Student Assistant*, which is shown under items you can access through your Companion Website to this book at [www.pearsonhighered.com/burns](http://www.pearsonhighered.com/burns).

**GLOBAL AND ETHICAL APPLICATIONS.** In the book you will read about global and ethical applications in marketing research. Why? First, all of business has been affected by globalization. This is certainly true for marketing research, as you will learn in this book. Second, we are often reminded how ethics should play a role in bettering the world. Unfortunately, we usually read what goes wrong when ethics are forgotten. Executives at WorldCom, HealthSouth, Enron, Arthur Andersen, and many of the financial institutions such as AIG and Lehman Brothers have set a poor example of ethical behavior. We cannot teach you right from wrong, but we can make you sensitive to ethical issues as either a buyer or supplier of marketing research.

**OPENING CHAPTER VIGNETTES.** We have opening chapter vignettes, where we show you what marketing research professionals have to say about what you are about to read. Take advantage of these vignettes because, in almost all cases, they were written specifically for this Sixth Edition. The subject matter of the vignette is directly related to the subject matter in the chapter and will give you a better understanding of the material.

**AN INTEGRATED CASE AND END-OF-CHAPTER CASES.** We created one case that runs throughout this book. *Advanced Automobile Concepts* (AAC) is written for today's world. An automobile manufacturer needs information to help the company make decisions about the auto models that will be demanded by future car buyers. An installment of the case appears at the end of each chapter. Your instructor will tell you whether or not you will be using the case. Also, many end-of-chapter cases are included in the book. Each of these was especially written for this text so that you may learn how to apply concepts presented in the chapter in a case setting.

**THE COMPANION WEBSITE.** By going to [www.pearsonhighered.com/burns](http://www.pearsonhighered.com/burns) you will have several resources available to you.

- **Study quizzes** are available for each chapter. Want a tip? Read the chapter first, then take the quiz. Use the quiz as feedback to tell you how well you've learned

the chapter material.

- **PowerPoint presentations** for each chapter. Whether or not your instructor uses these PowerPoint slides, you would benefit by studying them, as they will help you learn the material in this book.
- **Case Study hints** for each chapter. If your instructor assigns you any of the cases at the end of the chapters, you can get some useful ideas by reading these hints.
- **SPSS Student Assistant.** We developed this tutorial to teach you step-by-step how to learn SPSS.
- **Dataset downloads.** Once you learn SPSS, you may be assigned to use it on data provided for the cases in this book. You can access these datasets on the Companion Website and download them to your computer. Datasets available are:
  - *Advanced Automobile Concepts* (AACConcepts.sav)—integrated case dataset used in Chapters 14–19
- **iReportWriter Assistant.** We developed an online resource for you to use when you have to write a marketing research report. The iReportWriter Assistant offers the following:
  - What to do prior to writing?
  - Templates to help you get started writing
  - Help with grammar
  - Help with citations
  - Example reports
- **Online data analysis modules.** We provide you with the basic tools of data analysis in the book. However, from time to time your instructor may want you to gain some familiarity with some other tools. We have provided some additional data analysis techniques online. These tools are in two categories: nonparametric tests and multivariate techniques. Your instructor will tell you if you need any of these.
  - When to Use Nonparametric Tests
  - Nonparametric: Chi-square Goodness-of-Fit Test
  - Nonparametric: Mann-Whitney *U* Test
  - Nonparametric: Wilcoxon Test
  - Nonparametric: Kruskal Wallis *H* Test
  - When to Use Multivariate Techniques
  - Factor Analysis
  - Cluster Analysis
  - Conjoint Analysis

**STUDY GUIDE AND TECHNOLOGY MANUAL.** This supplement enables you to study more effectively. It also gives detailed instructions for running the various data analysis procedures using SPSS.

**COURSESMART eTEXTBOOKS.** CourseSmart eTextbooks Online cost less than the suggested list price of the print text. Simply select your eText by title or author and purchase immediate access to the content for the duration of the course using any major credit card. With a CourseSmart eText, you can search for specific keywords or page numbers, make notes online, print out reading assignments that incorporate lecture notes, and bookmark important passages for later review. For more information or to purchase a CourseSmart eTextbook, visit [www.coursesmart.com](http://www.coursesmart.com).

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