# ESSENTIALS MARKETING RESEARCH



WILLIAM G. ZIKMUND

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# WILLIAM G. ZIKMUND

Oklahoma State University

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## **PREFACE**

This first edition of *Essentials of Marketing Research* is the direct result of listening to the collective voice of professors. The Dryden Press' marketing research indicated a segment of marketing professors wanted a shorter book.

Essentials of Marketing Research, which consists of 16 chapters, is shorter than my other book, Exploring Marketing Research, sixth edition, but it shares many of the same attributes. Essentials of Marketing Research presents a lively picture of marketing research. It emphasizes an applied approach with practical applications that gives students a basic understanding of the scope of marketing research. Essentials of Marketing Research is also contemporary, reflecting the emergence of our digital age. For example, the Internet's World Wide Web with its ability for instantaneous and interactive access to information from around the globe has a prominent place in this book.

I believe a student's first exposure to the subject of marketing research should create an appreciation of the full range of activities involved in marketing research in businesses and other organizations. This textbook was written under the assumption that few individuals will truly appreciate the marketing research process if their first exposure to the material requires them to study an exhaustive technical handbook filled with advanced statistical techniques and abstract research designs.

During my student years, my professors presented marketing research as a dynamic, creative, and enjoyable pursuit. This approach turned out to be more accurate than the dry, analytical image of marketing research presented in most marketing research textbooks.

My own experience in the marketing research industry and in teaching marketing research for many years at the university level has convinced me that a topically relevant and exciting textbook is necessary for students enrolled in their first course in marketing research. I have put forth my best effort to communicate the energy and creativity of marketing research without compromising integrity or accuracy.

In writing a shorter book, I have not simply pared down our coverage to the essentials of marketing research but have organized many topics in a unique way. For example, the material on data analysis is organized to show the "big picture" of data analysis rather than to focus on advanced techniques that undergraduate students have difficulty understanding.

## ORGANIZATION OF THE BOOK

The organization of *Essentials of Marketing Research* follows the logic of the marketing research process. The book begins by discussing the scope of marketing research. It provides an overview of problem definition and the entire marketing research process. A discussion of global information systems and the Internet follows. The many new information technologies and new methodologies for collecting data are covered at this point in the textbook. Next, the need for exploratory research and secondary data collection are explained. Research designs for primary data collection, surveys, observation research, and experiments are discussed next. A practical explanation of measurement and questionnaire design follows. Sampling designs and sample size are examined. Finally, basic data analysis is explained and a conceptual overview of advanced data analysis is presented.

#### ■ FEATURES STUDENTS WILL LIKE

Essentials of Marketing Research addresses students' need to comprehend the field literally. To achieve these objectives, the text emphasizes the following elements:

- Numerous real, easy-to-understand examples help students gain insight and perspective
  concerning marketing research. They are designed to stimulate students to search for additional information about marketing research. The "What Went Wrong?" and "What Went
  Right?" boxes portray failures and successes in specific marketing research situations.
- A straightforward prose style portrays marketing research as it is actually practiced.
  There is a balanced coverage of conceptual and managerial issues. Considerable
  effort has been directed toward explaining topics with examples that clarify rather
  than mystify.
- The text explains statistical concepts in a simple, straightforward manner. This is a managerially oriented marketing research textbook, not a statistics monograph. The statistical and quantitative aspects of the text were written for those who need a book that provides an understanding of basic concepts. Too many students, approach the prospect of statistical material with a great deal of unnecessary trepidation. The text devotes an entire section to a review of statistics. Even students with rusty statistical skills will benefit from a quick review of the basic statistical concepts.
- Each chapter begins with a clear statement of learning objectives to provide students with an expectation of what is to come. Students can also use the objectives to determine whether they understand the major points of the chapter.
- An opening vignette describing an actual situation relevant to the chapter focuses students' attention on the pragmatic aspects of each chapter.
- To enhance students' understanding of conceptual materials, Essentials of Marketing Research includes many exhibits that indicate relationships among variables and that visually highlight ideas. A full-color format enhances the imagery and appeal of the artwork and photographs.
- Learning the vocabulary of marketing research is essential to understanding the topic. Essentials of Marketing Research facilitates this in three ways. First, key concepts are boldfaced and completely defined when they first appear in the textbook. Second, all key terms and concepts are listed at the end of each chapter, and many terms are highlighted in a marginal glossary. Third, a glossary summarizing all key terms and definitions appears at the end of the book for handy reference. A glossary of frequently used symbols is also included.
- End-of-chapter materials were carefully designed to promote student involvement in the classroom. The end-of-chapter questions stimulate thinking about topics beyond the text's coverage. Review materials enhance students' understanding of key concepts.
- The end-of-chapter cases present interesting, real-life research situations that require students to make thoughtful decisions. These real-world cases offer the opportunity for active participation in a decision-making process, one of the most effective forms of learning. The cases portray actual research activities and companies such as Walker Marketing Research and Upjohn that conduct marketing research around the world.
- "Exploring the Internet" exercises appear at the end of every chapter. This feature helps students navigate the Internet. These activities range from going to the Census Bureau's Pop Clock to being participants in Internet surveys.
- A new feature *Exploring the Internet* provides links to other relevant Web sites helpful for both students and professors.

#### ■ FEATURES THE PROFESSOR WILL LIKE

Essentials of Marketing Research is for the undergraduate student who must meet the future challenge of marketing management. The professor should find this book and its supplements an extremely useful aid in facilitating student achievement.

Materials to supplement the content of the textbook are available to help instructors perform their vital teaching function. The extensive learning package provided with *Essentials of Marketing Research* includes a test bank, a computerized test bank, an instructor's manual, PowerPoint presentation software, transparency masters, videocassettes containing case materials, a floppy disk containing databases for several cases, a Web site on the Internet (http://www.dryden.com), and other ancillary materials.

- All chapters that follow Chapter 4, "The Human Side of Marketing Research: Organizational and Ethical Issues," include end-of-chapter questions dealing with ethical issues.
- Cases with questions for homework assignments or classroom discussions are included
  in the text. These cases allow classroom discussions of the case solutions to be integrated with video materials. Teaching notes are provided for these video cases as well as
  for all other cases in the Instructor's Manual.
- PowerPoint Presentation Software is a state-of-the-art presentation graphics program for IBM compatible computers. This integrated program allows instructors to retrieve and edit any of the preloaded transparency slides that accompany the book. Images can easily be edited, added, or deleted. The instructor can present the transparency slides electronically in the classroom.
- A new *Web site on the Internet* for this textbook enhances the way marketing research can be taught. The Web site will provide the latest information about "what's new" and "what's cool" in marketing research. Links to other research-related sites, tips about using the supplemental video library, and much more are planned for the site.

The Dryden Press will provide complimentary supplements or supplement packages to those adopters qualified under its adoption policy. Please contact your local sales representative to learn how you may qualify. If as an adopter or potential user you receive supplements you do not need, please return them to your sales representative or send them to:

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#### OUR REVIEWERS ARE APPRECIATED

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# **ABOUT THE AUTHOR**

A native of the Chicago area, William G. Zikmund now lives in Tulsa, Oklahoma. He is a professor of marketing at Oklahoma State University. He received a bachelor of science in marketing from the University of Colorado, a master of science in marketing from Southern Illinois University, and a Ph.D. in business administration with a concentration in marketing from the University of Colorado.

Before beginning his academic career, Professor Zikmund worked in marketing research for Conway/Millikin Company (a marketing research supplier) and Remington Arms Company (an extensive user of marketing research). Professor Zikmund also has served as a marketing research consultant to several business and nonprofit organizations. His applied marketing research experiences range from interviewing and coding to designing, supervising, and analyzing entire research programs.

During his academic career, Professor Zikmund has published dozens of articles and papers in a diverse group of scholarly journals ranging from the Journal of Marketing to the Accounting Review to the Journal of Applied Psychology. In addition to Essentials of Marketing Research, Professor Zikmund has written Exploring Marketing Research, Business Research Methods, Marketing, Effective Marketing, and a work of fiction, A Corporate Bestiary.

Professor Zikmund is a member of professional organizations such as the American Marketing Association, the Academy of Marketing Science, the Association for Consumer Research, the Southern Marketing Association, Western Marketing Educator's Association, and the Southwest Marketing Association. He has served on the editorial review boards of the Journal of Marketing Education, Marketing Education Review, Journal of the Academy of Marketing Science, and the Journal of Business Research.

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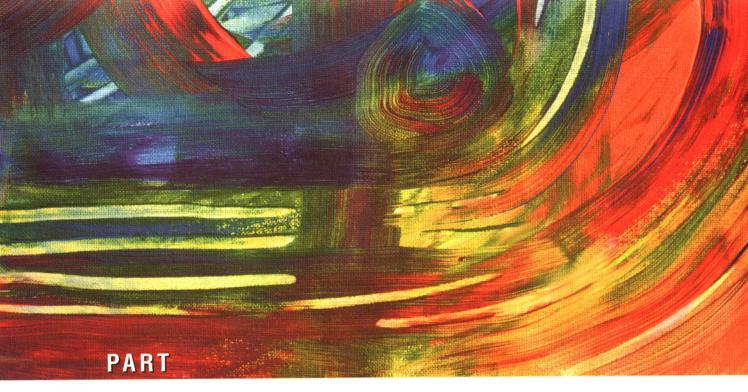
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