

● 对外经济贸易英语丛书

国际市场调研

● 主编 孙维炎 ● 编著 诸葛霖 倪黛黛



CONTENTS
MARKET RESEARCH
Objective of Our Study
Research in Management
Opportunities and problems
find causes of problems
the marketing performance
To predict future conditions
To do market research for governments
When is Market Research Needed?
a) Time constraints
b) Availability of data
c) Nature of the decision
versus costs
on System

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前 言

随着我国经济改革的深入，社会主义市场经济正在逐步建立和发展。把企业推向市场，参加公平竞争，乃是当前的主要任务。企业必须推出适销对路的产品，才能避免积压，乃至亏本和被淘汰。要了解市场，就必须进行市场调研工作。

我国加入关税与贸易总协定为期不远了，它将有助于我国企业拓宽国际市场的销售工作。面向两个市场是我国发展生产力的战略方针。进入国际市场竞争，可以给我国企业提供更多的机会了解国际上的适销商品和消费动向，吸收外国的先进技术，改进我国的产品结构，扩大进出口贸易，扩大国际经济合作，以繁荣我国经济。

如何做好国际市场调研工作是一门新的课程，内容包括国际市场营销调研的作用，调研的代理，调研的范围，调研提案，第二手资料的调研，第一手资料的调研，问卷设计，抽样设计，资料处理和调研报告。我们用简明易懂的英语编写，为的是在介绍这门课的基本知识和方法的同时，便于青年学员、企业干部学习，以提高英语的阅读能力。

由于编者的业务与英语水平有限，缺点错误在所难免，希望广大读者批评指正。

编 者

1992年8月

CONTENTS

CHAPTER 1 THE ROLE OF MARKET RESEARCH

The Objective of Our Study (1)

Market Research in Management (6)

- a) To recognize marketing opportunities and problems
- b) To find causes of problems
- c) To monitor and evaluate the marketing performance
- d) To predict future conditions
- e) To do market research for governments

When is Market Research Needed? (11)

- a) Time constraints
- b) Availability of data
- c) Nature of the decision
- d) Benefits versus costs

Marketing Information System (13)

- a) Recurrent information
- b) Monitoring information
- c) Requested information
- d) Multinational marketing information system

CHAPTER 2 USING RESEARCH SUPPLIERS

Making use of Market Research	(18)
Using Research Agency	(22)
a) Expertise	
b) Language	
c) Cost effectiveness	
d) Objectivity	
How to Choose An Agency	(24)
a) Types of research agency	
b) Selection procedure	
The Contract with the Agency	(28)
Working with Agencies	(30)

CHAPTER 3 SCOPE OF RESEARCH

Research on Environments	(33)
a) Culture	
b) Politics and government regulations	
c) Economics and techniques	

- d) Climate and geography
- e) Competition

Research on Marketing Demand (44)

- a) Consumption
- b) Derived demand

Research on Marketing Practice (48)

- a) Product
- b) Sales distribution and transportation
- c) Promotion
- d) Pricing

CHAPTER 4 RESEARCH PROPOSAL

Research Objectives (56)

- a) Situation analysis
- b) Model development
- c) Statement of research objective

Planning a Research Design (61)

- a) Selecting the data collection method
- b) Planning a sampling
- c) Data gathering
- d) Data processing

e) Conclusions and report preparation

Research Budget and Time Schedule (67)

Appendix to Chapter 4 (72)

An example of Research Proposal

CHAPTER 5 SECONDARY DATA RESEARCH

The Nature of Secondary Data (76)

Secondary Data Evaluation (77)

Sources of Secondary Data (79)

a) International data sources

b) External data sources

(1) Computerized data bases

(2) Association

(3) Syndicated services

(4) Other published sources

(5) Library

(6) Foreign missions

(7) International organizations

(8) Government agencies

(9) Chambers of commerce

(10) Banks

Market Screening Through Secondary

Data Research (82)

CHAPTER 6 PRIMARY DATA RESEARCH

Survey Methods (95)

a) Survey problems

b) Classification of survey

(1) Classifying surveys on a temporal basis

(2) Classifying surveys on a communication basis

c) Types of survey

(1) Telephone interviews

(2) Mail interview

(3) Personal interview

(4) Computer interview

(5) Group interview

Observation (114)

Experimentation (116)

CHAPTER 7 QUESTIONNAIRE DESIGN

What is Questionnaire? (119)

Questionnaire Construction Procedure (119)

- a) Determine the specific information
- b) Determine the types of individual questions
 - (1) Is the question necessary?
 - (2) Is it within the experience of respondents?
 - (3) Can the respondent remember the information?
 - (4) Will the respondent have to make a big effort to answer the question?
 - (5) Will respondents give the information?
 - (6) Are several questions needed or is only one question enough?
- c) Determine the type of question
 - (1) Open-ended question
 - (2) Multiple-choice question
 - (3) Dichotomous questions
 - (4) Rating scales
 - (5) Ranking method
- d) Determine the wording of questions
- e) Determine question sequence

Determine Layout and Reproduction (141)

CHAPTER 8 SAMPLING DESIGN

What is Sampling? (148)

Advantages of smpling

- (1) Cost saving
- (2) Time reducing
- (3) Partly inaccessible population
- (4) Destruction of units
- (5) Greater accuracy
- (6) Sampling errors and data collection error

Sampling process (155)

- a) Defining of population
- b) Defining a frame
- c) Sampling Units
- d) Selection of Sampling Method

Sampling Method (159)

a) Probability samples

- (1) simple random samples
- (2) systematic samples
- (3) stratified samples
- (4) cluster samples

b) Nonprobability samples (166)

- (1) convenience samples
- (2) judgment samples
- (3) quota samples

The Sample Size and Cost	(169)
--------------------------------	-------

CHAPTER 9 DATA PROCESSING

Controlling Field work	(171)
a) Selection of field works	
b) Briefing session for interviewers	
c) Supervision of field workers	
Transforming Raw Data into Information	(174)
a) Editing	
b) In-house editing	
c) Coding	
Data Analysis	(182)
a) One way frequency distribution	
b) Cross tabulation	
c) Data analysis and interpretation	
Appendix to Chapter 9	(190)
An Example of Coding Book	

CHAPTER 10 RESEARCH REPORT

Written Report	(197)
a) Preparing the written research report; focus on the	

Chinese audience

- (1) Clearly present the objective of the study
- (2) Minize the reporting of the technical aspects of the project
- (3) Develop an interesting writing style
- (4) Use visual aids and round numbers

b) Forms of reports

- (1) Title page
- (2) Table of contents
- (3) Summary of findings and recommendation
- (4) Introduction
- (5) The body
- (6) Conclusions and recommendations
- (7) Appendix

Oral Report (204)

- a) Preparing the oral report
- b) Delivering the oral report
- c) Graphic presentation of the results
 - (1) Pie chart
 - (2) Line chart
 - (3) Stratum chart
 - (4) Bar chart
 - (5) Bar chart variations

CHAPTER 1

THE ROLE^① OF MARKET RESEARCH^②

The Objective of Our Study

The central task of the Chinese people in the new era^③ is to quadruple^④ the gross industrial and agricultural output^⑤ from 1979 to the end of century^⑥. In other words, to concentrate^⑦ their efforts on economic development. In order to attain^⑧ this goal, the Chinese government has formulated^⑨ a series of economic policies. They are generally classified into three types, namely, revitalization^⑩ of domestic economy, economic reform^⑪ and opening to the outside world. In the past ten years of economic reform, the remarkable^⑫ achievements^⑬ in the economic field have engaged the earnest^⑭ attention of both the east and the west, as the economic growth rate in this period of economic reform has proved the Chinese capability of fulfilling its ambitious^⑮ plan of economic development on time or ahead of schedule.^⑯

① 作用 ② 市场营销调研 ③ 新时期 ④ 翻两番 ⑤ 产量 ⑥ 世纪
⑦ 集中 ⑧ 达到 ⑨ 制订 ⑩ 搞活 ⑪ 改革 ⑫ 显著 ⑬ 成就
⑭ 热切的 ⑮ 雄心勃勃的 ⑯ 提前

Instead of the rigid^① centralised planning system, China has undertaken^② economic reform to practice a planned commodity economy, which embodies an integration of planned economy with market regulation.^③ On the whole, production and circulation^④ of goods should be managed, promoted and developed under the macroeconomic control^⑤ of the state, in order to ensure steady, sustained^⑥ and well-coordinated^⑦ development of the national economy. At the grassroots^⑧ level, most of the enterprises, industrial, commercial, and what not, are subject to market regulation, even though a number of big enterprises which produce essential commodities crucial^⑨ to China's national economy and people's livelihood are run according to the government's mandatory^⑩ plans. In short, the law of value^⑪ should be observed^⑫ in economic activities.

By and Large^⑬, managers and directors of enterprises should take up the responsibility of producing the goods geared^⑭ to the market demands. Accordingly they should be very attentive to the changes in market situation, otherwise they will be, in all probability, out of running^⑮, since Bankruptcy^⑯ Law has been put into effect^⑰ in China. In a nutshell^⑱, an entrepreneur^⑲, if he wants to be successful, must understand and grasp the correct marketing concept^⑳ and keep

①僵化的 ②从事 ③调节 ④流通 ⑤宏观经济调控 ⑥持久
⑦均衡协调 ⑧基层 ⑨至关重要的 ⑩指令性的 ⑪价值规律 ⑫
遵循 ⑬总的来说 ⑭适合 ⑮被淘汰 ⑯破产 ⑰生效 ⑱简而
言之 ⑲企业家 ⑳市场营销观念

close watch over the changes in market demands as they all know that product economy no longer exists and has been replaced^① by planned commodity economy.

At present it becomes a truism^② that to be a good manager, he must be proficient at exercising micro-economic control^③, whereby he can run the enterprise efficiently to get the optimal^④ economic returns. For this reason he ought to be able to master the marketing techniques^⑤ and be knowledgeable^⑥ about the marketing research. He should be imbued^⑦ with the new concept that managers should produce what they can sell rather than sell what they can produce. In line with^⑧ this important principle^⑨, they should transform^⑩ their undertakings^⑪ from plan-oriented^⑫ into market-oriented industries. This is the only way they can succeed in their management^⑬. Even when some commodities are subject to mandatory plans, the managers cannot afford to lose sight^⑭ of the changes in market situation. It is especially so, when their products are made for export, because competition^⑮ in international market is very keen^⑯. If they fail to upgrade^⑰ their products to meet the needs of consumers, they will soon lose the chance to get a foothold^⑱ in international market.

Now and in the near future, China needs to import a large amount of advanced technology and equipment^⑲ for its mod-

① 被替代 ② 自明之理 ③ 微观经济调控 ④ 最佳的 ⑤ 市场营销技巧
⑥ 具有有关知识的 ⑦ 充满 ⑧ 与……相一致 ⑨ 原则 ⑩ 转变
⑪ 经营的事业 ⑫ 导向 ⑬ 管理 ⑭ 忽视 ⑮ 竞争 ⑯ 激烈
⑰ 提高档次 ⑱ 立足之地 ⑲ 设备