

FOURTH
EDITION

EXPLORING MARKETING RESEARCH



William G. Zikmund

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William G. Zikmund
Oklahoma State University

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PREFACE

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Exploring Marketing Research, Fourth Edition, is a comprehensive, practical, and extremely accessible presentation of the field of marketing research. It emphasizes an applied approach with practical applications that give students a basic understanding of the scope of marketing research.

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 text 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 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 20 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 complete coverage of the major research areas or integrity and accuracy in the statistical areas.

Exploring Marketing Research, Fourth Edition, presents a contemporary and realistic perspective on both the theory and practice of marketing research.

ORGANIZATION OF THE BOOK

The organization of the fourth edition of *Exploring Marketing Research* follows the logic of the marketing research process. The book is organized into eight parts. Each part presents the basic research concepts for one of the stages in the research process and discusses how these concepts relate to decisions about conducting specific projects. Part One, "Introduction," discusses the scope of marketing research, provides an overview of the entire marketing research process, and discusses organizational and ethical issues in marketing research. Part Two,

“Beginning Stages of the Research Process,” covers problem definition, research proposals, exploratory research, and secondary data. Part Three, “Research Designs for Collecting Primary Data,” examines the concepts and issues related to designing and using surveys, observation studies, and experiments. Part Four, “Measurement Concepts,” discusses the logic of measurement and the practical issues involved in attitude measurement and questionnaire design. Part Five, “Sampling and Fieldwork,” explains why sampling is required, how to design samples, how to conduct fieldwork, and how to determine sample size. A review of basic statistical concepts appears in this part of the book. Part Six, “Data Analysis and Presentation,” covers editing and coding, descriptive data analysis and inferential statistical analysis, and communication of research results. It ends with a final note on the use of marketing research. Part Seven, “Comprehensive Cases with Computerized Databases,” provides materials that challenge students to apply the concepts they have learned.

NEW TO THE FOURTH EDITION

Exploring Marketing Research, Fourth Edition, has been rewritten to reflect society’s growing concern with ethical issues. Chapter 3, “The Human Side of Marketing Research: Organizational and Ethical Dimensions,” provides an early introduction to ethical issues. Placing the fundamental ethical issues in this earlier chapter allows for a more complete discussion of ethical issues throughout the book. Text material dealing with ethical issues, discussion questions, and *Perspective on Ethics* boxes appear in the chapters on surveys, experiments, and observation and in other chapters dealing with research design or research execution.

Many technological advances have occurred since the last edition. Material reflecting the influence of new technologies on how information is gathered, coded, transformed, stored, and distributed appears in several chapters. Chapter 6 has been heavily revised and updated to reflect the “channels of distribution” for secondary data and database search and retrieval systems in the 1990s. Chapter 19, “Basic Data Analysis: Descriptive Statistics,” has been expanded to give greater emphasis to this vital activity. It now explains how marketing researchers use data transformations and provides a step-by-step approach to analyzing rank-order data. Chapter 24’s coverage of the oral presentation of research results has been significantly expanded. Finally, several chapters reflect marketing managers’ increasing concern with customer satisfaction research for quality improvement programs.

FEATURES STUDENTS WILL LIKE

More than other marketing textbooks, *Exploring Marketing Research*, Fourth Edition, 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* presents a balanced coverage of marketing research as it is actually practiced. This is a comprehensive coverage rather than a superficial treatment of topics. 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. “Statistical Tutor” boxes aid in the learning process by visually reflecting 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, *Exploring Marketing Research* includes many exhibits that indicate relationships among variables and that *visually highlight ideas*. A two-color format enhances the imagery and appeal of the artwork.
- ☐ *Learning the vocabulary* of marketing research is essential to understanding the topic. *Exploring 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. They offer the opportunity for active participation in a decision-making process, one of the most effective forms of learning.

FEATURES THE PROFESSOR WILL LIKE

Materials to supplement the content of the textbook are available to help instructors perform their vital teaching function. The extensive learning package provided with *Exploring Marketing Research* includes a test bank, a computerized test bank, an instructor’s manual, transparency masters, a videocassette contain-

ing case materials, a floppy disk containing databases for several cases, and other ancillary materials.

- ☐ *Special attention was given to the preparation of the test bank* because it is one of the most important ancillary materials. The test bank for *Exploring Marketing Research* is more versatile than that for any other marketing research textbook.
- ☐ *The computerized version of the test bank* provides instructors with a convenient means of generating tests. The computerized test bank is on a floppy disk that may be used with the IBM personal computer and IBM compatibles. The system allows professors the option of entering the program and adding or deleting any questions they desire.
- ☐ *The Instructor's Manual and the Test Bank and Transparency Masters* provide extensive support for the text. The *Instructor's Manual* contains solutions to cases, chapter outlines, lecture notes, answers to end-of-chapter questions. The combined *Test Bank and Transparency Masters* contains 170 masters.
- ☐ *Five video cases with questions for homework assignments or classroom discussion* are included in the text. These cases allow classroom discussions of 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 text.
- ☐ *Four comprehensive cases appear at the end of the book.* Each case discusses an entire research project and includes a database useful for assignments dealing with statistical analysis. These databases are computerized (see below).
- ☐ *Several cases* are marked with a  symbol to indicate the data set in the case is stored on a floppy disk that is available to instructors. These cases include several end-of-chapter cases and all the comprehensive database cases at the end of the book.
- ☐ *Edu-Stat*, a comprehensive package of statistical software, is another teaching and learning supplement to this book. A variety of statistical programs, ranging from simple descriptive analysis to complex multivariate statistical analysis, are stored on a floppy disk that can be used with an IBM or IBM-compatible personal computer. Edu-Stat allows students to perform statistical tests and analyze problems in the data-based cases that appear in *Exploring Marketing Research*. It is available free to adopters of the text.
- ☐ *Marketing Research: A Computer-Assisted Approach* by D. A. Schellinck and R. N. Maddox is a computerized teaching and learning supplement to the text. It enables instructors to use the personal computer in teaching marketing research by providing a variety of interactive exercises and materials dealing with specific applications of marketing research.

This book and its supplements are for the undergraduate student who must meet the future challenge of marketing management. The professor should find *Exploring Marketing Research* a useful aid in facilitating student achievement.

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William G. Zikmund
January 1991

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 doctor of 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 mundane activities such as 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 *Exploring Marketing Research*, Professor Zikmund has written *Business Research Methods* and *Marketing* (coauthored with Michael F. d'Amico) and coedited two other textbooks. His first work of fiction, *A Corporate Bestiary* (Holt, Rinehart and Winston), was written to remind himself—and perhaps a few others—not to take work too seriously. He is an avid tennis player who believes *mens sana in corpore sano*.

CONTENTS IN BRIEF

PART ONE Introduction 1

CHAPTER 1 The Role of Marketing Research 2

CHAPTER 2 The Marketing Research Process: An Overview 30

CHAPTER 3 The Human Side of Marketing Research: Organizational and Ethical Issues 56

PART TWO Beginning Stages of the Research Process 91

CHAPTER 4 Problem Definition and the Research Proposal 92

CHAPTER 5 Exploratory Research 116

CHAPTER 6 Secondary Data and Database Search and Retrieval Systems 152

PART THREE Research Designs for Collecting Primary Data 197

CHAPTER 7 Survey Research: An Overview 198

CHAPTER 8 Survey Research: Basic Methods of Communication with Respondents 224

CHAPTER 9 Observation 256

CHAPTER 10 Experimental Research: An Overview 282

CHAPTER 11 Test Marketing and Complex Experiments 318

PART FOUR Measurement Concepts 351

CHAPTER 12 Measurement 352

CHAPTER 13 Attitude Measurement 370

CHAPTER 14 Questionnaire Design 404

PART FIVE Sampling and Fieldwork 447

CHAPTER 15 Sample Designs and Sampling Procedures 448

CHAPTER 16 Determination of Sample Size: A Review of Statistical Theory 482

CHAPTER 17 Fieldwork 524

PART SIX Data Analysis and Presentation 559

CHAPTER 18 Editing and Coding: Beginning to Transform Raw Data into Information 560

CHAPTER 19 Basic Data Analysis: Descriptive Statistics 590

CHAPTER 20 Univariate Statistical Analysis 628

CHAPTER 21 Bivariate Statistical Analysis: Tests of Differences 652

CHAPTER 22 Bivariate Statistical Analysis: Measures of Association 692

CHAPTER 23 Multivariate Statistical Analysis 720

CHAPTER 24 Communicating Research Results: Research Report, Oral Presentation, and Research Follow-up 744

PART SEVEN Comprehensive Cases with Computerized Databases 781

APPENDIX Statistical Tables 801

Glossary of Frequently Used Symbols 810

Glossary of Terms 811

CONTENTS

PART ONE

INTRODUCTION 1

CHAPTER 1 THE ROLE OF MARKETING RESEARCH 2

- The Nature of Marketing Research 5
- The Marketing Concept 8
- The Managerial Value of Marketing Research
for Strategic Decision Making 12
- When Is Marketing Research Needed? 17
- Marketing Information Systems 18
- Summary 24
- Video Case 1.1 The Disney Channel 27
- Case 1.2 The Chicago Transit Authority 28

CHAPTER 2 THE MARKETING RESEARCH PROCESS: AN OVERVIEW 30

- Types of Marketing Research 32
- Stages in the Research Process 35
- The Research Program Strategy 48
- Summary 50
- Case 2.1 Colombian Coffee Cooler 52
- Case 2.2 The Skool 53

CHAPTER 3 THE HUMAN SIDE OF MARKETING RESEARCH: ORGANIZATIONAL AND ETHICAL ISSUES 56

- Degree of Marketing Research Sophistication 58
- Organizational Structure of Marketing Research 59
- Conflicts between Marketing Management and Marketing Research 63
- Research Suppliers and Research Contractors 70
- Ethical Issues in Marketing Research 72
- Summary 81
- Case 3.1 The Diary of Joshua Lotus 85
- Case 3.2 20/20 Telemarketing 87
- Case 3.3 Delicare Cold Water Wash 87
- Video Case 3.4 Walker Marketing Research 88

PART TWO**BEGINNING STAGES OF THE RESEARCH PROCESS 91****CHAPTER 4 PROBLEM DEFINITION AND THE RESEARCH PROPOSAL 92**

The Decision Makers' Objectives	94
The Importance of Proper Problem Definition	94
What Is the Unit of Analysis?	97
What Are the Relevant Variables?	97
How Much Time Should Be Spent Defining the Problem?	98
Research Questions and Hypotheses Add Clarity	99
Decision-Oriented Research Objectives	100
The Research Proposal	103
Anticipating Outcomes	106
Summary	107
Case 4.1 The Norlin Group	109
Case 4.2 Tulsa's Central Business District (A): Developing a Research Proposal	110
Case 4.3 Tani's Department Stores	113

CHAPTER 5 EXPLORATORY RESEARCH 116

Exploratory Research: What It Is and What It Is Not	118
Why Conduct Exploratory Research?	118
Categories of Exploratory Research	120
Experience Surveys	120
Secondary Data Analysis	122
Pilot Studies	122
A Warning about Exploratory Research	135
Summary	137
Case 5.1 Hamilton Power Tools Corporation (A)	139
Case 5.2 Shamrock State Bank	144

**CHAPTER 6 SECONDARY DATA AND DATABASE SEARCH
AND RETRIEVAL SYSTEMS 152**

Secondary Data	154
A Simple Example Using Secondary Data	157
Classification of Secondary Data	157
Database Searching and Retrieving with Computers	167
Summary	175
Case 6.1 Middlemist Precision Tool Company (A)	177
Case 6.2 Information Resources, Inc.	177
Case 6.3 Porter and Cremin Advertising, Inc.	179
Video Case 6.4 The 1987 Economic Census	179
Appendix 6A Selected Secondary Sources	180

PART THREE**RESEARCH DESIGNS FOR COLLECTING PRIMARY DATA 197****CHAPTER 7 SURVEY RESEARCH: AN OVERVIEW 198**

The Nature of Surveys	200
Errors in Survey Research	203
Respondent Error	204

Administrative Error	209
Rule-of-Thumb Estimates for Systematic Error	211
What Can Be Done to Reduce Survey Error?	211
Classifying Survey Research Methods	212
Summary	215
Case 7.1 Current Population Survey	219
Case 7.2 <i>Weekly Reader</i> Periodicals (A)	222
Case 7.3 AMF Head Division	222

CHAPTER 8 SURVEY RESEARCH: BASIC METHODS OF COMMUNICATION WITH RESPONDENTS 224

Personal Interviews	226
Telephone Interviews	231
Mail Surveys and Self-Administered Questionnaires	234
Selecting the Appropriate Survey Research Design	243
Newer Survey Research Methods: Influence of Technology and Mixed Modes	244
Pretests	248
Ethical Issues in Survey Research	248
Summary	248
Case 8.1 Royal Bee Electric Fishing Reel	253
Case 8.2 Chevrolet Division	254
Video Case 8.3 U.S. Bureau of the Census (A)	255

CHAPTER 9 OBSERVATION 256

When Is Observation Scientific?	258
What Can Be Observed	258
The Nature of Observation Studies	259
Direct Observation	261
Ethical Issues in Observation	264
Observation of Physical Objects	265
Content Analysis	266
Mechanical Observation	267
Summary	273
Case 9.1 Tulsa's Central Business District (B)	276
Case 9.2 Quality-of-Life Observation Form	278

CHAPTER 10 EXPERIMENTAL RESEARCH: AN OVERVIEW 282

The Nature of Experiments	284
Basic Issues in Experimental Design	287
Ethical Issues in Experimentation	295
Fundamental Questions in Experimentation	296
Issues of Experimental Validity	299
Classification of Experimental Designs	302
Summary	310
Case 10.1 The I.G.A. Grocery Store	313
Case 10.2 Sandra Brown, D.D.S.	314
Case 10.3 Time Incorporated	315
Case 10.4 Hamilton Power Tools (B)	316

CHAPTER 11	TEST MARKETING AND COMPLEX EXPERIMENTS	318
	The Nature of Test Marketing	320
	How Long Should a Test Market Last?	325
	Selecting Test Markets: A Sampling Problem	327
	Factors to Consider in Test Market Selection	327
	Estimating Sales Volume: Some Problems	330
	Projecting Test Market Results	333
	Standard Method versus Control Method of Test Marketing	333
	Simulated Test Markets	336
	Complex Experimental Designs	337
	Summary	343
	Case 11.1 Gavagan Goes West	346
	Case 11.2 Sensormatic Corporation	346
	Case 11.3 The Laboratory Test Market	347
 PART FOUR	 MEASUREMENT CONCEPTS	 351
CHAPTER 12	MEASUREMENT	352
	What Is to Be Measured?	354
	Rules of Measurement	356
	Types of Scales	357
	Index Measures	360
	Three Criteria for Good Measurement	360
	Summary	364
	Case 12.1 The Male Food Shopper	367
	Case 12.2 <i>Money</i> Magazine: The Best Places to Live	367
CHAPTER 13	ATTITUDE MEASUREMENT	370
	Attitudes Defined	372
	The Attitude-Measuring Process	373
	Physiological Measures of Attitudes	374
	Attitude Rating Scales	374
	Measuring Behavioral Intention	382
	Ranking	384
	Sorting	385
	Randomized Response Questions	386
	Selecting a Measurement Scale: Some Practical Decisions	388
	Summary	391
	Case 13.1 Ha-Pah-Shu-Tse	394
	Case 13.2 Eaton, Holly and Newman	395
	Case 13.3 Consumer Medical Attitudes	396
CHAPTER 14	QUESTIONNAIRE DESIGN	404
	A Survey Is Only as Good as the Questions It Asks	406
	Questionnaire Design: An Overview of the Major Decisions	406
	What Should Be Asked?	406
	How Should Questions Be Phrased?	407
	The Art of Asking Questions	413