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营销研究入门

Basic Marketing Research

第 5 版

Gilbert A. Churchill, Jr.
University of Wisconsin

Tom J. Brown
Oklahoma State University



北京大学出版社

<http://cbs.pku.edu.cn>



市场营销类



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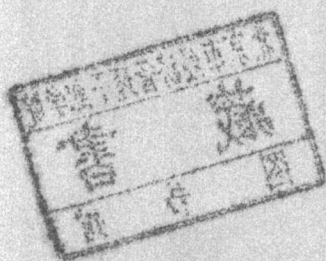
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主 编: 张维迎 北京大学光华管理学院副院长, 教授



关于本书

适用对象

本教材适用于本科生、研究生、MBA 的营销调查课程。

内容简介

本教材是市场营销调查方面最为畅销的入门性读物,其第 5 版进行了全面的修订,在保持了它最重要的特点——所提供信息的相关性和重要性——的同时,使得学生更加容易理解教材的内容。对修订后的教材进行大致的浏览之后,你就会发现,我们不仅真正地强调管理与决策,而且非常详细地解释了营销调查的内涵以及营销调查的过程。这本教材会让学生全面理解现代营销调查实践,掌握从提出问题到表述结果的整个过程。

作者简介

Gilbert A. Churchill 于 1966 年在印第安纳大学 (Indiana University) 获得工商管理博士学位,并在毕业后到威斯康星大学 (the University of Wisconsin) 执教。1986 年,美国营销协会授予 Churchill 杰出营销教育家的荣誉称号,他是获得此殊荣的第二人。“杰出营销教育家”是一种终身成就奖励,只授予那些在营销教育领域中做出杰出贡献的在世营销教育者。Churchill 教授还因他所做出的重要的学术贡献在 1993 年获得营销科学学会的终身成就奖。1996 年,他又获得 Paul D. Converse 奖,这一奖项只授予美国最有影响力的营销学者。同年,美国营销协会的营销调查组建立了 Gilbert A. Churchill 终身成就奖,用以表彰那些对营销调查做出重要贡献的人,每年奖励一人。

Churchill 教授还曾获得许多其他的学术奖励,曾是美国营销协会理事、人口普查局顾问委员会委员。另外,他还是多家公司的顾问,其中包括 Oscar Mayer 食品公司、Western 出版社和派克钢笔等著名企业。

Churchill 教授曾在 *Journal of Marketing Research*、*Journal of Marketing*、*Journal of Consumer Research*、*Journal of Marketing*、*Journal of Business Research*、*Decision Sciences Technometrics* 和 *Organizational Behavior and Human Performance* 等期刊上发表过多篇论文。他还与他人合著过多本专著,也曾担任过 *Journal of Marketing Research* 的编辑。另外,他还是 *Journal of Marketing Research*、*Journal of Marketing*、*Journal of Health Care Marketing* 和 *Asian Journal of Marketing* 等刊物的编委。

Thomas J. Brown, 俄克拉何马州立大学 (Oklahoma State University) 的营销学副教授,在威斯康星大学麦迪逊商学院获得营销学博士学位和营销学理学硕士学位。Tom 还是俄克拉何马州立大学的工商管理硕士和营销学理学学士。在就读威斯康星大学麦迪逊商学院之前,他就是营销系博联会、威斯康星校友研究基金会 (WARF) 大学联谊会的成员。他还是 Richard D. Irwin 基金会博士论文奖励基金的获得者。Tom 曾独立撰写或与他人合著过多篇论文,广泛地发表在 *Journal of Marketing*、*Journal of Marketing Research*、*Journal of Consumer Research*、*Journal of Retailing*、*Journal of Science Research*、*Journal of Services Marketing* 和 *Marketing Health Ser-*

vices(其前身为 *Journal of Health Care Marketing*)等知名期刊上。他的研究领域包括公司联合的原因和影响(如公司形象和组织识别)、个人(如顾客和服务员工)忠诚度的决定因素、客户对服务中的各种冲突的反应、在冲突发生前造成的影响及服务员工的客户导向。Tom 的教学领域包括营销调查、服务营销和公司交流。Tom 还是美国营销协会及消费者调查协会的成员。

关键特色

开篇简介:每一章开头都会有根据实际情形改编的“营销调查前瞻案例”,用以为该章的内容奠定基础、激发读者的兴趣。每一个开篇简介的末尾都会提出一系列讨论问题,读者可以在阅读该章内容时仔细思考这些问题。

回到案例:在每一章的最后,读者会再次重温开篇案例。“重审案例”会说明如何使用该章中描述的方法或主题将最开始介绍的场景抽象为一个清晰的焦点,让读者了解问题的全貌。

调查窗口:各章中的“调查窗口”会告诉读者营销调查领域中的最新动向,涉及的主题包括真实公司中实际发生的情况以及对影响营销调查的新现象的讨论。对读者而言,这些窗口将会使章节中介绍的材料更加真实。

道德困境:全文中贯穿的“道德困境”专栏带领读者深入思考营销调查领域中的各种道德问题。

调查项目:在每一章的最后,读者都可以根据课文中讨论的内容完成一个调查项目。这一项目主要关注零售商对各种媒体的广告所持的态度。做完这个连续性的案例之后,读者可以对实际的调查过程有真实的切身体会。

全面的修订:第5版对以前各版进行了全面的修订,特别是写作风格大有改观,文笔更加优美。教材的内容也进行了精简,可理解性大大提高。

修订后的第一章:读完修订之后的第一章“营销调查的作用”,读者可以了解营销调查如何用于人们的决策,无论这些决策是个人性的,还是在商业环境中做出的。

重写了问题的提出及度量等有关章节:作者重写了第四章“问题的提出”,以求为学生提供更多的框架性内容。另外,作者对有关度量的第十三章和第十四章进行了全面的改写,使得这些内容更加明了、易懂。

新的数据收集重点:修订后的第十八章和第十九章更加直接地对数据收集和数据分析的初级阶段中存在的实际性问题进行了概述。以前各版更为注重技术或理论上的细节,往往忽略了实践方面的考虑,而修订后的第5版则重点讨论建立代码本、输入数据、数据遗失时的处理和计算反馈率等重要信息。

对数据分析有关章节进行了修订:作者对有关数据分析的第二十章和第二十一章进行了全面的修订,删掉了一些容易引起混淆的统计性的细节和公式。现在,这些章节把重点放在调查中会直接用到的各种分析上面,并围绕单变量分析、双变量分析以及各种度量标准的框架展开。另外,这些章节现在也重点强调计算机分析,并根据目前最为流行的计算机软件的模式表述数据结果。

技术性的语言:这一全新的特点在教材中随处可见,希望就自己面临的问题了解更为深入的信息的读者可以从书中得到更多技术性的知识。

对案例进行了修订:第5版对教材中所有的案例都进行了全面的修订,读者可以使用学到的概念对一些真实公司的情况进行分析。

· 院长寄语 ·

北京大学光华管理学院秉承北大悠久的人文传统、深邃的学术思想和深厚的文化底蕴,经过多年努力,目前已经站在中国经济发展与企业管理研究的前列,以向社会提供具有国际水准的管理教育为己任,并致力于帮助国有企业、混合所有制企业和民营企业实现经营管理的现代化,以适应经济全球化趋势。

光华 MBA 项目旨在为那些有才华的学员提供国际水准的管理教育,为工商界培养熟悉现代管理理念、原理和技巧的高级经营管理人才,使我们的 MBA 项目成为企业发展致富之源,为学员创造迅速成长和充分发挥优势的条件和机会。

为了适应现代人才需求模式和建立中国的一流商学院,北京大学光华管理学院正在推出国际 MBA“双语双学位”培养方案;同时,为了配合北大 MBA 教育工作的展开,光华管理学院与北大出版社联合推出本套《当代全美 MBA 经典教材书系(英文影印版)》,并向国内各兄弟院校及工商界人士推荐本套丛书。相信我们这些尝试将会得到社会的支持。而社会对我们的支持,一定会使光华 MBA 项目越办越好,越办越有特色。

北京大学光华管理学院院长 陈以寿

出版者序言

2001年12月10日中国加入了世界贸易组织,从此,中国将进一步加大与世界各国的政治、经济、文化各方面的交流和合作,这一切都注定中国将在未来世界经济发展中书写重要的一笔。

然而,中国经济的发展正面临着前所未有的人才考验,在许多领域都面临着人才匮乏的现象,特别是了解国际贸易规则、能够适应国际竞争需要的国际管理人才,更是中国在未来国际竞争中所必需的人才。因此,制定和实施人才战略,培养并造就大批优秀人才,是我们在新一轮国际竞争中赢得主动的关键。

工商管理硕士(MBA),1910年首创于美国哈佛大学,随后MBA历经百年风雨不断完善,取得了令世人瞩目的成绩。如今,美国MBA教育已经为世界企业界所熟知,受到社会的广泛承认和高度评价。中国的MBA教育虽起步较晚,但在过去10年里,中国的MBA教育事业发展非常迅速,也取得了相当显著的成绩。现在国内已经有50多所高等院校可以授予MBA学位,为社会培养了3000多名MBA毕业生,并有在读学员2万多人。

目前,国内的MBA教育市场呈现一片繁荣景象,但繁荣的背后却隐藏着种种亟待解决的问题。其中很大一部分问题的成因是因为目前我国高校使用的教材内容陈旧,与国外名校的名牌教材差距较大,在教学内容、体系上也缺乏与一流大学的沟通。为适应经济全球化,国家教育管理部门曾要求各高校大力推广使用外语讲授公共课和专业课,特别是在我国加入WTO后急需的上百万人才中,对MBA人员的需求更是占1/3之多,所以,大力开展双语教学,适当引进和借鉴国外名牌大学的原版教材,是加快中国MBA教育步伐,使之走向国际化的一条捷径。

目前,国内市场上国外引进版教材也是新旧好坏参差不齐,这就需要读者进行仔细的甄别。对于国外原版教材的使用,在这里我们要提几点看法。国外每年出版的教材多达几万种,如果不了解国外的教材市场,不了解国外原版教材的品质就可能找不到真正适合教学和学习的好的教材。对于不太了解外版教材的国内读者来说,选择教材要把握以下几点,即:选择国外最新出版的书;选择名校、名作者的书;选择再版多次并且非常流行的书。综合以上几点来看,目前国内市场上真正出新、出好、出精的MBA教材还是不多的。基于以上认识,北京大学出版社推出了《当代全美MBA经典教材书系(英文影印版)》,本套丛书的筛选正是本着以上提到的几点原则,即:出新、出好、出精。经过北京大学及国内其他著名高校的知名学者的精心挑选,本套丛书汇集了美国管理学界各个学科领域专家的权威巨著,称得上是一套优中选精的丛书。本套丛书现在已经推出了MBA主干课程、会计专业、金融专业课程教程三个系列,共45个品种。以后,我们还将陆续推出更多专业的英文影印版书籍。

致谢

本套教材是我社与国外一流专业出版公司合作出版的,是从大量外版教材中选出的最优秀的一部分。在选书的过程中我们得到了很多专家学者的支持和帮助,可以说每一本书都经过处于教学一线的专家、学者们的精心审定,本套教材的顺利出版离不开他们的无私帮助,在此,我们对审读并对本套图书提出过宝贵意见的老师们表示衷心的感谢,他们是(按拼音排序):

北京大学光华管理学院:符国群、贾春新、江明华、李东、刘力、梁钧平、
陆正飞、王建国、王立彦、王其文、伍丽娜、杨岳全、
姚长辉、于鸿君、张国有、张圣平、张一弛、张志学、
朱善利

北京大学中国经济研究中心:胡大源、卢锋、平新乔

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出版声明

本套丛书是对国外原版教材的直接影印,由于各个国家政治、经济、文化背景的不同,原作者所持观点还请广大读者在阅读过程中加以分析和鉴别。我们希望本套丛书的出版能够促进中外文化交流,加快国内经济管理专业教学的发展,为中国经济走向世界做出一份贡献。

我们欢迎所有关心中国 MBA 教育的专家学者对我们的工作进行指导,欢迎每一位读者给我们提出宝贵的意见和建议。

北京大学出版社经济与管理图书事业部

2003 年 10 月

To our grandchildren

Kayla Marie
Johnathan Winston

Kelsey Lynn

Sean Jeffrey

Ethan Thomas

Averie Mae

(Gilbert A. Churchill, Jr.)

To *DiAnn, Drew, Taylor, and Avery*
(Tom J. Brown)

Preface

DESIGNED FOR THE INTRODUCTORY, UNDERGRADUATE COURSE in marketing research, *Basic Marketing Research, 5e* can be used either in one- or two-quarter sequences or in semester courses.

Marketing research can be a complex topic. It involves a number of questions that need to be answered and a number of decisions that need to be made in order to make the best choice of techniques when solving the research problem. This text provides a framework for these choices, preventing students from becoming lost in a maze when they focus on the bits and pieces to the point that they fail to see the interrelationships of the parts to the whole. An understanding of these interrelationships is essential both to the aspiring manager and the aspiring researcher.

Decisions made in one stage of the research process have consequences for other stages. Managers and marketing researchers both need an appreciation of the subtle and pervasive interactions among the parts of the research process so that they can have confidence in a particular research result.

This book attempts to serve both aspiring managers and aspiring researchers by breaking the research process down into the basic stages that must be completed when answering a research question. These stages are

1. Formulate problem.
2. Determine research design.
3. Determine data-collection method.
4. Design data collection forms.
5. Design sample and collect data.
6. Analyze and interpret the data.
7. Prepare the research report.

The organization of the book parallels these stages in the research process. Thus, the book is organized into seven corresponding parts. Each part (or stage) is then broken into smaller parts, so that a given stage is typically discussed in multiple chapters. This modular treatment allows students to negotiate the maze. It also allows instructors some latitude with respect to the order in which they cover topics.

Organization

Part 1 consists of four chapters. Chapter 1 provides an overview of marketing research and describes the kinds of problems for which it is used, who is doing research, and why it is important to study marketing research. Chapter 1 also provides a perspective on career opportunities available in marketing research. Chapter 2 provides an overview of the various ways of gathering marketing intelligence. It emphasizes the increasingly important role played by decision support systems and the Internet in providing business and competitive intelligence. Chapter 3 then overviews the research process, and includes a discussion of ethics in marketing research. Chapter 4 discusses the problem-formulation stage of the research process and explains the issues that must be addressed in translating a marketing decision problem into one or more research problems that research can address productively. It also covers the preparation of the research request agreement and the research proposal.

Part 2 concerns the choice of research design and consists of two chapters. Chapter 5 overviews the role of various research designs and discusses one of the basic types, the exploratory design. Chapter 6 then discusses the two other basic types, descriptive and causal designs.

Part 3 discusses the general issue of selecting a data collection method and contains five chapters and an appendix. Chapter 7 focuses on secondary data as an information resource, while the appendix to Chapter 7 discusses the many sources of secondary data. Chapter 8 discusses the operations of and data supplied by standardized marketing information services. Chapter 9 describes the issues involved when choosing between the two primary means by which marketing information can be collected—through observing or questioning subjects. Chapter 10 then describes the main alternatives and the advantages and disadvantages of each when subjects are to be questioned. Chapter 11 does the same for observational techniques.

Part 4 addresses the actual design of the data collection forms that will be used in a study. Chapter 12 discusses a sequential procedure that can be used to design a questionnaire or observation form, and Chapter 13 then discusses some basic measurement issues that researchers and managers need to be aware of so that they will neither mislead others nor be misled themselves when interpreting the findings. Chapter 14 describes some of the most popular techniques marketers currently use to measure customers' attitudes, perceptions, and preferences. It also discusses the importance of developing norms for interpreting measures.

Part 5, which consists of four chapters, examines sample design and the actual collection of data needed to answer questions. Chapter 15 gives an overview of the main types of samples that can be used to determine the population elements from which data should be collected. It also describes the main types of nonprobability samples and simple random sampling, the most basic probability sampling technique. Chapter 16 discusses the use of stratified sampling and cluster sampling, which are more sophisticated probability sampling techniques. Chapter 17 addresses the question of how many population elements need to be sampled for research questions to be answered with precision and confidence in the results. Chapter 18 discusses data collection and the many errors that can occur in completing this task from a perspective that allows managers to better assess the quality of information they receive from research. It also presents the appropriate methods for calculating survey response rates.

Once the data have been collected, the research process logically turns to analysis, which is a search for meaning in the collected information. The search for meaning involves many questions and several steps, and the three chapters in Part 6 give an overview of these steps and questions. Chapter 19 reviews the preliminary analysis steps of editing and coding, plus building the codebook and data file. Chapter 20 discusses the procedures that are appropriate for analyzing individual variables, along with the basics of hypothesis testing. Chapter 21 describes the statistical procedures that can be used when multiple variables are considered at the same time.

Part 7, which consists of one chapter and an epilogue, discusses the last, yet critically important, part of the research process: the research report. Because it often becomes the standard by which any research effort is judged, the research report—whether in written or oral format—must contribute positively to that evaluation. Chapter 22 discusses the criteria a written research report should satisfy and a form it can follow so that it does contribute positively to the research effort. A similar perspective is provided for oral reports. Finally, this chapter also discusses some graphic techniques that can be used to more forcefully communicate the important findings. The epilogue ties together the elements of the research process by demonstrating their interrelationships in overview fashion.

Organizing the material in this book around the stages in the research process has several significant benefits. First, it allows the subject of marketing research to be broken into very digestible bites. Second, it demonstrates and continually reinforces how the individual bits and pieces of research technique fit into a larger whole. Students can see readily, for example, the relationship between statistics and marketing research, or where they might pursue additional study to become research specialists. Third, the organization permits the instructor some flexibility with respect to the order in which the parts of the marketing research process may be covered.

Changes in the Fifth Edition

This newest edition of *Basic Marketing Research* brings with it several major changes. While the structure of the book remains largely the same, we have gone to great lengths to make the information in it more accessible and appealing to twenty-first century undergraduate students. At the same time, we maintain the scholarly standards the book has built over its four previous editions. We have focused our efforts on the practical aspects of conducting marketing research—the general “how-to,” including key issues and possible problems and their solutions. Through extensive examples, we demonstrate how the concepts and techniques presented are put into practice.

Here are a few highlights of the changes we’ve made.

- In Chapter 1, we make an even greater effort to communicate to students why organizations need marketing research, as well as why they personally need to study the topic.
- Chapter 2 includes new information about the types of data companies hold in their MIS and DSS systems, as well as a discussion of customer relationship management.
- We have streamlined the discussion of marketing research ethics in Chapter 3, and in the process eliminated an appendix that had appeared in prior editions. Under the “less is more” axiom, we think that students will be more likely to absorb the information in its new format.
- One of the most extensive changes we made involves the problem definition/formulation process. Chapter 4 now centers on a new process for defining problems that adds considerable structure to what has traditionally been a mostly abstract process in marketing research. Here, students are introduced to the notion of discovery- vs. strategy-oriented research.
- Consistent with ongoing trends in the industry, we have added to Chapter 6 a discussion of online panel research conducted via the Internet, as well as new examples of test marketing and an exhibit detailing the relative advantages and disadvantages of different types of test markets.
- In Chapter 8, we’ve included new information on the NAICS classification system as well as current information about UPC codes. We’ve also added a Technically Speaking box on how the Nielsen television ratings are computed, which should be of interest to many students, given that almost all will have heard of these ratings. We also briefly discuss syndicated measurement for Internet Web sites.
- In Chapters 13 and 14, we’ve streamlined much of the discussion of measurement and the assessment of attitudes and preferences, added a Research Window on how marketing research is used in Hollywood, and provided an example from BizRate.com of online attitude ratings for online companies. We’ve also added new sections on considerations in scale design and on the importance of developing norms for interpreting rating scale scores.
- Chapters 15 through 17, which cover sampling and sample size calculation, have been streamlined to make the presentation more straightforward. Some of the more technical material has been shifted to Technically Speaking boxes.
- Chapter 18 has been completely restructured, with large amounts of new material on sources of error, calculating response rates for different types of data collection, and improving response rates. New exhibits detail methods for detecting nonresponse error and the percentages, for two new studies, of respondents contacted by number of telephone calls.
- Chapter 19 demonstrates our effort to focus on practical aspects of marketing research, with new material on coding two kinds of open-ended responses, building the data file and codebook, cleaning the data file, and an expanded discussion of how to handle missing data. Exhibits 19.1 through 19.4 use an ongoing example to demonstrate how to take responses from the questionnaire to the data file.

- We have completely rewritten and restructured Chapters 20 and 21, the analysis chapters, from earlier editions. We have placed a premium on application and interpretation of the various techniques, with less focus on how many of the statistics are calculated. Our goal is to emphasize to students that analysis is actually quite straightforward when we know (a) the level of measurement of the variable(s) being analyzed, and (b) whether a variable is being analyzed in isolation or simultaneously with other variables. Accordingly, Chapter 20 deals with univariate analyses (and the basics of hypothesis testing) and Chapter 21 addresses multivariate analyses. In some examples, we also present SPSS output and guide students toward the relevant statistics in the output. Relevant information from three appendices (for example, the analysis of variance) appearing in earlier editions has been moved directly into the text.
- Chapter 22 provides and updates material on presenting the results of the research project, both in written and oral format. This chapter condenses material that had previously appeared as two separate chapters.
- A total of eleven cases are new to the text for this edition, with significant revisions to numerous other cases. In addition, the end-of-chapter materials including review questions, discussion questions, problems, and projects have been revised—sometimes quite substantially—to reflect the revised content of the chapters.

Key Features

Basic Marketing Research has several special features that deserve mention. The general approach employed when discussing topics is not only to provide students with the pros and cons of the various methods used to address a research problem, but also to develop an appreciation of why these advantages and disadvantages occur. The hope is that through this appreciation students will be able to creatively apply and critically evaluate the procedures of marketing research. Other important features include the following:

Learning Objectives. A set of learning objectives highlights the most important topics discussed in the chapter. The learning objectives are repeated in the margins in the chapter where the topics are discussed. The chapter summary then recaps the learning objectives point by point.

Looking Ahead/Looking Back Cases. A specific research scenario, Looking Ahead, opens each chapter. These scenarios are adapted from actual situations and should prove to be very interesting to students. Furthermore, an end-of-chapter continuation of the scenario, Looking Back, illustrates how the scenario can be brought into sharper focus using the methods described in the chapter.

Key Terms with Definitions. A running glossary appears throughout the text. Key terms in each chapter are boldfaced, and their definitions appear in the margin where the terms are discussed. A complete glossary is also included.

Research Windows. The Research Windows provide a view of what is happening in the world of marketing research. Research Windows describe what is going on at specific companies and offer some specific how-to tips. Like the Looking Ahead/Looking Back features, they serve to breathe life into the subject and strongly engage the students' interest.

Technically Speaking Boxes. These provide interested students with more detailed information about some of the topics presented in the text.

Photos and Cartoons. These provide visual reinforcement to important concepts. Throughout the book, photos provide students with a tangible understanding of how various aspects of the research process are conducted.

End-of-Chapter Materials. Discussion questions, problems, and/or projects are found at the end of each chapter. This feature allows students the opportunity to apply the chapter topics to focused situations, thereby honing their analytical skills and developing firsthand knowledge of the strengths and weaknesses of various research techniques.

End-of-Part Features

1. A **complete research project** at the end of each part concerns retailers' attitudes toward advertising in various media. The project represents an actual situation faced by a group of radio stations in one community. It begins with a description of the radio stations' concerns and objectives. Each of the sections then describes how the research was designed and carried out, demonstrating the interrelationships of the stages in the research process and providing students with a real, hands-on perspective as to how research is actually conducted. Discussion questions are included with each section of this case.
2. **End-of-Part Cases for Parts 1 through 6** deal with each stage in the research process. These cases assist students in developing their own evaluation and analytical skills. They are also useful in demonstrating the universal application of marketing research techniques. Marketing research methods can be used not only by manufacturers and distributors of products, as is commonly assumed, but also by the private and public sectors to address other issues. Cases include such diverse entities or issues as the Big Brothers program, education, banking, and theater, among others. All cases represent actual situations, although some of them have been disguised to protect the proprietary nature of the information.

Raw Data

Data are provided for several of the cases to allow students to perform their own analyses to answer questions. These data are available to adopters both on an Instructor's Resource CD-ROM and on the Web site for this text: <http://churchill.swlearning.com>.

Real-World Case. The text also contains the description, questionnaire, coding form, and raw data for a ground coffee study conducted by NFO. This study was used to generate a number of discussion questions and problems for the chapters, which give students the opportunity to work with "live" data. This should develop their skills in translating research problems into data analysis issues and in interpreting computer output. Moreover, the database is rich enough for instructors to design their own application problems and exercises for their classes, thereby allowing even more opportunity for hands-on learning.

Supplements

Instructor's Resource CD-ROM

This brand-new supplement to this edition includes everything you need for teaching the marketing research course. On the CD you'll find complete files for the Instructor's Manual, the Test Bank, the Examview Testing Software, and the PowerPoint Presentation.

Web Site

Completely new for this edition of the text, you'll find complete Instructor's Resources as well as an Interactive Study Center for students that includes quizzing, crossword puzzles, a summary of the learning objectives for each chapter, and Infotrac citations and exercises. Visit us today at: <http://churchill.swlearning.com>.

Video Cases

For this edition of the text you'll find a video case that uses an original script and professional actors that allows students to view short segments illustrating the points being discussed. There is a special icon at the end of the chapters in the Instructor's Manual that indicates questions that might be asked after students view a segment of the video case. The video case makes for a lively and interactive learning experience.

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Gilbert A. Churchill, Jr.

Madison, Wisconsin
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Tom J. Brown

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