



DILLON
MADDEN
FIRTLE

MARKETING RESEARCH MARKETING ENVIRONMENT

Third Edition

MARKETING RESEARCH 
MARKETING ENVIRONMENT

Third Edition

WILLIAM R. DILLON
University of South Carolina

THOMAS J. MADDEN
University of South Carolina

NEIL H. FIRTLE
Leggett Lustig Firtle, Inc.

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Sydney, Australia*



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Senior developmental editor:	<i>Andy Winston</i>
Project editor:	<i>Jean Lou Hess</i>
Production manager:	<i>Ann Cassady</i>
Designer:	<i>Jeanne M. Rivera</i>
Art manager:	<i>Kim Meriwether</i>
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To Jennifer: the most enjoyable bundle of end benefits a father could experience

—
To my parents: Thomas J. Madden and Winifred K. Madden

—
To Maureen: a friend, colleague, and wife

Preface

The preface to the first edition of *Marketing Research in a Marketing Environment* declared our primary motivation for writing another marketing research text: to bridge the gap between the theory and practice of marketing research. The second, and now the third, edition continue this approach by again emphasizing the problem-oriented nature of marketing research and by discussing and illustrating how marketing research is actually implemented by professional marketing researchers. Key features in *Marketing Research in a Marketing Environment* include:

- *Involving the reader in the marketing research community.* This community is discussed in terms of its principal parties and primary activities. The reader gains an appreciation for the primary players who conduct marketing research and their respective responsibilities.
- *Developing a framework that places marketing research within the well-known product life cycle.* Cross-classifying specific marketing research activities according to the marketing research stage and the focus of the research helps the student understand the problem-oriented nature of marketing research.
- *Introducing the reader to traditional content areas by discussing prototypical marketing research proposals.* Real-world marketing research proposals provide much of the motivation for the material presented in this book. The project proposals used throughout the book have been derived from actual marketing research projects. Though brand and research supplier names have been changed to ensure confidentiality, the illustrative proposals convey the essence of how marketing research is conducted in the real world.
- *Building on the secondary sources of information available.* In recent years the ability to locate and obtain secondary sources of market research information has been revolutionized by online computer-assisted data search technology. Scanner services are changing the face of commercial marketing research.
- *Introducing the reader to current sources of purchase and media data.* Syndicated sources of purchase and media data continue to be an important source of information that can be used to solve many marketing-related problems.
- *Involving the reader in a variety of marketing research studies.* The tools and techniques of marketing research take on greater meaning when discussed and illustrated in the context of real-world applications. The Case Studies at the end of each of the seven parts in this text use real-world vignettes to demonstrate the important role that marketing research plays in providing relevant answers to marketing-related problems. In addition, data sets are provided for two cases, as well as for several illustrative examples introduced throughout the text.
- *Reinforcing the major concepts introduced throughout the book.* Throughout each chapter marginal definitions are used to highlight

key principles, and case studies and end-of-chapter questions ask the student to apply them. Further reinforcement is provided by learning objectives at the beginning of each chapter and by key concepts at the close.

We earnestly feel that these features represent a major step toward conveying the essence of marketing research.

Marketing Research in a Marketing Environment, third edition, is divided into seven major parts. The book introduces the practice of marketing research through a scenario that describes the job search activities of a recent undergraduate marketing major and her discussions with the members of a marketing research department. This material sets the stage for the ensuing discussion in Part I and will interest the many students who are looking forward to a business-related career.

Part I, Marketing Research Environments, consists of two chapters. In Chapter 1, we describe the elements of marketing research environments and discuss the role and activities of marketing researchers. Chapter 2 discusses the necessary steps in designing a marketing research project.

Part II, Acquiring Data: An Overview, considers tools and techniques that can be used to obtain the market information necessary to answer marketing-related questions. In Chapter 3, we describe secondary information from the perspectives of both traditional and newer online computer-assisted technologies. This material is up to date and is not covered in many current textbooks. Syndicated sources of information on purchase and media behavior are described in Chapter 4. The major suppliers of this sort of information are discussed and attention is focused on the new technology (i.e., scanner services) that is changing the face of marketing research. Chapter 5 discusses techniques and issues of qualitative interviewing methods. In Chapter 6, we provide a comprehensive treatment of survey interviewing methods, including the increasingly popular method of mall intercepts. Chapter 7 follows with a discussion of

the issue of causality and, in particular, experimental research methods. All the experimental designs presented are discussed in the context of real-world marketing research studies to increase the relevance and understanding of this subject matter.

Part III, Sampling Theory and Practices, consists of two chapters. Chapter 8 presents the fundamentals of sampling. Further details on drawing probability samples are provided in Chapter 9. (For the reader not needing technical details on the procedures for drawing probability samples, Chapter 8 will suffice.)

Part IV, Measurement, Scaling, and Questionnaire Design, covers both theoretical and practical issues related to what to ask and how to ask it. Chapter 10 discusses the basic concepts of measurement and provides a discussion of the primary measurement scales used in marketing research. In Chapter 11, we provide a treatment of attitude scales and the concepts of reliability and validity. The final chapter in this part, Chapter 12, presents a comprehensive treatment of the issues that should be considered when designing a questionnaire. In Chapter 13, we discuss issues related to processing the data; in essence, these procedures prepare the data for analysis.

Part V, Data Processing and Analysis, considers the tools and techniques of analysis. Chapter 14 offers a discussion of techniques that can be used to give the researcher an initial glimpse of the data. The next two chapters describe techniques that can be used to uncover and test hypotheses concerning a single variable or the relationships between two or more variables. Chapter 15 discusses hypothesis testing and is followed by two appendices that deal with Analysis of Variance. Chapter 16 discusses measures of association and regression analysis. A brief treatment of some popular multivariate data analysis procedures is presented in the appendices to this chapter. In all instances the discussion includes many examples and is directed to the unsophisticated reader.

Part VI, Applications, presents details on how several different types of marketing research

studies are typically conducted. Specifically, Chapter 17 considers what are commonly referred to as *market studies*, Chapter 18 considers *concept and product studies*, Chapter 19 considers *package and name studies*, Chapter 20 considers *advertising testing studies*, and Chapter 21 considers *test market studies*, including *simulated/pre-test markets*. These applications are discussed in separate chapters for three reasons. First, these studies typify the practice of marketing research. Second, they provide a vehicle for illustrating how the concepts, tools, and techniques from the first five parts of the book can be used to solve real-world, marketing-related problems. Third, they provide exemplary material on which to build class projects. The final chapter in this part of the book, Chapter 22, discusses *marketing decision support systems*. With the recent advances in computer PC-based technology, marketing professionals are beginning to rely on marketing decision support systems with greater regularity and frequency. Although this trend is likely to increase in the future, marketing decision support systems receive only minimal coverage in many current textbooks. As part of our coverage of marketing decision support systems, an appendix to Chapter 22 discusses forecasting techniques.

Part VII, Report Preparation and Ethical Issues, consists of two chapters in which we present topics central to the successful practice marketing research, but not part of the research process. Chapter 23 presents the suggestions of practicing marketing researchers for writing and orally presenting the results of a research project. Chapter 24, a new chapter, explores the foundations of ethical research practices as well as current dilemmas facing research professionals.

Supplements

We have prepared all of the supplements that accompany this textbook. In doing so, we have attempted to provide elements and features of value to the inexperienced as well as experienced instructor.

Instructor's Manual

- *Learning objectives*. The learning objectives that appear at the beginning of each chapter are reproduced.
- *Key terms and concepts*. The key terms and concepts that appear throughout the textbook are reproduced.
- *Lecture notes*. A detailed outline of each chapter is provided.
- *Transparency masters*. Key exhibits, tables, and figures appearing in the textbook are reproduced as $8\frac{1}{2} \times 11$ transparency masters. Transparency masters are also provided for supplemental material not appearing in the textbook. The suggested spot for use of each of these is designed within the teaching suggestions.
- *Teaching suggestions*. These hints and ideas indicate how the authors would organize and present the material appearing in each chapter. Suggestions for where to integrate the transparency masters are also provided.
- *Author comments*. These describe the author's rationale for the major topics presented in each chapter.
- *Answers to end-of-chapter problems*. Detailed answers to every question are provided.
- *Case notes*. For instructors who decide to use any or all of the case studies appearing in the text, a detailed set of case notes is provided.

Test Bank

The test bank contains over 1,000 questions, categorized by chapter. In addition to correct answers, page references are provided.

CompuTest

All questions appearing in the test bank are reproduced in Irwin's CompuTest test-generation system, for use with the IBM PC and compatible computers. The test-generation system provides the following features:

1. Individual test items can be added or deleted.
2. Individual test items can be edited.
3. A shuffle option is provided that allows different versions of the same examination.
4. Ample documentation.
7. The MARITZSTATS module is an interactive statistical analysis system for testing hypotheses concerning means and proportions for one or multiple independent/dependent samples. It also includes an option for determining sample sizes.

Software

A unique set of contemporary interactive software programs are available to adopters. The software is pedagogical in nature and designed to enhance students' understanding of the concepts and techniques discussed throughout the textbook. Six individual modules are available:

1. The SAMPLE module demonstrates selected concepts related to drawing simple and stratified samples.
2. The SCALE module takes students through various types of monadic and comparative rating scales. Asking students to rate a set of brands on different types of scales enables them to gain an appreciation for the issues involved in selecting a rating instrument.
3. The ACA module illustrates how conjoint analysis works in an interactive PC environment. The module utilizes the Adaptive Conjoint Analysis (ACA) system developed by Richard Johnson of Sawtooth Software, Inc.
4. The QUADMAP module is a system for analyzing top-box importance ratings along with top-box ratings of a brand on a number of salient attributes. This type of analysis is referred to as *quadrant analysis* and is discussed in Chapter 14.
5. The ASCID module is a marketing decision support system for perceptual mapping. A unique feature of this system is the ability to position new objects in an existing perceptual space.
6. The FORCAST module is designed to demonstrate how the more popular forecasting techniques work.

Color Transparencies

There are 75 acetates, many of which include material and sources that do not appear in the textbook.

Videos

Focus group sessions are featured; they provide real life experiences.

Acknowledgments

In writing this textbook we have benefited greatly from the comments, suggestions, help, and last but not least, sympathy of many. The review process has been rigorous and constructive. The content of the textbook has been greatly influenced by the hundreds of comments and suggestions made by the reviewers. We gratefully acknowledge the help of the following reviewers:

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William R. Dillon
Thomas J. Madden
Neil H. Firtle

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