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BUSINESS ADMINISTRATION CLASSICS

营销调研精要

英文版

纳雷希·马尔霍特拉 (Naresh K. Malhotra) 著

ESSENTIALS OF MARKETING RESEARCH A HANDS-ON ORIENTATION



 中国人民大学出版社

全新版

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总 序

随着我国加入 WTO,越来越多的国内企业参与到国际竞争中来,用国际上通用的语言思考、工作、交流的能力也越来越受到重视。这样一种能力也成为我国各类人才参与竞争的一种有效工具。国家教育机构、各类院校以及一些主要的教材出版单位一直在思考,如何顺应这一发展潮流,推动各层次人员通过学习来获取这种能力。双语教学就是这种背景下的一种尝试。

双语教学在我国主要指汉语和国际通用的英语教学。事实上,双语教学在我国教育界已经不是一个陌生的词汇了,以双语教学为主的科研课题也已列入国家“十五”规划的重点课题。但从另一方面来看,双语教学从其诞生的那天起就被包围在人们的赞成与反对声中。如今,依然是有人赞成有人反对,但不论是赞成居多还是反对占上,双语教学的规模和影响都在原有的基础上不断扩大,且呈大发展之势。一些率先进行双语教学的院校在实践中积累了经验,不断加以改进;一些待进入者也在模仿中学习,并静待时机成熟时加入这一行列。由于我国长期缺乏讲第二语言(包括英语)的环境,开展双语教学面临特殊的困难,因此,选用合适的教材就成为双语教学成功与否的一个重要问题。我们认为,双语教学从一开始就应该使用原版的各类学科的教材,而不是由本土教师自编的教材,从而可以避免中国式英语问题,保证语言的原汁原味。各院校除应执行国家颁布的教学大纲和课程标准外,还应根据双语教学的特点和需要,适当调整教学课时的设置,合理选择优秀的、合适的双语教材。

顺应这样一种大的教育发展趋势,中国人民大学出版社同众多国际知名的大出版公司,如麦格劳-希尔出版公司、培生教育出版公司等合作,面向大学本科生层次,遴选了一批国外最优秀的管理类原版教材,涉及专业基础课,人力资源管理、市场营销及国际化管理等专业方向课,并广泛听取有着丰富的双语一线教学经验的教师的建议和意见,对原版教材进行了适当的改编,删减了一些不适合我国国情和不适合教学的内容;另一方面,根据教育部对双语教学教材篇幅合理、定价低的要求,我们更是努力区别于目前市场上形形色色的各类英文版、英文影印版的大部头,将目标受众锁定在大学本科生层次。本套教材尤其突出了以下一些特点:

- 保持英文原版教材的特色。本套双语教材根据国内教学实际需要,对原书进行了一定的改编,主要是删减了一些不适合教学以及不符合我国国情的内容,但在体系结构和内容特色方面都保持了原版教材的风貌。专家们的认真改编和审定,使本套教材既保持了学术上的完整性,又贴近中国实际;既方便教师教学,又方便学生理解和掌握。

● 突出管理类专业教材的实用性。本套教材既强调学术的基础性，又兼顾应用的广泛性；既侧重让学生掌握基本的理论知识、专业术语和专业表达方式，又考虑到教材和管理实践的紧密结合，有助于学生形成专业的思维能力，培养实际的管理技能。

● 体系经过精心组织。本套教材在体系架构上充分考虑到当前我国在本科教育阶段推广双语教学的进度安排，首先针对那些课程内容国际化程度较高的学科进行双语教材开发，在其专业模块内精心选择各专业教材。这种安排既有利于我国教师摸索双语教学的经验，使得双语教学贴近现实教学的需要；也有利于我们收集关于双语教学教材的建议，更好地推出后续的双语教材及教辅材料。

● 篇幅合理，价格相对较低。为适应国内双语教学内容和课时上的实际需要，本套教材进行了一定的删减和改编，使总体篇幅更为合理；而采取低定价，则充分考虑到了学生实际的购买能力，从而使本套教材得以真正走近广大读者。

● 提供强大的教学支持。依托国际大出版公司的力量，本套教材为教师提供了配套的教辅材料，如教师手册、PowerPoint讲义、试题库等，并配有内容极为丰富的网络资源，从而使教学更为便利。

本套教材是在双语教学教材出版方面的一种尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导，在此深表谢意。同时，为使后续推出的教材更适于教学，我们也真诚地期待广大读者提出宝贵的意见和建议。需要说明的是，尽管我们在改编的过程中已加以注意，但由于各教材的作者所处的政治、经济和文化背景不同，书中内容仍可能有不妥之处，望读者在阅读时注意比较和甄别。

徐二明

中国人民大学商学院

Foreword

I am very pleased to write this foreword. Dr. Naresh K. Malhotra is an extremely well-known and highly regarded author, researcher, and teacher whom I have known for over 33 years. This first edition of *Essentials of Marketing Research: A Hands-On Orientation* is yet another outstanding textbook written by him. His other two marketing research books, *Basic Marketing Research: Integration of Social Media*, fourth edition and *Marketing Research: An Applied Orientation*, now in its sixth edition, have been very successful and have been translated into several languages and have been published in several English editions. Both those books are global leaders and I am confident that his new book, *Essentials of Marketing Research*, will also join their rank.

Essentials of Marketing Research: A Hands-On Orientation presents the essential marketing research concepts in a clear, concise, and elementary way without getting bogged down with technical details, statistics, and formulas. It carries Dr. Malhotra's expertise in marketing research and pedagogical skills even further with a simple yet forceful presentation. With its focus on contemporary issues like international marketing research, social media and new technologies, and ethics, the book is very relevant to the current environment. The application of Internet-based marketing research is integrated in a pervasive way throughout the book with ample opportunities for students to experience these concepts. Just one of the ways in which this book is leading the field of marketing research is the innovative emphasis on social media, both as a domain in which to conduct marketing research and as an application of marketing research.

This book is rich in meaningful and illustrative examples that show how researchers are capturing the realities of the marketplace and how managers are making decisions based on them. The iResearch, Applied Problems, and Internet Exercises provide rich hands-on experience. The Research in Practice examples, cases, and Online Video Cases are great learning tools that further reinforce the highly-applied and managerial orientation of the text. Particularly noteworthy are the Running Case, Comprehensive Critical Thinking Case, and other cases that include questionnaires and real-life data. The book has an abundance of diagrams, figures, and tables that truly enhance learning. Dr. Malhotra has succeeded in presenting the elementary research concepts with simplicity and clarity while yet upholding the technical accuracy for which he is most famous. The book is strong in qualitative concepts and imparts the necessary quantitative knowledge and skills with the use of SPSS and Excel. The SPSS and Excel demonstration movies, screen captures, step-by-step instructions, and online Student Resource Manual provide the greatest resources available anywhere for students to learn these programs.

Essentials of Marketing Research: A Hands-On Orientation provides an exceptionally solid foundation that students and practitioners need in order to understand and manage the marketing research function.

William D. Neal

Senior Partner

SDR Consulting

Former Chairman of the Board,
American Marketing Association

Recipient of the Charles Coolidge Parlin
Marketing Research Award (2001)



Preface

Enabling the Learning of Marketing Research

Teaching marketing research can be a challenging task for instructors and learning the subject can be equally daunting for the students, especially for those taking an introductory course in marketing research. We enable learning by giving a simple, easy to understand exposition of the basic concepts and by adopting a hands-on, do-it-yourself orientation. This first edition is current, contemporary, illustrative, and sensitive to the needs of undergraduate students, integrating the Internet, social media and new technologies, international marketing research, and ethics in a pervasive way.



Thanks to your feedback and encouragement, *Essentials of Marketing Research: A Hands-On Orientation*, first edition, builds on the success of my first four editions of *Basic Marketing Research: Integration of Social Media* and on the success of the six editions of my book *Marketing Research: An Applied Orientation*. The latter is the most widely used graduate marketing research title, with more than 150 universities adopting the book in the United States. It has been translated into Chinese, Spanish, Portuguese, Russian, French, Hungarian, Indonesian, and Japanese. In addition to these eight translations, there are several English-language editions, including North American, International, European, Indian, Arabian, and Australian editions. The book is being used in more than 100 countries. Please accept my personal gratitude and thanks for your support of my marketing research books. Truly, I owe you a lot!

Audience

Essentials of Marketing Research: A Hands-On Orientation is suitable for use in the introductory marketing research course at the undergraduate level in two- or four-year colleges and in schools that do not want to emphasize the technical and statistical methodology, but teach marketing research with a managerial orientation. With plenty of self-help for students, it not only facilitates classroom learning, but is also very suitable for online marketing research courses. I have presented the marketing research concepts and principles at an elementary level, in a manner that is easy to read and understand. There is an abundance of diagrams, pictures, illustrations, and examples that help to explain the elementary concepts. The relative positioning of my three books is as follows.

Textbook	Number of Chapters	Depth of Coverage. Statistics and Formulas.	Positioning
<i>Essentials of Marketing Research</i> , First Edition	13	Covers concepts at an elementary level. Deemphasizes statistics and formulas.	Two-year, four-year, and schools emphasizing a nontechnical and nonstatistical orientation to marketing research. Online marketing research courses.
<i>Basic Marketing Research</i> , Fourth Edition	19	Covers concepts at a medium level. Moderate emphasis on statistics and formulas; only basic statistical techniques are covered.	Upper level undergraduate textbook.
<i>Marketing Research</i> , Sixth Edition	24	Covers concepts at a deep level. Heavy emphasis on statistics and formulas; all the advanced statistical techniques are covered including SEM.	Mainstream MBA level textbook.

Organization

I have organized this book into three main parts, based on a six-step framework for conducting marketing research. Part 1 provides an introduction to marketing research (Chapter 1). It also discusses problem definition—the first and the most important step—and developing an approach to the problem—the second step in the marketing research process (Chapter 2).

Part 2 covers research design—the third step—describing the following research designs in detail: exploratory (secondary and syndicated data, qualitative research, Chapters 3 and 4); descriptive (survey and observation, Chapter 5); and causal (experiment, Chapter 6). The types of information commonly obtained in marketing research, as well as the appropriate scales for obtaining such information, are described (Chapter 7). Guidelines for designing questionnaires are given (Chapter 8) and sampling design and procedures are explained (Chapter 9).


Part 3 presents a practical and managerially oriented discussion of field work—the fourth step in the marketing research process. It also covers data preparation and analysis—the fifth step (Chapter 10). Basic statistical techniques are discussed in detail, with emphasis on explaining the procedures, interpreting the results, and understanding managerial implications (Chapters 11 and 12). Two statistical packages, SPSS and Excel, are featured. Here, I provide detailed, step-by-step instructions for running SPSS, including illustrations, demonstration movies, and screen captures. Detailed instructions, data files, demonstration movies, and screen captures are also provided for Excel. Communicating the research by preparing and presenting a formal report constitutes the sixth step in the marketing research process, which I also discuss in Part 3 (Chapter 13).

Distinctive Features of the Text

This book has several salient or distinctive features that set it apart from competing books.

1. ***A Hands-On Orientation.*** It emphasizes a hands-on, do-it-yourself approach, affording students several opportunities to experience marketing research. iResearch scenarios require students to actually do research and make marketing research and marketing management decisions through a hands-on orientation. This hands-on orientation is further reinforced by cases, Online Video Cases, Review Questions, Applied Problems, and Internet Exercises.
2. ***Extensive Self-Help for Students.*** As compared to competing texts, this book provides extensive self-help for students that is posted on the open access (no password required) Companion website. This includes a comprehensive Student Resource Manual, SPSS and Excel Demonstration Movies, SPSS and Excel Screen Captures with Notes, and other resources mentioned later. This makes the book very suitable for use in the classroom and for use in online marketing research courses.
3. ***Interaction between Marketing Research Decisions and Marketing Management Decisions.*** This book is unique in the way it illustrates the interaction between marketing research decisions and marketing management decisions. Each chapter shows how marketing research decisions influence marketing management decisions and vice versa. This interaction is illustrated through several pedagogical tools mentioned earlier. Thus, the book has a highly applied and managerial orientation. In it, I illustrate how marketing researchers apply the various marketing concepts and techniques, and how managers implement the marketing research findings in order to improve marketing practice.
4. ***Extensive and Pervasive Social Media Coverage.*** There is an innovative and extensive integration of social media and new technologies. Here I focus on social media as an application of marketing research and as a domain through which to conduct marketing research. Each and every chapter, excluding the data analysis in Chapters 11 and 12, has a separate section entitled “Marketing Research and Social Media.” However, the use of social media is not limited to this section but is discussed in several other sections of the chapter, including end of chapter questions, Dell Running Case, and all the cases and video cases. The major occurrences of social media are highlighted with an icon in the margin.



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5. **International Focus.** Apart from the data analysis in Chapters 11 and 12, every chapter has a section titled International Marketing Research and an example illustrating the concepts in an international setting.
 6. **Ethics Focus.** Ethical issues are prevalent in marketing research. Every chapter has a section titled Ethics in Marketing Research and an example that illustrates marketing research ethical issues. I'll talk about ethics from the perspectives of the four stakeholders: the client, the marketing research firm, the respondents, and the general public.
 7. **Contemporary Focus.** A contemporary focus has been achieved by applying marketing research to current topics such as customer value, satisfaction, loyalty, customer equity, brand equity and management, innovation, entrepreneurship, return on marketing, relationship marketing, sustainability, and socially responsible marketing throughout the text.
 8. **Six-Step Marketing Research Process.** This book is organized around the well-accepted six-step framework for conducting marketing research. A six-step process diagram appears in each chapter, showing how the chapter content relates to this framework. Thus, the six-step marketing research process serves as a unifying framework that imparts structure. There is ample evidence suggesting undergraduate students learn structured material more easily.
 9. **Extensive and Pervasive Internet Coverage.** The text discusses how the Internet can be integrated in each step of the marketing research process and how it can be used to implement the concepts discussed in each chapter. The coverage of the Internet is so extensive that it has not been singled out. Internet applications are ubiquitous. For example, all the iResearch exercises require the students to do Internet research including social media. In addition, a section entitled Internet Exercises is featured in each chapter.
 10. **Stimulating Critical Thinking.** The principles for critical thinking (including Socratic questioning, critical reading and writing, higher order thinking, and assessment) have been embodied in a Comprehensive Critical Thinking Case (Case 2.1 American Idol), end of chapter Review Questions, Applied Problems, and Internet Exercises. These materials have been designed based on the guidelines provided by the Foundation for Critical Thinking.
 11. **Real-life Examples and Illustrations.** Several real-life examples are presented in each chapter, entitled Research in Practice. These examples describe in detail the kind of marketing research conducted to address specific managerial problems and the decisions that were based on the findings. Where appropriate, the sources cited have been supplemented by additional marketing research information to enhance the usefulness of these examples. In addition, there are several other examples and illustrations that are blended in the text.
 12. **Research Recipe.** Every major section in each chapter ends with an active summary entitled Research Recipe. This feature not only summarizes the main concepts in that section but also provides guidelines on how those concepts should be implemented in actual practice.
 13. **Comprehensive Cases with Actual Questionnaires and Real Data.** Each chapter contains the Dell Running Case (Case 1.1) featuring an actual questionnaire and real-life data. While the questions for Dell appear in each chapter, the case itself appears toward the end of the book. There I have included additional comprehensive cases with actual questionnaires and real-life data (Case 3.1 JP Morgan Chase, Case 3.2 Wendy's).
 14. **Online Video Cases.** Each chapter of this book contains an Online Video Case. The video cases have been drawn from the Pearson video library, and have been written from a marketing research perspective. The questions at the end of each video case are all marketing research questions. The questions are cumulative and cover the contents of that chapter as well as the previous chapters. The cases and videos are available online to instructors and students.
 15. **Learning Objectives and Opening Research in Practice Examples.** Each chapter opens with a set of objectives to arouse curiosity and to impart structure. Each chapter also contains an Opening Research in Practice feature that I use as a running example throughout the chapter.
 16. **SPSS and Excel.** Data analysis procedures are illustrated with respect to SPSS and Excel. SPSS and Excel files are provided for all datasets.

17. **SPSS and Excel Computerized Demonstration Movies.** I have created computerized demonstration movies illustrating step-by-step instructions for each data analysis procedure using SPSS and Excel that can be downloaded or viewed on the website for this book (see Exhibit 10.1). Students can watch these movies on their own to promote self-learning and/or they can be shown in class.
18. **SPSS and Excel Screen Captures with Notes.** In addition to the demonstration movies, I have also provided screen captures with notes illustrating step-by-step instructions for running each data analysis procedure presented in the book using SPSS as well as Excel. These are available on the text website for downloading.
19. **SPSS and Excel Step-by-Step Instructions.** Each chapter contains separate step-by-step instructions for SPSS and Excel for conducting the data analysis presented in that chapter.
20. **Conducting a Live Marketing Research Project.** Toward the end of each chapter there is a section entitled, "Live Research: Conducting a Marketing Research Project." These sections show how to implement one or more live marketing research projects in the course. The approach is flexible and can handle a variety of organizations and formats. The entire class could be working on the same project with each team working on all aspects of the project, or each team could be assigned a specific responsibility (e.g., a specific component of the problem or a specific aspect of the project like collection and analysis of secondary data). Alternatively, the class could be working on multiple projects with specific teams assigned to a specific project.
21. **Acronyms.** Each chapter contains one or more helpful acronyms that summarize the salient concepts. Acronyms are the most popular mnemonic technique college students use. Theoretical and empirical evidence supporting the effectiveness of mnemonic techniques and their usefulness as a pedagogical tool has been discussed in a paper I published in the *Journal of the Academy of Marketing Science*, (spring 1991): 141–150.
22. **AACSB Learning Standards.** All the pedagogical tools, end of chapter exercises, and the test item file have been designed to incorporate the AACSB learning standards with respect to: Written and oral communication, ethical understanding and reasoning, information technology, analytical thinking, diverse and multicultural work environments, reflective thinking, application of knowledge, and interpersonal relations and teamwork.

Students Can Learn SPSS[®] and Excel on Their Own!

SPSS and Excel files are provided for all chapter datasets; outputs and screen captures are posted on the Companion website (www.pearsonglobaleditions.com/malhotra). Help for running the SPSS and Excel programs used in each data analysis chapter is provided in four ways:

1. Detailed step-by-step instructions are given in the chapter.
2. Download or view online computerized demonstration movies illustrating these step-by-step instructions from www.pearsonglobaleditions.com/malhotra. For each data analysis procedure I have provided a movie illustrating SPSS and another illustrating Excel.
3. Download screen captures with notes illustrating these step-by-step instructions.
4. Extensive instructions for SPSS and Excel are given in the Student Resource Manual that is also posted on the Companion website and can be accessed without a password.

Thus, we provide **the most extensive help** available anywhere to learn SPSS and Excel!

Teaching Aids for Instructors

The password-protected Instructor Resource Center offers several teaching aids that can be accessed only by instructors. These include:

PowerPoint Presentations

A comprehensive set of PowerPoint slides can be used by instructors for class presentations or by students for lecture preview or review. These slides contain extensive materials including the major concepts, all the figures, and all the tables for each chapter of the book. The

instructor slides are distinct in that: (1) some slides contain notes that are identified with a scarlet border, (2) some slides contain images, and (3) there are additional slides containing material not covered in the book. These extra slides have been identified with “Review Comments,” a feature of PowerPoint.

Instructor’s Manual

A complete instructor’s manual (IM), prepared by me, can be used to prepare lectures or class presentations, find answers, and even to design the course syllabus. I personally wrote the entire instructor’s manual so that it is very closely tied to the text. Each chapter contains Learning Objectives; Author’s Notes; Chapter Outline; Teaching Suggestions organized by Learning Objectives; and answers to all end-of-chapter Review Questions, Applied Problems, and Internet Exercises. Answers are also provided to the iResearch scenarios. In addition, solutions are provided for all the cases, including those that involve data analysis. Solutions are also provided for all the Online Video Cases. Each chapter in the IM contains an additional feature (not contained in the book) entitled Decision Research that describes a real-life scenario with specific questions that require students to make marketing research and marketing management decisions and the answers are given. Additional exercises and answers entitled Role Playing, Field Work, and Group Discussions are also provided.

Test Item File

The test bank contains multiple-choice, true/false, and essay questions for every chapter. I personally wrote the test item file. This valuable resource contains a wide variety of questions for each chapter that allows you to create your own exams.

This Test Item File supports Association to Advance Collegiate Schools of Business (AACSB) International Accreditation. Each chapter of the Test Item File was prepared with the AACSB learning standards in mind. Where appropriate, the answer line of each question indicates a category within which the question falls. This AACSB reference helps instructors identify those test questions that support that organization’s learning goals.

The eight categories of AACSB Learning Standards were identified earlier. Questions that test skills relevant to these standards are tagged with the appropriate standard. For example, a question testing the moral issues associated with externalities would receive the ethical understanding and reasoning abilities tag.

How can I use these tags? Tagged questions help you measure whether students are grasping the course content that aligns with AACSB guidelines. In addition, the tagged questions may help to identify potential applications of these skills. This, in turn, may suggest enrichment activities or other educational experiences to help students achieve these goals.

Online Video Cases

A set of cases and videos accompanying these cases is available online. The viewing time for many of these videos is less than 10 minutes so that they can be conveniently shown in class. These video cases are posted online and the solutions to these cases are provided in the instructor’s manual.

Other Teaching Aids

The password-protected Instructor Resource Center also contains the following:

- Data files for Cases 1.1 Dell, 3.1 JP Morgan Chase, and 3.2 Wendy’s, given in the book (SPSS and Excel)
- Data files for all the Applied Problems (SPSS and Excel)
- Data file for the data set(s) used in each data analysis chapter (SPSS and Excel)
- SPSS and Excel Computerized Demonstration Movies
- SPSS and Excel Screen Captures with Notes
- SPSS and Excel output files for data analyses presented in Chapters 10 to 12, and for solutions to all Applied Problems and Cases (1.1 Dell, 3.1 JPMorgan Chase, and 3.2 Wendy’s)
- Additional materials that supplement the topics discussed in the book.

Student Resource Manual

It enables students to study more effectively. This online resource manual contains chapter outlines, learning tips organized by objectives, practice true and false and multiple choice questions, additional figures and tables, and hints for selected Applied Problems. It also gives detailed instructions for running the data analysis procedures using SPSS and Excel along with an additional practice dataset.

CourseSmart eTextbooks

Developed for students looking to save on required or recommended textbooks, CourseSmart eTextbooks Online shaves money off the suggested list prices of the print text. Students simply select their eText by title or author and purchase immediate access to the content for the duration of the course using any major credit card. With a CourseSmart eText, students can search for specific keywords or page numbers, make notes online, print out reading assignments that incorporate lecture notes, and bookmark important passages for later review.

Learning Aids for Students

Companion Website

Housed at www.pearsonglobaleditions.com/malhotra, the Companion website offers valuable additional resources for *Essentials of Marketing Research*, First Edition, for instructors as well as students. This site is not password protected so that these materials can be accessed freely. Video cases are located on this companion website and include the accompanying streaming video. This site also offers downloads of data files and additional material for use in conjunction with the textbook. Specifically, the Companion website contains the following materials:

- Student Resource Manual
- Data files for Cases 1.1 Dell, 3.1 JP Morgan Chase, and 3.2 Wendy's, given in the book (SPSS and Excel)
- Online Video Cases, including streaming video
- Data files for all the Applied Problems (SPSS and Excel)
- Data files for the data set(s) used in each data analysis chapter (SPSS and Excel)
- Output files for the analysis in each data analysis chapter (SPSS and Excel)
- SPSS and Excel Computerized Demonstration Movies
- SPSS and Excel Screen Captures with Notes
- Additional materials that supplement the topic discussed in the book

Tips to Students on How to Use This Textbook

I want to offer you a few tips on how to use this book and suggestions on how to master the material presented.

- Read the Chapter. Start by reading the chapter. Be sure to look at the Overview, Learning Objectives and opening Research in Practice examples, and reread the Overview so you will know what is in the chapter. Often this is skipped because students don't believe it is important. Read the Research Recipe feature twice. Each recipe is very short but effectively summarizes that section and provides guidelines on how to implement the concepts in practice.
- Review the Key Terms. It is important to read through these new terms to be sure you understand each one. Key Terms are often targets of quiz and exam questions.
- Answer the Review Questions. Go through the Review Questions and see if you can answer them without looking in the chapter. When you are finished, go back and check to see if you got each one correct. For the ones you couldn't answer, go back and locate the correct information in the chapter.
- Do the Applied Problems. Pick several problems you believe would be interesting. Spend some time thinking about the question and the concepts being explored. You can make these problems fun to do as you analyze the concepts at a deeper level.

- **Have Some Fun with Critical Thinking.** Go to the Critical Thinking Case (2.1 American Idol). This case is comprehensive and contains questions on all the chapters except the data analysis chapters. Based on the knowledge you have learned in the chapter and the case information, answer the critical thinking questions as well as the technical questions. Doing this case will help you understand and apply the concepts in real-life situations from a critical thinking perspective.
- **Hone your Internet skills.** Select a few iResearch and Internet Exercises that you find interesting and complete them. This will sharpen your Internet marketing research skills.
- **Experience case analysis and problem solving.** Pick one of the Comprehensive Cases with Real Data and Questionnaires that interests you the most. Answer the marketing research questions that have been posed for each chapter, including the data analysis chapters. These will help you apply the marketing research concepts to real-life situations and also give you a taste of case analysis and problem solving.

Suggestions to Students for Preparing for Exams

If you have followed the tips provided in the previous section, you will almost be ready for the exam. A brief review of the Key Terms, Research Recipes, and a scan of the chapter will be all that you need. But, if you have not followed all of the tips, here is a sequence of activities you can follow that will aid in learning the material.

- Read the chapter.
- Review the Research Recipes.
- Review the Key Terms.
- Read the chapter Overview.
- Read the chapter Summary.
- Answer the Review Questions.
- Go through the chapter and locate all of the bold and italic words. Read the context of each term to make sure you understand that term.
- Start at the beginning of the chapter and read the topic sentence of each paragraph. These sentences should provide a good summary of that paragraph. Reread the Research Recipes.
- Reread the chapter Summary.

Congratulations! You are now ready for the exam. Relax—you will do well.

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Naresh K. Malhotra

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