

EXPLORING MARKETING RESEARCH

SEVENTH EDITION



WILLIAM G. ZIKMUND

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Oklahoma State University



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NEW FOR 2000! Czymkota, Dickson, Dunne, Griffin, Hoffman, Hutt, Lindgren, Lusch, Ronkainen, Rosenbloom, Sheth, Shimp, Siguaw, Simpson, Speh, & Urbany, *Marketing: Best Practices* 0-03-021109-3

The Dryden Press has brought together sixteen of the best and brightest authors in marketing to create the most cutting-edge text to hit the principles market in years. The premise behind *Marketing: Best Practices* was to combine the expertise of leading marketers into a principles text that offers the best of the best in every chapter. Each chapter is penned by an authority from that particular field of marketing, many of whom are widely renowned inside the classroom and the boardroom for their marketing acumen. This revolutionary new text combines the best practices from every area of marketing—from advertising to services, consumer behavior to retailing, international to technology.

Assael, *Marketing* (1998) 0-03-024811-6 (Chapters 1-10) or 0-15-560772-3 (Chapters 1-23) Offering complete classroom flexibility, this innovative new edition enables instructors to custom design a principles of marketing text to meet their students' particular needs. Written by a renowned marketing authority, the text includes 10 "core" chapters focusing on the "4 P's" as well as a choice of 13 "optional" chapters, enabling instructors to choose the topics they teach and incorporate outside materials into the classroom.

Boone and Kurtz, *Contemporary Marketing* 1999 (1999) 0-03-022313-X

Best-selling authors Boone and Kurtz continue to lead the market with their innovative, up-to-the-minute, student-friendly texts. This 1999 paperback edition is a completely updated version of the best-selling 1998 *Contemporary Marketing Wired* text at a reduced price.

Boone and Kurtz, *Contemporary Marketing WIRED* (1998) 0-03-018597-1

Nine editions of continuous improvement have led to the most exciting introductory marketing text and package in classroom history, and this edition continues to set new standards as the market leader.

Lindgren and Shimp, *Marketing: An Interactive Learning System* (1996) 0-03-017479-1

This new CD-ROM learning system is available as a "runtime" package to instructors and students, bringing a 21st century dimension to exploring the world of marketing in the classroom.

Sandburg, *Discovering Your Marketing Career CD-ROM* 0-03-19157-2

Discovering Your Marketing Career helps students assess their compatibility with careers in marketing and land the job of their choice. In one multi-media CD-ROM program, students receive broad guidance and practical advice on everything from clarifying their interest in a particular marketing career to preparing and implementing an effective job search strategy.

CONSUMER BEHAVIOR

Engel, Blackwell, and Miniard, *Consumer Behavior, Eighth Edition* (1995) 0-03-098464-5
Diverse and balanced coverage of consumer behavior research in theory and application, from some of the pioneering authors in this field.

Sheth, Mittal, and Newman, *Customer Behavior: Consumer Behavior and Beyond* (1999) 0-03-098016-X

Customer behavior seeks to make a connection between customer behavior principles and the elements of marketing strategy. This anxiously anticipated text goes beyond traditional consumer behavior books by focusing not only on the behavior of "buyers," but also on the behavior of users and payers.

ADVERTISING AND PROMOTION

NEW FOR 2000! Parente, *Advertising Campaign Strategy: A Guide to Marketing Communication Plans, Second Edition* 0-03-021114-X

This leading text not only illustrates what effective advertising campaigns are, but it also illustrates how to successfully execute them. A comprehensive and detailed campaign guide is outlined to take students step-by-step through the advertising process. Nine out of the top!) advertising and journalism schools in the US use Parente's Advertising Campaign Strategy.

NEW FOR 2000: Shimp, *Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications, Fifth Edition* 0-03-021113-1

The fifth edition of Terence Shimp's market-leading *Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications* fully integrates all aspects of marketing communication, providing a more complete treatment of sales promotion, point-of-purchase communications, and advertising media selection than any text on the market.

SALES MANAGEMENT

NEW FOR 2000! Ingram, LaForge, & Schwepker, *Sales Management, Fourth Edition* 0-03-026699-8

This leading text continues to set the standard in sales management texts with its up-to-the-minute coverage of the trends and issues in the dynamics sales field, equipping students with a strong sales foundation and the innovative skills needed for 21st century selling.

Futrell, *Sales Management: Teamwork, Leadership, and Technology, Fifth Edition* (1998) 0-03-010629-X

Completely revised and updated for 21st century selling, this popular text has been renamed and revamped to reflect issues affecting salespeople today and well beyond.

PERSONAL/PROFESSIONAL SELLING

NEW FOR 2000: Ingram, LaForge, Avila, Schwepker, & Williams, *Selling* 0-03-026701-3

Selling's professional selling chapters can be mixed and matched with sales management chapters from Ingram's *Sales Management, Fourth Edition* to create an outstanding customized sales course.

Oberhaus, Ratliffe, and Stauble, *Professional Selling: A Relationship Process* (1995) 0-03-000639-2

This leading edge text is designed to be the conceptual core for the competency-based learning system. It links the firm's marketing philosophy with a relational selling approach using sales communication skills.

INTERNATIONAL MARKETING

NEW FOR 2000! Terpstra and Sarathy, *International Marketing, Eighth Edition* 0-03-02112-3

The Eighth Edition of this popular text has been completely revised, reflecting current developments in the field. Drawing on the extensive and unparalleled international marketing experience of its authors, *International Marketing* takes a comprehensive look at the environment, problems, and practices of today's international marketing arena.

Czinkota and Ronkainen, *Global Marketing* (1996) 0-03-010649-4

This text covers managerial issues in marketing from a truly global perspective, looking at management concepts from the view of a firm that operates worldwide. Government issues are also addressed and analyzed from a viewpoint not limited to the US.

Czinkota and Ronkainen, *International Marketing, Fifth Edition* (1998) 0-03-024401-3

The market leading text which is best known for its extremely current coverage, unique chapter coverage, and prestigious author team who have consulted all of the world.

Czinkota and Ronkainen, *Readings in International Marketing Strategy: Environmental Assessment and Entry Strategies* (1995) 0-03-098373-8

This reader deals with the environment, external and internal strategic dimensions

and implementation considerations from the viewpoint of the new entrant into the international market.

Hassan, *Global Marketing: Perspectives & Cases* (1994) 0-03-098107-7

This book delivers current, innovative, and thought-provoking methods on how to identify intermarket opportunities in a globally competitive environment, thereby providing international marketing students with the tools and framework necessary to profile intermarket segments.

Schuster and Copeland, *Global Business: Planning for Sales and Negotiations* (1996) 0-03-010519-6

Written for undergraduates, graduate students, and executives in training, *Global Business* is a useful tool for anyone involved in business or government transactions with someone from another country.

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MARKETING RESEARCH

NEW FOR 2000! Zikmund, *Exploring Marketing Research, Seventh Edition* 0-03-026218-6

This comprehensive, practical, and extremely student-friendly market leader offers the most up-to-date coverage of the current marketing research issues available. Intended primarily for undergraduates, this best-seller emphasizes such important issues as total quality management and global marketing research, integrating both topics throughout the text.

Churchill, *Basic Marketing Research, Third Edition* (1996) 0-03-098367-3

This leading introductory text breaks the complex maze of marketing research down into seven straightforward stages. A managerial emphasis, new photo essays, profiles of marketing research professionals, and real research studies provide excellent views of modern practices in the field.

Churchill, *Marketing Research: Methodological Foundations, Seventh Edition* (1999) 0-03-023816-1

This market leader has established itself as a classic by presenting its material from both a quantitative and qualitative perspective, and allowing students to develop an appreciation for the six stages of the research process. *Marketing Research* is the market leader at the graduate level.

Zikmund, *Essentials of Marketing Research* (1999) 0-03-024356-4

In response to market feedback, Zikmund and The Dryden Press have developed this new abridged version of the best selling *Exploring Marketing Research*. This new text was designed specifically for marketing research classes where a more concise introduction to marketing research topics is desired.

MARKETING MANAGEMENT & MARKETING STRATEGY

NEW FOR 2000! Stauble, *Marketing Strategy: A Global Perspective* 0-03-026216-X

Marketing Strategy: A Global Perspective introduces strategic applications, global strategy, and emerging perspectives in an approach that captures the challenges of marketing strategy. It is designed to help students integrate the "4 Ps" of marketing in a broader framework with a strategic application in addressing global strategy.

Ferrell, Hartline, Lucas and Luck, *Marketing Strategy* 0-03-024801-9

Marketing Strategy is presented from a perspective that guides strategic marketing management in the social, economic, and technological arenas in which businesses function today. This text helps students develop a customer-oriented market strategy and market plan.

Dickson, *Marketing Management, Second Edition* (1997) 0-03-017742-1

This text presents cutting-edge marketing management concepts in a traditional format, supplemented by the market's most innovative teaching tools.

Lewison, *Marketing Management: An Overview* (1996) 0-03-098153-0

This text provides an alternative to the traditional marketing management texts in the market by offering a concise overview for the advanced level marketing course, enabling instructors to incorporate other materials, such as cases, into the course.

RETAILING/RETAIL MANAGEMENT

Dunne and Lusch, *Retailing, Third Edition* (1999) 0-03-024758-6

The third edition of *Retailing*, like much of retailing itself, has undergone significant changes from prior editions. Given the impact of the Internet and the “global village,” there has never been a more exciting time to study retailing—and this text addresses just those issues in great depth.

MARKETING SERVICES

Bateson, *Managing Services Marketing: Text and Readings, Fourth Edition* (1999) 0-03-022519-1

Bateson’s latest edition of this market leading text combines coverage of key topics in services marketing with a variety of articles selected from such areas as marketing, organizational behavior, operations management, and strategy literature. The increased emphasis on services in the marketing field has led us to develop the current balance of text and readings. In addition to the marketing departments, services courses may also be found in areas such as hotel/hospitality management.

Hoffman and Bateson, *Essentials of Marketing of Services* (1997) 0-03-015217-8

Designed especially for the undergraduate, this unique text goes beyond the “common sense” approach to customer service and concentrates on 15 core topics (in 15 chapters), giving students a solid understanding of the complex relationships existing between employees, the organization and the customer as they relate to service issues.

MARKETING CHANNELS

Rosenbloom, *Marketing Channels: A Management View, Sixth Edition* (1999) 0-03-024482-X

This market-leading text brings the field of marketing channels to life and contributes to the making of each marketing channels course with its classic managerial framework. Rosenbloom continues to set the standard as the premier text in the field by examining channel management, relationship marketing and the role of technology as marketing channels move into the 21st century.

INDUSTRIAL MARKETING

Hutt and Speh, *Business Marketing Management: A Strategic View of Industrial and Organizational Markets, Sixth Edition* (1998) 0-03-020633-2

Providing the most current and complete treatment of business-to-business marketing, this comprehensive market leader captures and integrates the latest developments in market analysis, relationship management, supply chain management, and marketing strategy development.

INTERNET MARKETING

NEW FOR 2000! Reedy, Schullo, & Zimmerman, *Electronic Marketing Integrating Electronic Resources into the Marketing Process, First Edition* 0-03-021107-7

This innovative and exciting new first edition combines the traditional proven marketing process of situation analysis, marketing planning, and marketing implementation to introduce the enhanced speed, accuracy, and targetability of electronic marketing resources.

ELECTRONIC COMMERCE

NEW FOR 2000! Watson, Berthon, Pitt, & Zinkhan, *Electronic Commerce, First Edition* 0-03-026533-9

This exciting new text from The Dryden Press provides a strategic marketing and managerial perspective of electronic commerce. The research of the four highly-qualified authors provides the basis for the book, allowing for first-hand experience, varied viewpoints, and relevance.

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Preface



The Seventh Edition of Exploring Marketing Research is copyrighted for the year 2000. This makes it a book for the new millennium. The years between the previous edition of Exploring Marketing Research and this new millennium edition have given rise to e-commerce and an information revolution. It is quite clear that new information technologies and research methodologies that are currently emerging have dramatically changed the nature of marketing research. The Internet's World Wide Web, with its great potential for instantaneous and interactive access to information from around the globe, has brought about one of the most dramatic changes ever to occur in the discipline. However, its future impact will be even more profound. This Seventh Edition of Exploring Marketing Research reflects the astonishing changes in information technology that have taken place in the last few years. I have worked diligently and carefully to make this edition a book that reflects the practice of marketing research in our new digital age.

Although the Seventh Edition is quite different from past editions, it retains the distinguishing attributes previous editions.

ORGANIZATION OF THE BOOK

The organization of the Seventh 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 1: *Introduction* discusses the scope of marketing research, provides an overview of the entire marketing research process, and explains the nature of global information systems. It also discusses organizational and ethical issues in marketing research.
- Part 2: *Beginning Stages of the Research Process* covers problem definition, research proposals, exploratory research, and secondary data.
- Part 3: *Research Designs for Collecting Primary Data* examines the concepts and issues related to designing and using surveys, observation studies, and experiments.
- Part 4: *Measurement Concepts* discusses the logic of measurement and the practical issues involved in attitude measurement and questionnaire design.
- Part 5: *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 6: *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 7: *Comprehensive Cases with Computerized Databases* provides materials that challenge students to apply and integrate the concepts they have learned.
- Part 8 provides several video research projects.

NEW TO THE SEVENTH EDITION

Chapter 1 places a new emphasis on relationship marketing so its impact on marketing research can be better illustrated in subsequent chapters.

Each passing year the use of global information systems in business and not-for-profit organizations grows more important. This edition focuses on the latest technological means for instantaneous and interactive access to information from around the globe.

Chapter 2: Information Systems and Knowledge Management has been substantially revised to reflect this focus. This chapter, placed early in the book, sets the stage for a book-long discussion of the Internet and other new technologies influencing marketing research. It begins by making a distinction between *data*, *information*, and *knowledge* and shows how knowledge management enhances the organization's intellectual capital. The Internet's role in our global, e-commerce economy is introduced in this chapter to serve as a framework for a variety of discussions throughout the book. Specific technical details about secondary data searchers on the Internet are reserved for Chapter 7.

Chapter 4: The Human Side of Marketing Research reflects the growing use of cross-functional teams in marketing research. It provides an early introduction to ethical issues. Concerns about privacy have caught the attention of the public and marketing research world. The impact of new technology on privacy is discussed in depth. Critical thinking questions at the end of the chapter about ethics appear in every chapter following Chapter 4. A special icon  designates these questions.

Chapter 7: Secondary Data in a Digital Age has been substantially revised. The technology is rapidly changing and this new edition is at the cutting edge. This chapter now incorporates discussions of data mining and other new methodologies that are modifying the way marketing researchers view secondary data investigations.

Chapter 8: Survey Research: An Overview and *Chapter 9: Survey Research: Basic Methods of Communication with Respondents* have been updated to reflect the role new technologies, such as answering machines, new caller ID systems, and the Internet.

Chapter 9 expands its coverage of computerized surveys using electronic interactive media, such as the Internet.

Chapter 14: Questionnaire Design now discusses writing questions and formatting Web pages for Internet surveys.

Chapter 15: Sampling Designs and Sampling Procedures now incorporates a new section on sampling problems associated with surveys conducted on the Internet.

To the Point is a new pedagogical feature that provides meaty quotes with valuable insights about research issues.

Various new cases have been added to this new edition. Several of these are new video cases or cases with computerized databases.

Internet sites can add considerable value for students of marketing research. A serious effort has been made to provide current URLs for numerous worthwhile Internet links. These appear in the end of chapter feature called *Exploring the Internet* and through the text itself. These are not just a bunch of shallow links to trivial places, but educational sites where a professor will want his or her students to go to learn more about a concept.

FEATURES STUDENTS WILL LIKE



More than other marketing textbooks, *Exploring Marketing Research*, Seventh 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* 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 and *visually highlight ideas* and relationships among variables. A full-color format enhances the imagery and appeal of the artwork and photographs.
- *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 for review and critical thinking 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.

- “Exploring the Internet” exercises appear at the end of every chapter. This feature helps students navigate the Internet. These activities range from going to the Census Bureau’s Population Clock to being participants in Internet surveys.
- Several *video research projects* appear in Part 8. A video research project, presented in several segments, is an innovative pedagogical tool that represents an actual research situation. Each segment allows students to think about various decisions and uses a video dramatization to provide an in-depth look at marketing research.
- *Real world video cases* illustrate marketing research in practice. The cases portray actual research activities and companies, such as Fossil, Paradigm Entertainment, and Hard Candy, that conduct marketing research around the world.
- A *Web site* that provides numerous links to other relevant Web sites with marketing research content.

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, PowerPoint presentation slides, transparency masters, videocassettes containing case materials, a floppy disk containing databases for several cases, a marketing research Web site on the Internet (<http://www.harcourtcollege.com/marketing/research.html>), and other ancillary materials.

- *PowerPoint* is a state-of-the-art presentation graphics program for IBM compatible computers. This integrated program allows instructors to retrieve and edit any of the preloaded transparencies that accompany the book. Images can easily be edited, added, or deleted.
- All chapters that follow Chapter 4: The Human Side of Marketing Research: Organizational and Ethical Issues, include end-of-chapter questions dealing with ethical issues. These questions are marked with a  symbol.
- *Video cases with questions for homework assignments or classroom discussion* are included in the text and the *Instructor’s Manual*. 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.
- *Five 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.
- All comprehensive cases and several other 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.
- A CD-ROM containing the data sets and the student version of SPSS software is available for the students, which allows them to fully develop their computer skills.
- *Video Research Projects* allows professors to involve students and show that marketing research involves various decisions on many projects. Thorndike Sports Equipment uses video dramatization to provide an in-depth look at one organization’s use of marketing research. This innovative educational drama consists of five video units especially created for

this textbook. Each unit focuses on a particular aspect of a racquetball racquet manufacturer's need for and utilization of marketing research and data analysis. Each unit provides a springboard for classroom discussions.

- A new marketing research *Web site on the Internet* (<http://www.harcourtcollege.com/marketing/research.html>) enhances the way marketing research can be taught. The Web site will provide the latest information about “what’s new” and “what’s cool” in marketing research. Links to other research-related sites, tips about using the supplemental video library, and much more are planned for the site.

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.

The Dryden Press will provide complimentary supplements or supplement packages to those adopters qualified under its adoption policy. Please contact your local sales representative to learn how you may qualify. If as an adopter or potential user you receive supplements you do not need, please return them to your sales representative or send them to: Attn: Returns Department, Troy Warehouse, 465 South Lincoln Drive, Troy, MO 63379.

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