

WILLIAM G. ZIKMUND

# EXPLORING MARKETING RESEARCH

8E

The book cover features a stylized architectural scene. On the left is a solid green wall. To its right are two large, reddish-brown columns. Between and around the columns is a view of a blue sky and a blue body of water. The floor in the foreground is a black and white checkered pattern. A small, low red wall or ledge is visible in the distance. A horizontal line with a series of small circles leads from the left edge to a circular badge containing the text '8E'.



8TH EDITION

# EXPLORING MARKETING RESEARCH

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**Exploring Marketing Research, 8e**  
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Printed in the United States of America

1 2 3 4 5 05 04 03 02

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Library of Congress Cataloging-in-Publication Data

Zikmund, William G.

Exploring marketing research / William G. Zikmund,--8th ed.  
p.cm

Various multi-media instructional materials, including a web site, are available to supplement the text.

Includes index

ISBN 0-324-18148-5

1 Marketing research. I. Title.

HF5415.2.Z54 2002

2002022369

**TO SYBIL**



Since the last edition of *Exploring Marketing Research*, the use of the Internet for marketing research has come of age. I am now very certain that technological developments and social diffusion of the Internet will dramatically shape the future of marketing research. As the Internet becomes increasingly representative of the U.S. population, innovative techniques that can uniquely be administered online will become standard. In the 21st century, marketing research on the Internet has moved out of the introductory stage of its product life cycle into the growth stage.

This eighth 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. While this edition remains focused on time-honored, traditional marketing research methods, the inclusion of extensive coverage of Internet research is a major new addition.

### NEW TO *EXPLORING MARKETING RESEARCH*

The eighth edition places greater emphasis on the power of the Internet to conduct marketing research. It was important to me that this new material not be lumped into an added chapter at the end of the book or into a single chapter on survey research. There are unique aspects of Internet research that touch on information systems, gathering of secondary data, survey design, sample selection, questionnaire design, Web traffic monitoring, and many other topics. The placement of Internet issues was carefully thought out. These issues are integrated in the right place, surrounded by the right context. Enhancements to the chapters and expanded coverage of the Internet's impact on marketing are summarized below.

**Chapter 1: The Role of Marketing Research** begins with the interesting story of how Kraft used marketing research to change EasyMac from a product with lower-than-expected sales to a tremendous success. Chapter 1 now concludes with a new, forward-looking section entitled "Marketing Research in the 21st Century." It explains how two trends, globalization of business and growth of the Internet as a communication medium, have changed the way we think about marketing research. It sets the stage for many of the updates in other chapters.

**Chapter 2: Information Systems and Knowledge Management** spotlights the very latest information technology in business enterprises and not-for-profit organizations. This chapter deals with the means for instantaneous and interactive access to information. It expands the discussion of decision support systems with new material on CRM (customer relationship management). A new discussion of business intelligence software explains how researchers analyze data in extensive data warehouses to discover significant patterns and relationships. The material on computerized data archives and databases, especially video databases, has been updated and revised.

**Chapter 3: The Marketing Research Process** now includes a fascinating video case about Fisher Price's action-figure collection Rescue Heroes. The video shows how marketing research helped develop these action-figure characters, whose mission is to help and rescue with courage, perseverance, resourcefulness, and non-violent problem solving.



Concerns about privacy have caught the attention of the public and the marketing research world. The impact of new technology on privacy is discussed in depth in **Chapter 4: The Human Side of Marketing Research: Organizational and Ethical Issues.**

The use of the Internet for qualitative exploratory research is growing rapidly. **Chapter 6: Exploratory Research and Qualitative Analysis** discusses the use of online focus groups, videoconferencing, and streaming media technologies.

**Chapter 7: Secondary Data Research in a Digital Age** has been substantially revised. Information technology is rapidly changing how secondary data are acquired, and this new edition is at the cutting edge in explaining how. Chapter 7 has been revised to reflect the 2000 Census and the changing face of secondary data in our Internet age.

**Chapter 8: Survey Research: An Overview** and **Chapter 9: Survey Research: Basic Methods of Communication with Respondents** have been greatly expanded to reflect the role of the Internet and other new technologies in survey research. Chapter 8 opens with a story about how KitchenAid's marketing team used marketing research to figure out how to transfer brand equity from its small-appliance division to large appliances without increasing its marketing budget. Chapter 9 has changed more than any other chapter in the book. It now includes a major section on the advantages and disadvantages of Internet surveys. It explains everything from the basics (defining an Internet survey) to sophisticated topics such as security concerns. A new introduction to the WebSurveyor Activities explains how WebSurveyor software, which is available with each new textbook, can be used to design Internet surveys and compute results.

**Chapter 10: Observation** features new coverage of monitoring Web site traffic. It uses relevant examples about companies—such as Jupiter Media Metrics and Nielsen//NetRatings—that specialize in monitoring Internet activity.

Febreze Fabric Refresher is a new product, based on a proprietary cleaning formula, that penetrates fabrics to eliminate odors; it can be used on clothing or upholstery. In **Chapter 12: Test Marketing and Complex Experiments**, students will learn about the process that Procter & Gamble used to test market Febreze Fabric Refresher.

**Chapter 15: Questionnaire Design** has extensive new material on writing questions and formatting Web pages for Internet surveys. It discusses why the layout and physical attractiveness of the questionnaire are crucial in Internet and other self-administered questionnaires. Going beyond a mere cursory description of the Internet questionnaire, it explains how graphical user interfaces allow the researcher to control the background, colors, fonts, and other visual features displayed on the computer screen. It discusses status bars, radio-button questions, drop-box questions, variable piping, and many other questionnaire design issues unique to Internet surveys.

**Chapter 16: Sampling Designs and Sampling Procedures** now includes a new section that describes the best methods of drawing Internet samples. The discussion ranges from drawing samples of Web site visitors to forming panels from opt-in sampling frames. It also covers sampling problems associated with surveys conducted on the Internet.

**Chapter 20: Basic Data Analysis: Descriptive Statistics** has been updated and revised to reflect the growing use of Microsoft Excel in data analysis. Several exhibits and end-of-chapter questions show statistical menus and output from Excel.

**Chapter 25: Communicating Research Results: Research Report, Oral Presentation, and Research Follow-Up** includes discussion of real-time report distribution. Employees now have the ability to share data, executive summaries, and reports on their company intranet.



## ORGANIZATION OF THE BOOK

The organization of the eighth edition of *Exploring Marketing Research* follows the logic of the marketing research process. The book is organized into seven 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 how the Internet and globalization are changing the nature of information systems. It also addresses 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 and how to design samples, conduct fieldwork, and determine sample size. A review of basic statistical concepts appears in this part of the book.

**Part 6: Data Analysis and Presentation** covers editing, coding, descriptive data analysis, 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.

## SUPERIOR PEDAGOGY

More than other marketing research textbooks, the eighth edition of *Exploring Marketing Research* addresses students' need to comprehend all aspects of the marketing research process. To achieve these objectives, chapters include the following features:

- **Learning objectives** at the beginning of each chapter preview the important topics in the chapter. Students can also use the objectives to determine whether they understand the major points of the chapter.
- **Opening vignettes** describe marketing research challenges in actual businesses that most students will recognize.
- **What Went Wrong?** and **What Went Right?** features describe successes and failures of marketing research strategies. For example, the "What Went Right?" feature in Chapter 9 describes how Avon moved its research online to collect valuable market information from its sales reps, a successful strategy that saved time and money.
- **Exploring Research Ethics** examines—through interesting, compelling examples—how biased or unethical behavior can thwart the marketing research process.
- **Exploring Research Issues** illustrates key points from the chapter and delves deeper into related marketing research topics.
- **An accessible, interesting writing style** continues to be a hallmark of this textbook. With a careful balance between theory and practice and a sprinkling of interesting examples, the writing style helps to clarify rather than mystify. In addition, the text offers comprehensive rather than superficial treatment of topics.

- **A review of statistical theory** in Chapter 17 provides students with an overview of the basic aspects of statistics. Because this managerially oriented textbook is a marketing research textbook and not a statistics monograph, students are given the tools needed to review and comprehend statistical theory. Even students with rusty statistical skills will benefit from a quick review of the basic statistical concepts in Chapter 17. In addition, **Statistical Tutor** boxes aid in the learning process by visually reflecting statistical concepts.
- **Key terms** within the chapter and in the margins help students recognize and retain important marketing research and statistical terminology. Learning the vocabulary of marketing research is essential to understanding the topic, and *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.
- **Questions for Review and Critical Thinking** promote student involvement in the classroom by prompting them to think about topics beyond the text's coverage. Review materials enhance students' understanding of key concepts.
- **Ethics questions**, identified by a special icon, are included in each chapter.
- ❓ Among the compelling issues students are asked to explore is the redefining of the right to privacy in light of new technology.
- **Exploring the Internet activities** provide considerable value for students of marketing research. A serious effort has been made to provide current URLs for numerous worthwhile educational Internet links. Activities range from going to the Census Bureau's Population Clock to being a participant in Internet surveys.
- **Extensive cases and video cases** illustrate marketing research concepts and build knowledge and research skills. These cases present interesting, real-life research situations that require students to make thoughtful decisions. They offer the opportunity for active participation in the decision-making process, one of the most effective forms of learning. The video cases portray actual research activities for brands and companies, such as Fisher-Price, I-Zone by Polaroid, V8, Ben and Jerry's, and Burke, Inc.

## COMPREHENSIVE INSTRUCTOR RESOURCES

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 (ExamView Testing Software), a comprehensive Instructor's Manual and Transparency Masters, PowerPoint presentation slides, data sets for several cases, a comprehensive video library, and online marketing resources (available on the Web at <http://zikmund.swcollege.com>).

- **The Instructor's Resource CD-ROM** (ISBN: 0-324-181493) contains valuable instructor resources on one easy-to-use CD-ROM: the Test Bank, ExamView Testing Software, the Instructor's Manual, PowerPoint presentation slides, and data sets for cases.
- **The Test Bank**, written by Tom Quirk of Webster University, has been carefully rewritten to provide a variety of questions, covering every major concept in the textbook. The questions have all been scrutinized to eliminate ambiguity and to provide varying levels of difficulty. Each question is identified with a page number from the textbook where the answer may be located.



- **ExamView** is an easy-to-use automated testing program that allows instructors to create exams by using provided questions, modifying questions, or adding new questions.
- **The Instructor's Manual and Transparency Masters** was designed to ease lecture presentation by offering detailed and comprehensive lecture outlines, solutions to all assignments, and transparency masters. The solution to each case and video case includes the objective of the case, a brief summary of the case, and recommended questions and solutions. The Instructor's Manual is available both on the Instructor's Resource CD-ROM and at <http://zigmund.swcollege.com>, on the instructor's portion of the Web site.
- **PowerPoint Presentation Slides** summarize and illustrate key concepts in each chapter. These slides are available both on the Instructor's Resource CD-ROM and at <http://zigmund.swcollege.com>, where they can be downloaded.
- **Excel and SPSS Data Sets** are available for several of the end-of-chapter cases and most of the comprehensive cases at the end of the book. The comprehensive cases present an entire research project and include a database useful for assignments dealing with statistical analysis. Students may download the data sets at <http://zigmund.swcollege.com> by clicking on the textbook and then on "Data Sets." Data sets are also available on the Instructor's Resource CD-ROM.
- **The Comprehensive Video Library** (ISBN: 0-324-181507) introduces students to marketing research challenges in a variety of interesting businesses. Video cases in this expanded library guide students through problem analysis, problem solving, and application of chapter concepts. Suggested solutions and teaching notes for the video cases are included in the Instructor's Manual.
- **Web Resources at <http://zigmund.swcollege.com>** provide the latest information about what's new and what's cool in marketing research. The site features links to other research-related sites, tips about using the supplemental video library, and much more.

## RESOURCES FOR STUDENTS

In addition to coverage of the latest information technology (described above), the eighth edition includes the following new student resources:



- **A partnership with WebSurveyor**, a specialist in Web-based marketing research, has made it possible to greatly enhance student learning by providing sample surveys, response scales, question libraries, and survey results developed specifically for *Exploring Marketing Research*, 8th edition. WebSurveyor activities and quizzes appear both in the textbook and on the companion Web site. The WebSurveyor Desktop software is available to students who purchase new textbooks that contain a WebSurveyor postcard with a serial number. Students with serial numbers should go to <http://zigmund.swcollege.com>, click on the textbook, click the WebSurveyor button, and follow the steps for registering. Students who need to purchase a serial number should go to <http://zigmund.swcollege.com>, click on the textbook, click the WebSurveyor button, and follow the steps for purchasing access to the software.
- **The Dedicated Web Site <http://zigmund.swcollege.com>** has been developed especially for the new edition. Features of the Web site include chapter quizzes that allow students to test and retest their knowledge of chapter concepts. Three separate quizzes are offered for each chapter, to encourage retesting. In addition, the Web site features downloadable PowerPoint slides, flash cards of key terms, the very best online marketing research resources available, and much more.

- **InfoTrac—College Edition** is packaged free with each new text. This fully searchable online database gives professors and students 24-hour access to full-text articles from a variety of well-known periodicals and scholarly journals.
- **SPSS** brings affordable, professional statistical analysis and modeling tools to a student's own PC. Based on the professional version of one of the world's leading desktop statistical software packages, SPSS 10.0 for Windows Student Version (ISBN: 0-324-108699) includes an easy-to-use interface and comprehensive online help that lets students learn statistics, not software.

## ACKNOWLEDGMENTS

I would like to acknowledge the help of the marketing research muse, who came to me at odd times with no understanding of the requirements of family life. The time required to sequester oneself to write a textbook must be paid for by family and friends.

I am deeply indebted to Dr. Don Sciglimpaglia, San Diego State University, who offered encouragement as the book was being conceptualized and read the entire manuscript through several drafts. His many insightful suggestions were adopted with gratitude. John Bush also greatly enhanced the book by making numerous suggestions and by providing the first draft of Chapter 25.

Many colleagues contributed ideas for this book. They made many suggestions that greatly enhanced this book. For their insightful reviews of the manuscript for the eighth or previous editions of *Exploring Marketing Research*, I would like to thank the following:

Gerald Albaum, *University of Oregon*  
 William Bearden, *University of South Carolina*  
 Joseph A. Bellizzi, *Arizona State University—West*  
 James A. Brunner, *University of Toledo*  
 F. Anthony Bushman, *San Francisco State University*  
 Thomas Buzas, *Eastern Michigan University*  
 Roy F. Cabaniss, *Huston-Tillotson College*  
 Michael d'Amico, *University of Akron*  
 Ron Eggers, *Barton College*  
 H. Harry Friedman, *City University of New York—Brooklyn*  
 Ron Goldsmith, *Florida State University*  
 Larry Goldstein, *Iona College*  
 David Gourley, *Arizona State University*  
 Jim Grimm, *Illinois State University*  
 Al Gross, *Robert Morris College*  
 Don Heinz, *University of Wisconsin*  
 Craig Hollingshead, *Texas A&M University—Kingsville*  
 Victor Howe, *University of Kentucky*  
 Roy Howell, *Texas Tech University*  
 Rhea Ingram, *University of Kentucky*  
 P. K. Kannan, *University of Maryland*  
 Susan Kleine, *Arizona State University*  
 David B. Klenosky, *Purdue University*  
 C. S. Kohli, *California State University—Fullerton*  
 Jerome L. Langer, *Assumption College*  
 James H. Leigh, *Texas A&M University*  
 Larry Lowe, *Bryant College*  
 Karl Mann, *Tennessee Technological University*  
 Charles R. Martin, *Wichita State University*  
 Marlys Mason, *Oklahoma State University*  
 Tom K. Massey, *University of Missouri—Kansas City*



Sanjay Mishra, *University of Kansas*  
G. M. Naidu, *University of Wisconsin–Whitewater*  
Charles Prohaska, *Central Connecticut State University*  
Alan Sawyer, *University of Florida*  
Robert Schaffer, *California State University–Pomona*  
Leon G. Schiffman, *City University of New York–Baruch*  
K. Sivakumar, *University of Illinois at Chicago*  
Mark Speece, *Central Washington University*  
Harlan Spotts, *University of Wisconsin–Parkside*  
Wilbur W. Stanton, *Old Dominion University*  
Bruce L. Stern, *Portland State University*  
James L. Taylor, *University of Alabama*  
Gail Tom, *California State University–Sacramento*  
Deborah Utter, *Boston College*  
David Wheeler, *Suffolk University*  
Richard Wilcox, *Carthage College*  
Margaret Wright, *University of Colorado*  
Clifford E. Young, *University of Colorado–Denver*  
William Lee Ziegler, *Bethune Cookman College*

Designer Mike Stratton created an attractive design for this book. Humberto Calzada graciously allowed us to reproduce his painting “The Absolution” for the cover. I hope the artwork brings as much joy to others as it does to me.

There are many people to thank at Thomson Learning/South-Western Publishing. Behind the scenes, Bob Lynch, Dave Shaut, Jack Calhoun, and Melissa Acuña made the acquisition of the Dryden Press and the transition to South-Western seamless. Mark Orr and C. J. Jasieniecki cheerfully performed the necessary editorial and developmental efforts during the early stages of the book. Steve Hazelwood and Mary Draper took over in midstream. I appreciate Steve’s support for this book. Marc Callahan’s creative thinking and his heartfelt concern for the book’s success are especially valued.

I owe a debt to the highly organized Mary Draper. She coordinated many activities, insisted that others make their deadlines, and was always responsive to my requests. The attentive copyediting and permissions work by Quica Ostrander, Sally Lifland, and others at Lifland et al., Bookmakers is greatly appreciated. Photo research by Susan Van Etten made the book more attractive. Barbara Fuller-Jacobsen’s management and Amy McGuire’s execution of the production tasks related to composition and printing were key factors in the quality improvements in this edition. I appreciate working with such fine professionals.

For debts extending over a longer period and less directly, I wish to thank Leo Aspinwall, Philip Cateora, Charles Hinsderman, Jerome Scott, and William Stanton.

William G. Zikmund  
March 2002

## ABOUT THE AUTHOR

A native of the Chicago area, William G. Zikmund now lives in Tulsa, Oklahoma. He is a professor of marketing at Oklahoma State University. He received a bachelor of science in marketing from the University of Colorado, a master of science in marketing from Southern Illinois University, and a Ph.D. in business administration with a concentration in marketing from the University of Colorado.

Before beginning his academic career, Professor Zikmund worked in marketing research for Conway/Millikin Company (a marketing research supplier) and Remington Arms Company (an extensive user of marketing research). Professor Zikmund also has served as a marketing research consultant to several business and nonprofit organizations. His applied marketing research experiences range from interviewing and coding to designing, supervising, and analyzing entire research programs.

During his academic career, Professor Zikmund has published dozens of articles and papers in a diverse group of scholarly journals ranging from the *Journal of Marketing* to the *Accounting Review* to the *Journal of Applied Psychology*. In addition to *Exploring Marketing Research*, Professor Zikmund has written *Essentials of Marketing Research*, *Business Research Methods, Marketing*, *Effective Marketing*, and a work of fiction, *A Corporate Bestiary*.

Professor Zikmund is a member of professional organizations including the American Marketing Association, the Academy of Marketing Science, the Association for Consumer Research, the Society for Marketing Advancement, the Marketing Educators' Association, and the Association of Collegiate Marketing Educators. He has served on the editorial review boards of the *Journal of Marketing Education*, *Marketing Education Review*, *Journal of the Academy of Marketing Science*, and *Journal of Business Research*.



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