

CARL **MCDANIEL, JR.**

ROGER **GATES**

MARKETING



RESEARCH

ESSENTIALS

**Second Edition**

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SECOND EDITION

# Marketing Research Essentials

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# Preface

Our objective in the first edition of *Marketing Research Essentials* was to create a lively, stimulating, real-world perspective of marketing research based upon our 30-plus years of experience in the industry. Your response tells us that we met our goal. With success comes responsibility and a challenge. The challenge and responsibility are to make future editions better than previous ones. We will continue to do everything in our power to make certain that your trust and confidence in *Marketing Research Essentials*, 2nd Edition, is well-placed.

The second edition is a fully revised text; we have made changes in every chapter. Many of these new features are based on feedback from our customer-satisfaction research. We have tried very hard to respond to every significant comment.

Carl McDaniel is the Chairman of the Marketing Department at the University of Texas at Arlington. A distinguished author of a multitude of articles and books in marketing research, McDaniel was also the co-owner and manager for 12 years of a marketing research firm.

Roger Gates is the president of a major marketing research firm that is on the cutting edge of technology. Being active in the industry every day, he sees changes as they occur and trends as they develop. These new developments are fully incorporated in the text. Thus, this text has not only the most current academic research in marketing, but unmatched industry perspective, straight from the marketing research firing line.

The original objective for writing this text has not changed. It was written in response to requests from a number of users of our highly successful *Contemporary Marketing Research*. Professors teaching on the quarter system found that there was simply not enough time to cover all 20 chapters in the book. Some instructors like to emphasize a class marketing research project. In this case, the text becomes a reference tool. Other professors, including the authors, are concerned about the increased price of textbooks. *Marketing Research Essentials* has been created to address the needs and concerns of our new market. It is concise and value-priced.

We recognize that most readers of this text will be users of marketing research information rather than professional researchers. Accordingly, our goal is to help the reader become a more effective decision maker through the use of marketing research information and a more sophisticated buyer of marketing research. This goal demands a thorough knowledge of the research process and of proper statistical applications to research data.

*Marketing Research Essentials*, 2nd Edition, covers the essence of what every student should learn in the first marketing research class. In Part One, Chapters 1-3, we detail the role of marketing research in management decision making, the research process, ethics in marketing research, and information on how the industry is structured. In Part Two, Chapters 4-8, we cover data sources. We begin with secondary data and decision support systems, then follow with chap-

ters on qualitative, observation, and survey research. We conclude with a discussion of experimentation.

In Part Three, Chapters 9-12, we outline the data-acquisition process. We begin by explaining the concept of measurement and describe various attitude scales and how to use them. We then move to sampling issues, such as developing a sampling plan and a description of probability and nonprobability sampling methods. Chapter 12 then explains sample size determination.

In Part Four, Chapters 13 and 14, we focus on data analysis. Data-processing activities introduce the subject. We then explain descriptive statistics and statistical testing of differences. Chapter 14 concludes the topic with correlation and regression analysis. Part Five, Chapter 15, discusses the importance of effectively communicating the research results to decision makers. We explain how to organize and present the report. Most importantly, we offer tips on getting managers to use the research information.

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## I | **New for the Second Edition**

**The Internet and Marketing Research** The use and impact of the Internet is featured *throughout the entire text*:

- *An in depth look at the Internet and marketing research.* In response to the evolving role of the Internet in conducting marketing research, we have devoted almost an entire chapter (Chapter 4) to this cutting-edge technology and its effective uses for the marketing researcher.
- *“Marketing Research and the Internet” Boxes.* In addition, almost every chapter includes one or more boxed features that cover Internet topics, such as cyber focus groups, Internet surveys, and publishing marketing research reports to secure sites, to name a few.

### **An Increased Emphasis on Global Marketing Research**

There are now more “*Global Marketing Research*” boxed features than before. These popular features give students insight into research practices in different countries around the world and offer tips on conducting research in the global marketplace.

**A Rewrite of the Regression Analysis Materials** The material on regression analysis has been rewritten to make it clearer and more interesting to the student. Lively examples and clearly defined terms help students learn this important material.

**New Chapter-Opening Vignettes** We maintain the contemporary edge by creating vignettes that focus on the most up-to-date topics and research conducted in marketing research today. We address the problems and solutions companies discover when launching their products into the marketplace.

**The Latest in Marketing Research Techniques** The latest marketing research techniques and practices are examined in the boxed feature “*Marketing Research in Practice.*” This popular feature from the first edition has been upgraded to include many new marketing stories.

**All the Hottest Topics in Marketing Research** We cover all the latest topics in this growing field, drawing upon current research in the best marketing journals and research studies. Topics include:

- The role of marketing research in delivering quality and customer satisfaction
- The future of marketing research
- Strategic alliances
- Certification of marketing researchers
- The proactive role of the Council for Marketing and Public Opinion Research (CMOR)
- New database technologies
- Low-incidence targeted samples
- Using the Internet in marketing research
- The importance of shifting demographics for survey research
- Over-surveying key target groups
- Latest scanner-based software
- Using virtual reality in experimentation
- The latest alternatives to test marketing
- The trend toward field management companies
- The latest on presentation software

**New End-of-Chapter Cases** Virtually all of the end-of-chapter cases have been replaced. Examples of new end-of-chapter cases include: Black & Decker, Tripling's Department Stores, Bickel and Brewer Attorneys-at-Law, Chevrolet, American Airlines, and Diamond Interstate Bank Tower.

**All Chapters Thoroughly Revised** We carefully reviewed each chapter and incorporated the latest trends and ideas. For example, Chapter 7 discusses emerging electronic survey approaches. Chapter 3 takes a new look at the marketing research industry and the growing use of strategic partnering. Chapter 5 offers new information on video-conferenced focus groups. Chapter 8 provides new information on why experiments aren't used more often. The material on *P*-values and significance testing in Chapter 13 has been completely rewritten.

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## **We Have Retained the Features that Made the First Edition a Best-Seller**

There is probably no greater hindrance to learning than a dull textbook. With this in mind, we've strived to make *Marketing Research Essentials*, 2nd Edition, a truly pleasurable and captivating reading experience by:

- *Opening each chapter with a real-world marketing research example.* At the conclusion of each opening vignette, we post a few teaser questions designed to pique the students' interest in the material about to be covered.
- *Writing in a lively, informal style developed over the years by two highly experienced and successful authors.* Careful attention to language and sentence structure and the use of hundreds of "real-world" examples make *Marketing Research Essentials*, 2nd Edition, engrossing while at the same time rigorous.
- *Implementing a research user's orientation.* A number of features have been incorporated into the text to aid future managers in effectively using marketing research.

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## I | A Professional Learning Tool

Creating a book that's a pleasure to read is an important step in developing an effective learning tool. Still, pedagogical devices must complete the task. *Marketing Research Essentials*, 2nd Edition, offers:

- Chapter learning objectives that challenge the student to explain, discuss, understand, and clarify the concepts to be presented.
- An opening vignette, photos and illustrations, and special in-text sections to amplify and clarify text material.
- A comprehensive chapter summary.
- Key terms—printed in bold in the text and listed at the end of the chapter, as well as defined in the margins.
- Review questions, recalling key points in the chapter.
- Discussion questions—probing, thought-provoking questions designed to stimulate class discussion
- A case study at the end of each chapter—short, real-world, and written in a lively style to enhance student learning and enjoyment.

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## I | State-of-the-Art Supplements Package

Our customer-satisfaction marketing research told us that you believe we have created the most extensive and useful set of supplements ever provided for the marketing research course. These supplements have been retained and updated. The key variables in creating a motivational and enthusiastic learning environment are the textbook, the instructor's lectures, and supplemental material used to augment and reinforce the textbook material. Because *Marketing Research Essentials*, 2nd Edition, is being used in the only marketing research course most students will ever take, we want to maximize the students' understanding and appreciation of marketing research. At the same time, we hope to minimize unnecessary classroom and project preparation time for the instructor. Supplements for *Marketing Research Essentials*, 2nd Edition, are:

- **Instructor's Manual.** Insightful comments from users have enabled us to create the most comprehensive instructor's manual available for the marketing research course. The complete lecture outline for each chapter with supplemental notes is designed so that instructors can use the material during class lectures and discussions.
  - **Test Bank.** The new classroom-tested and validated test bank contains over 1,500 multiple choice, true/false, and case questions. The questions are designed to test the students' knowledge of the salient points of each chapter.
  - **Westest.** A computerized version is also available.
  - **Power Point Slide Presentation.** A comprehensive, colorful, and informative presentation including 150 Power Point slides will be available for instructors. These slides will feature new figures not found in the text, as well as the clarification of the most important concepts in marketing research.
  - **STATISTICA by StatSoft.** This highly rated software package is an integrated statistical analysis, graphics, and database management system. The student edition features a wide array of basic and advanced analytical procedures, such as regression analysis, factor analysis, discriminant function analysis, and
-

cluster analysis. This user-friendly package is available to accompany the text at a substantially discounted price.

- **Transparency Masters** revised to enhance classroom utility. Approximately 100 transparency masters are available as part of the Instructor's Manual. These include key figures from the text as well as alternate transparencies of new material.
- **Videos.** A video package is available that features the high-quality, instructive video segments featured in the current edition of our book, *Contemporary Marketing Research*, 3e. A complete video guide to accompany these is included in the instructor's manual.
- **The Marketing Research Project Manual**, 3rd Edition. This highly popular manual offers a detailed, step-by-step procedure for students to follow in conducting a marketing research project, with an emphasis on survey research and data analysis. The third edition contains more vignettes about alternative projects and a complete data set keyed to the results reported in the manual. The SPSS has been rewritten for Windows software. Also, a new project is featured on creating a landscaping business. Instructors who require a real-world marketing research project have found that the manual saves valuable class time and provides lucid explanations of the research process.
- **The Lipton Noodles Alfredo Case**, by John F. Tanner, Jr., Baylor University. This extensive case is for those instructors who want students to spend less time doing field work and more time learning about marketing research. Students perform limited field work (just enough to get a feel for it) and conduct a focus group and an experiment. The case can be used in a quarter or a semester term.
- **The Marketing Research Workbook**, by Chip Miller of Pacific Lutheran University. This workbook includes hands-on activities for most chapters of the text. The activities help students improve their research skills and managerial decision making, such as which market to target, when to make decisions, and what type of research to use.

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## Acknowledgments

Every textbook owes its knowledge, personality, and features not just to the authors, but to a team of hard-working authors behind the scenes. A special thanks goes to our editor, Dreis Van Landuyt, who brought focus to the project. Also, to our developmental editor, Katherine Pruitt-Schenck, who offered many creative ideas and suggestions. We also could not have done without the help of Deanna Quinn, who supervised the production of the text. A special thanks goes to RoseAnn Reddick for typing the manuscript and the revisions. Shiva Nandan, Missouri Western State College, did an outstanding job in preparing the Instructor's Manual, as did David Andrus, Kansas State University, in authoring the test bank. We would like to thank Glen Jarboe for creating the third edition of the Marketing Research Project Manual, as well as Chip Miller and John Tanner for their work. We are also indebted to the following colleagues who acted as reviewers and whose advice we deeply appreciated.

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