
ESSENTIALS *of* MARKETING RESEARCH



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- *To my dearest wife Heidi and to Tinkerbell—if there is a place after this,
I will be on the lookout for both of you*
- *In memory of Werner S. Noberini*
- *To two great new products—my children, Bridget and Kathleen*

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PREFACE

In the preface to the first edition of *Marketing Research in a Marketing Environment*, we noted that the proliferation of textbooks provided teachers with an increased number of texts from which to choose. In *Essentials of Marketing Research* we provide another option to the marketing research teacher.

Essentials of Marketing Research was motivated by a desire to expose undergraduate students to the theory and practice of marketing research with a view toward teaching students how to be effective managers of the marketing research function. Our approach in this textbook is, in principle, similar to *Marketing Research in a Marketing Environment* in the sense that we have continued to emphasize the problem-oriented nature of marketing research and how marketing research activities are actually implemented by professional marketing researchers. *Essentials* is ideally suited for an introductory undergraduate marketing research course. In this textbook we take a more general, macro-oriented approach to presenting the essential tools and techniques of marketing research, which we view as consistent with the needs of students who will eventually become users of marketing research as opposed to marketing research practitioners.

ORGANIZATION

Essentials of Marketing Research is divided into six parts.

Part I, Marketing Research Environments, consists of three chapters. The first chapter introduces the student to the area of marketing research by discussing the relationship(s) between marketing researchers and other marketing professionals. The second chapter presents the relationship of marketing research to the marketing planning process. The section concludes with Chapter 3, which describes what we call the research cycle. The research cycle high-

lights several different types of marketing research studies that are likely to be conducted for the various stages in the product life cycle.

Part II, Acquiring Data: An Overview, consists of five chapters. This section considers the tools and techniques that can be used to collect marketing research data. Chapter 4 presents traditional sources of secondary data. The next chapter, Chapter 5, opens with a discussion of the newer on-line CD-ROM type data bases and closes with a presentation of syndicated sources of marketing research data. The major suppliers of syndicated sources are discussed with a presentation of the recent single-source type data. Chapter 6 is devoted to qualitative interviewing methods with emphasis on focus group interviews. Chapter 7 discusses survey interviewing methods and provides a critical comparative evaluation of the various methods. The last chapter in the section, Chapter 8, presents the most commonly used experimental designs and a discussion of causality.

Part III, Sampling Theory and Practices, consists of two chapters. The first chapter discusses the sampling process basically from a nontechnical perspective. Sampling estimates are described but the emphasis is on the use and understanding of sampling rather than sampling theory. The second chapter in the section, Chapter 10, discusses issues related to sample size determination.

Part IV, Measurement, Scaling, and Questionnaire Design, contains three chapters. The first chapter, Chapter 11, presents the basic concepts of measurement scales and presents the most commonly used comparative and non-comparative scaling methods. The chapter also contains a discussion of multiple-item scales such as the semantic differential. Chapter 12 presents a discussion of the issues that should be considered when designing a questionnaire. Chapter 13 presents issues involved with the fielding of a study and the steps that are necessary for processing marketing research data.

Part V, Data Analysis, consists of four chapters. The first chapter in the section, Chapter 14, presents basic data analysis methods such as descriptive statistics and graphical analyses. Chapter 15 is devoted solely to the issues of hypothesis testing. Chapter 16 presents common hypothesis tests for nominal and interval data for single versus multiple sample designs. The last chapter in the section, Chapter 17, presents a standard discussion of correlation and regression techniques.

Part VI, Presenting the Research and Ethical Issues, contains two chapters. The first chapter in the section describes a typical marketing research presentation and discusses a number of issues related to the writing of a marketing research report and the oral presentation of the results. Chapter 19 is devoted to ethical issues in marketing research.

KEY FEATURES

There are a number of features that we believe will allow the student to better understand the role of marketing research.

1. *Part-Opening Executive Profiles* offer special insights by experienced marketing professionals. The profiles, which address both product and service marketing, help clarify how research interacts with other marketing functions.
2. *From the User's Perspective* boxes offer brief business anecdotes to add texture and interest to each chapter. Once again, students are offered the opportunity to learn from real business experiences.
3. *Chapter-Opening Vignettes* offer a variety of marketing narratives that emphasize the place of research and its ability to lead to marketing success or, in several instances, how it didn't lead to success.
4. *Part-Ending Cases* feature high profile companies such as Campbell's Soup and Rold Gold Pretzels.

SUPPLEMENTS

We have prepared all of the supplements that accompany this textbook. In doing so, we have

attempted to provide elements and features of value to the inexperienced as well as experienced instructor.

Instructor's Manual

The most important features include:

- *Author comments.* These describe the author's rationale for the major topics presented in each chapter.
- *Learning objectives.* The learning objectives that appear at the beginning of each chapter are reproduced.
- *Key terms and concepts.* The key terms and concepts that appear throughout the textbook are reproduced.
- *Lecture notes.* A detailed outline of each chapter is provided.
- *Transparency masters.* Key exhibits, tables, and figures appearing in the textbook are reproduced as 8½" × 11" transparency masters. Transparency masters are also provided for supplemental material not appearing in the textbook. The suggested spot for the use of each of these is provided within the teaching suggestions.
- *Teaching suggestions.* These hints and ideas indicate how the authors would organize and present the material appearing in each chapter. Suggestions for where to integrate the transparency masters are also provided.
- *Answers to end-of-chapter problems.* Detailed answers to every question are provided.
- *Case notes.* For instructors who decide to use any or all of the case studies in the text, a detailed set of case notes is provided.

Test Bank. The test bank contains an extensive array of questions, categorized by chapter. In addition, correct answers are provided.

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

1. Individual test items can be added or deleted.

2. Individual test items can be edited.
3. A shuffle option is provided that allows different versions of the same examination.
4. Ample documentation is included.

Software

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

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

Color Transparencies

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

Videos

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

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This textbook has benefited from the hard work and dedication of a number of individuals who have been involved in this project. First, we would like to acknowledge the contributions of those individuals who reviewed the manuscript at various stages of development. Their suggestions and constructive criticisms have greatly improved the treatment and presentation. We sincerely thank each of them for their generous efforts.

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William R. Dillon
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