

MARKETING RESEARCH

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Marketing research

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PREFACE

This revision, like the first edition, is designed to meet the needs of the user of marketing research. This person needs to know *when* marketing research can and should be used, *what* research alternatives exist, *how* to recognize effective research, and *how* to interpret and apply the results. For this reason the first objective of this revision is to retain and reinforce a strong decision-making orientation. This is most evident in the attention given to the “front end” of the research planning process. The key to effective research planning is the development of sound research purposes and objectives that are based on management information needs. The research purpose and objectives then serve as guides to subsequent steps in the research process.

Specific steps have been taken in this revision to reinforce the decision orientation: (1) information on the nature of the research industry and the suppliers of research has been significantly expanded; (2) research projects are not treated as ends in themselves, but as part of an ongoing stream of research that cumulates into a marketing information system; (3) a significant effort has been made to give the reader an appreciation of the assumptions, limitations, and potential applications of techniques and methodologies that have proven useful in practice; and (4) more attention has been given to the presentation of research findings, including a complete new chapter on the subject.

Two further objectives of the revision were to incorporate recent developments, such as computer-controlled data collection methods, and to improve the suitability of the book for teaching. In addressing this last objective we made several changes in the organization and sequence of chapters. For example, the data analysis section has been divided into two parts, with the second one dealing with special topics that might not be covered in the time available in a one quarter or semester course. These changes should make it easier for the book to be tailored to the particular needs of the audience. However the basic sequential structure has not been altered, and the four major sections are:

- 1 An introduction to the research process and research design.
- 2 A discussion of data collection, which deals with exploratory and secondary sources of data, descriptive or survey research, experimentation, and sampling.
- 3 A consideration of data analysis that progresses from the fundamentals of single variable and cross-tabulation analysis to more complex multivariate techniques (Parts 3 and 4).
- 4 Applications to the specific marketing problem areas of market analysis, new product research, and forecasting.

As in the first edition, there are numerous application questions and cases of varying degrees of complexity. It is our belief that learning to be an effective user of marketing research is impossible without first-hand experience in designing research and applying the analytical methods and concepts discussed in the text. All of the cases are based on actual management problems in a wide variety of situations in the private as well as the public sector. One of the cases, Pacific Gas and Electric (B), provides the actual data from a survey on the acceptance of solar power as a home heating source.

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As authors of this book we have accumulated many debts during the eight years in which the two editions of this book took shape. We are especially grateful to our *students*, who gave us feedback from the consumer's perspective and whose field research projects provided many of the illustrations and problems; to our *colleagues*, who stimulated us and brought new ideas and approaches to our attention; to our *clients*, who gave us many opportunities to put the ideas in this book into practice and thus broadened our understanding of marketing research as it is currently practiced; to our *secretaries*, especially Anita Desembrana, Ellen McGibbon, Helen Way, Betty Kendall, and June Wong, for typing cheerfully and competently the seemingly endless drafts of the same chapters; to our *research assistants*, notably Lorne Bozinoff, Cathy Cogan, and Shelby McIntyre, for their help; and finally to our *publisher*, John Wiley, and *editor*, Rich Esposito, for giving us unstinting support at the crucial stages, while setting a high standard for us to meet.

Several people deserve a special word of thanks. Extremely helpful and insightful reviews for the first edition were received from Scott Armstrong, William R. Dillon, Chris T. Ford, Gary T. Ford, Douglas L. MacLachlan, Eli Seggev, Terence A. Shimp, Allan Shocker, Noel Zabriskie, and especially Chris Lovelock. The second edition benefited from the comments and guidance of Ronald Beall,

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part 1

THE MARKETING RESEARCH PROCESS

