


市场营销管理系列·英文版


营销调研

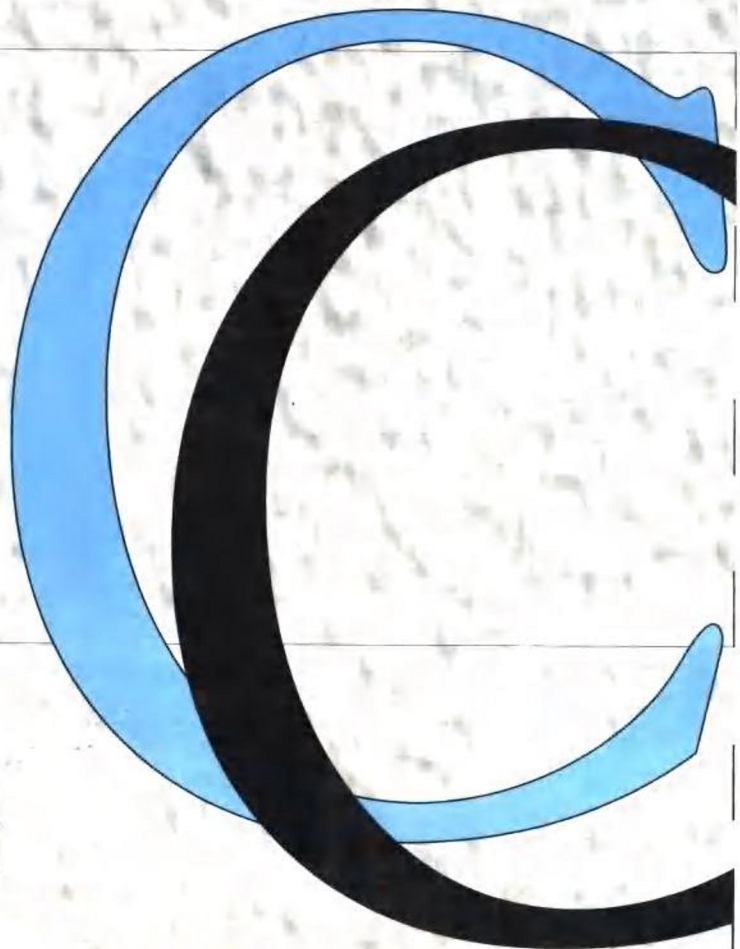
(第二版)

Marketing Research
Second Edition

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罗纳德·F·布什 著

 中国人民大学出版社

 PRENTICE HALL 出版公司



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《市场营销管理系列·英文版》

出版说明

随着我国改革开放的不断深入和市场经济体制的建立,市场营销已成为工商企业的重要管理职能。近年来,由于跨国公司的大量进入和国内企业的快速成长,市场供求关系发生了很大变化,竞争日趋激烈。在市场短缺成为历史,消费者成为市场主导的条件下,营销竞争已成为企业竞争的主要手段。许多企业从过去只重视引进技术、引进设备、引进产品,进而认识到引进新的营销理念和技术,主动满足消费者需要,谋求竞争优势的重要性。

为使中国读者能够尽快了解和吸收国际营销学界的最新研究成果,提高营销管理水平,中国人民大学出版社与著名的美国 Prentice Hall 出版公司继《工商管理精要系列·影印版》之后,共同合作推出了这套《市场营销管理系列·英文版》,以期为中国各管理院校的营销教学和企业营销、管理人员提供优秀的原版图书。

本丛书所选图书均系美国营销学界有影响的各大学教授所著,内容涵盖了营销管理的各个重要领域,全面反映了美国营销学界 90 年代以来的理论研究和实践探索水平。因而受到美国和世界各国(地区)的大学和管理学院营销专业师生,以及企业营销、管理人员的普遍欢迎。本丛书中的大部分版本都已多次再版,畅销不衰。我们期望这套丛书的出版,能为我国的营销管理教育提供最新的理论、方法和可借鉴的教学模式,同时,也能对企业的营销管理水平和营销人员素质的提高有所帮助。

在《工商管理精要系列·影印版》出版后,我们曾收到许多读者的来信和电话,希望再出英文版图书时,将序言和目录译为中文,作为对原版的一种导读,供读者阅读时参考,同时仍保留英文版中的序言和目录。为此,我们在本丛书中作了这方面的努力。这样做虽然增加了不少工作量,但如果能给需要中文导读的读者们提供一些方便,我们便会感到欣慰。

本丛书在选择和论证过程中,得到了中国人民大学工商管理学院吕一林副教授、对外经济贸易大学国际工商管理学院傅慧芬副教授、复旦大学管理学院王方华副教授的大力支持和帮助,许多专家和学者参与了本丛书前言和目录的翻译和审校工作,在此谨向他们一并致以敬意和衷心的感谢。

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前言

很高兴《营销调研》第二版即将发行，本书第一版受到的欢迎使我们深受鼓舞。我们收到了大量从事营销调研的教授们的高度评价和肯定意见。我们还有幸得到了营销调研行业的众多实践者提供的宝贵资料。他们的许多建议在本书中都得到了体现。由 Prentice Hall 出版公司发表的一则正式评论认为本书的第一版具有许多优点，我们有意识地选择并保留了这些优点，同时对本书作了更新，提出了新看法。我们相信，这将促进学生对营销调研的学习。

目的和对象

我们收到大量有关第一版的肯定意见，这不断提醒我们，我们的产品必须符合预期目标和读者的要求。《营销调研》的目的仍然是作为营销调研领域的入门指南，专为这样一些教授使用——他们的主要目的是通过讲授市场营销调研的目的、程序及应用等，来引导进入营销调研行业的各类公司。本书特别强调对营销调研基本概念的学习，不以强调高级数据分析的教授为对象。

本书的内容

多年来，营销调研教材的作者们一直声称他们的目的是帮助学生成为营销调研的“使用者”，而不是“实践者”。我们从第一版开始就打破了这一传统，认为除了强调一个“使用者”应该怎样评价一个研究项目外，今天的市场营销调研课程还应该帮助学生成为营销调研的“实践者”。为什么呢？原因在于信息时代使经理人员获取信息的能力发生了巨大的变化。几年前，甚至二手数据收集仍是专家的领域，今天，在拥有因特网和大量在线服务及光盘类信息服务时代，每个人都能够从数以百万计的数据中找到相关的调研信息。同样，初步的数据收集和分析工作也经历了急剧的变化。数据收集公司和抽样公司使数据收集变得迅速而简捷。CATI 程序则使室内数据收集大为方便。新一代软件，如视窗（Windows）支持下的 SPSS，使经理人员进行数据分析和撰写研究报告成为可能——只要他们有时间而且愿意学习这些软件。简言之，营销调研不再是专家的专利。无疑，我们将目睹越来越多的室内研究，更多的人将不仅成为“使用者”，也将成为“实践者”。

本书为“使用者”和“实践者”们做了些什么呢？我们保留了过程方法，即第一版

中包含的营销调研过程的 11 个步骤。从第 3 章开始,我们将营销调研视为一个循序渐进的过程来讨论,而学生也须遵循这个步骤来学习。新的一章开始时,我们对该章位于整个调研过程的具体位置给予特别提示,以便学生始终清楚自己进行到整个过程的哪一位置。调研过程的每一部分都与前面相关联。

为使本书更适合“实践者”阅读,我们还采取了哪些做法呢?首先,我们专门安排了第 6 章、第 7 章说明信息的获取。我们指出,在今天的调研环境中出现了一些革新方法。第 6 章向学生介绍了获取二手数据的许多变化。因特网和其他信息服务成为最新方法。第 7 章举例说明了大量可获得的辛迪加信息服务。这里突出了该竞争领域的最新发展。其次,我们设置了一个整章来介绍发展最快的研究领域之一:定性研究。再次,全书通过讲述营销调研的新思路,向学生介绍了特殊的应用思想。许多思想拓宽了学生的实际洞察力,为他们在研究过程中许多步骤上该怎样做提供了生动的例子。此外,我们还透视了营销调研中的国际问题和伦理问题。最后,十分重要的一点,我们教给学生如何使用 SPSS。我们的 SPSS 学生辅助软件光盘提供了大量掌握 SPSS 所必需的指导。使用本书学完这门课程后,学生会有关数据分析和研究报告的基础知识有所了解。在一位优秀的营销调研教授的指导下,我们相信,我们已经发展出强有力的营销调研教学工具及辅助手段。

第一版保留的优点

我们理所当然并且也总是倾听学生的意见,因为他们是我们必须满足的真正的顾客。我们的全部改进工作,一直以使营销调研成为一种愉快的、增长见识的教学经历为目的。相应地,本版保留了使第一版成功的许多特点。你将不会感到它与第一版背离甚远。我们坚信古谚:“未破之前勿修理。”在《营销调研》中你会发现以下特点:

管理导向 我们写作《营销调研》时坚持管理导向。为此设置了第 4 章来论述管理层确定所要研究问题的重要性。我们将营销调研视为一种有用的信息来源,但它需花费成本。学生可从中了解到经理人员必须衡量获取更多信息的收益成本比较。全书运用了决策方法,并讲授了营销调研涉及的经理人员经常要进行的大量交易、概率抽样与非概率抽样的使用、抽样不足的影响等内容。

来自真实世界的资料 我们再一次仰仗了市场研究业的许多朋友。他们(不少是大公司的领导和行业领先者)依靠其自身才智,向我们展示了他们独特的洞察力。这些我们都写入了新版。几乎每一章都经由一位市场调研专家审查。《营销调研》将把他们的最新知识和独特的洞察力传达给学习营销的学生们。

全球适用性 我们在第一版时曾经说过,“商业世界”已经成为“世界性商业”。全球性商业已经影响到营销调研行业。伴随众多公司日益利用营销调研为远方市场制定决策,全球营销调研的收入显著增长。我们在本书设置了全球标记以特别提醒学生注意营销调研的国际性。

伦理问题 本书指出了进行市场营销调研时伦理问题可能的出现点。全书设置了伦理标记,提醒学生注意伦理问题。我们还安排了有关伦理问题的若干案例。

页边注释 学生会在本书页边上发现注释，目的是为使重点反复出现，充当有效的学习向导。

黑体排印的关键术语 我们用黑体排印出关键术语，并给出定义。在各章末尾列出所有关键术语作为复习参考和学习指导线索。

复习题、应用题、练习和案例 本书每章都包含复习题、应用题和短小案例。这些资料丰富了营销调研的学习。有些问题的答案可直接从原文中找到。设计这些问题的目的是为促使学生对新学知识加以组织归纳，加强对这些知识的理解。有些问题要求学生综合本章及其他商业课程的内容。最后，还有些应用题要求学生课外广泛搜集资料。例如，与本地商业公司交谈，查找额外的图书馆资料或使用 SPSS 软件。教师可安排不同的问题或应用题以实现特定的授课目标。例如，如果某个题目课堂上没有采用，章末均有足够的补充资料可供使用。

数据组 我们提供了四个真实世界的数据库，当学生使用光盘安装 SPSS 学生辅助软件时，数据组会自动写入硬盘驱动器。这些数据库可帮助学生使用 SPSS 进行各种分析。

我们使用 SPSS 标记提醒学生注意书中与 SPSS 相关的内容。

第二版的新特点

SPSS 学生辅助软件 与本书一起，我们提供了一个存于光盘上的单独的视窗程序，该程序为学习视窗支持下的 SPSS 软件提供辅导。本书旁注向学生讲授了使用 SPSS 学生辅助软件的方法。SPSS 学生辅助软件可显示作为 Lotus screen CanTM 软件所拍摄图片的光标移动及 SPSS 的运行状况。在读完每张 SPSS 学生辅助软件图片后，都伴随一个有关该菜单项目基本概念的测试。

SPSS 学生版 对 SPSS 进行特殊改编后，我们很高兴为《营销调研》第二版的购买者提供 SPSS 学生版。SPSS 学生版是一个非常强大的软件包，可进行 50 个变量和 1 500 个案例的分析，包含本书涉及的所有统计技术及其他技术。Prentice Hall 出版公司与 SPSS 就提供该项服务签有独家协议。

视窗支持下的 SPSS 视窗支持下的 SPSS 的一体化是本书的一个重要部分。本版我们使用 SPSS7.5 版本。SPSS 的升级使我们的软件包更为强大，因为其输出结果及图象效果更优良。注意：本书与 SPSS 的早期版本兼容，但不同版本之间快捷键指令（见下一部分）可能有所不同。

SPSS 快捷键指令 《营销调研》新版在第一版之外为学生进行重要操作提供了 SPSS 快捷键指令。对于本书涉及的所有统计分析，我们提供了必要的光标和快捷键操作来完成。这种快捷的方法弥补了 SPSS 学生辅助软件的屏幕显示，因为后者对于学生在使用 SPSS 时查阅前面的屏幕显示并不总是十分方便。此外，SPSS7.5 不仅包容传统的 SPSS 最新数据分析，而且还包括重大改进后的记录数据分析所需要的许多性能。基于撰写研究报告的目的，我们还提供了有关如何将 SPSS7.5 输出结果转入字处理程序的快捷键指令。现在，撰写研究报告这一章，即第 19 章，包含了制作图表及将输出结果

转入字处理程序的快捷键指令。

崭新而贴切的案例 《营销调研》包括通用汽车公司对电动汽车EV₁的研究在内的当代相关案例。在介绍地理人口统计学时，我们逐页剖析了 Claritas 公司的案例，向学生展示了一个有关该公司地理人口统计项目“市场指示器TM”应用的真实情况。基于与 Claritas 的密切关系，我们还提供了一个数据库营销的实例。简言之，我们努力发掘有深度的案例来说明书中讨论的问题。你会发现这些案例在书中居于重要位置，为新介绍给读者的概念提供了恰当的最新说明。

行业变化 伴随信息来源与传递的变迁，营销调研行业也在变化。诸多新变化我们都作了描述。例如，标准行业分类（SIC）正在向一种新的体系，即向北美行业分类体系（NAICS）演变。我们对 NAICS 这种今后若干年将变得极为普遍，并且毫无疑问将成为任何人从事二手资料研究所必需的新体系进行了完整的讨论。

我们还讨论了影响营销调研的法律环境的变化。技术变化亦然。例如，我们对计算机辅助问卷设计和数据收集进行了极其深入的探讨。为了以实例说明这些发展，我们与 Mertator 公司开展了密切的合作。此外，鉴于因特网正改变着营销调研行业和教材的面貌，我们在书中不同地方利用了因特网案例和营销调研在各种地方的著名主页。

最后，《营销调研》第二版是对初版的完善，我们没有放弃第一版基本的方法、风格与格式——正是它们使第一版深受读者欢迎。我们试图以这些优点为基础，向您提供一本当代最新教材。我们希望您在学习本书时心情愉快，如同我们在写作本书时一样。

教学支持

本书教师将得到以下辅助资料^①，这些资料有利于教师备课，提高他们的授课效果。

教师指南 本书附有一本综合性的教师指南。该指南包括样本提纲、各章小结、各章梗概、章末问题答案、资料提示、视窗支持下的 SPSS 和 SPSS 辅助信息及一套彩色幻灯片。

PowerPoint 图表 各章图表使用微软公司的 PowerPoint 制作成一个完整的文件，采用者可得到该文件。

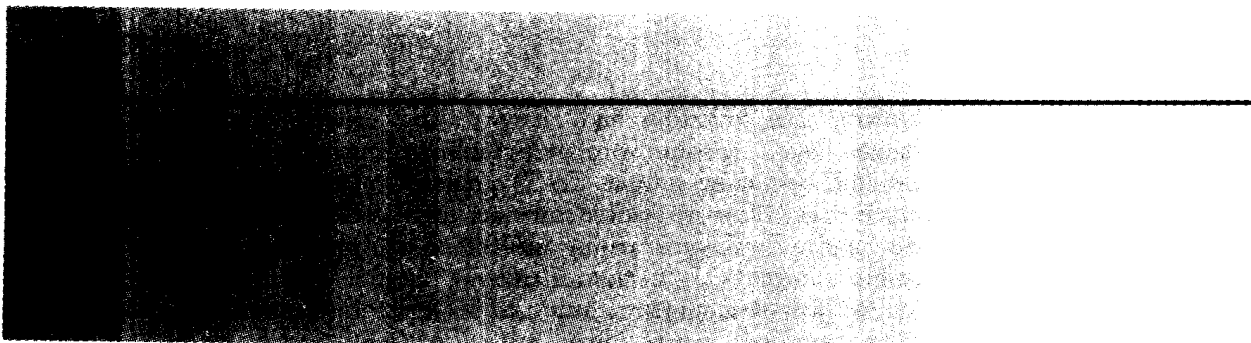
试卷库 教师可获得利用 Prentice Hall 公司改进后的试卷库软件编制的试卷库。所有试题由本书作者重新编写，同时提供印刷版和电子版。

SPSS 学生辅助软件 如前所述，与本书一起，我们提供了一个存于光盘上的独立的视窗程序。该程序为学习视窗支持下的 SPSS 软件提供辅导。本书旁注则教给学生如何使用 SPSS 辅助软件。在读完每个 SPSS 学生辅助软件菜单项目后，都有一套书面练习考查学生对基本概念的理解。SPSS 学生辅助软件可显示作为 Lotus Screen Cam 软件拍摄图版的光标移动和 SPSS 的运行状况。

^① 这些辅助资料版权未授予中国人民大学出版社。

SPSS 学生版 如前所述，对 SPSS 进行特殊改编后，我们很高兴为《营销调研》第二版的购买者提供 SPSS 学生版。SPSS 学生版是一个非常强大的软件包，可进行 50 个变量和 1 5000 个案例的分析，包含本书涉及的所有统计技术及其他技术。Prentice Hall 出版公司与 SPSS 就提供该项服务签有独家协议。

阿尔文·C·伯恩斯
罗纳德·F·布什



We are pleased to release the second edition of *Marketing Research*. We were very encouraged with the reception of the first edition of our book in the marketplace. We received many positive comments as well as good reviews from professors of marketing research, both adopters and nonadopters. Furthermore, we have the advantage of having input from many practitioners in the marketing research industry. Many of their suggestions are identified throughout the book. A formal review, sponsored by Prentice Hall, indicated that the first edition had many strengths, and we have wisely chosen to bolster these strengths and, at the same time, bring the book up to date and to provide even more new insights that we believe will enhance student learning of marketing research.

PURPOSE AND INTENDED AUDIENCE

Of the many positive comments we received about the first edition, we were constantly reminded that our product met its intended purpose and audience. Our purpose, once again, is for *Marketing Research* to serve as an *introduction* to the field of marketing research. It is designed for professors whose major objectives are to educate students on the purposes, procedures, and applications of marketing research as well as to introduce them to the various types of firms in the marketing research industry. The book places much emphasis on learning fundamental marketing research concepts. It is written at a basic level and is not intended for professors who wish to emphasize advanced data analysis.

PHILOSOPHY

For many years, authors of marketing research texts proclaimed that their intent was to help students become “users,” as opposed to “doers,” of marketing research. We broke from this tradition with our first edition by stating that in addition to emphasizing how a “user” should evaluate a research project, we believe a research course today should also help students become “doers” of research. Why? Because the age of information has brought about a significant change in the ability of managers to access information. A few years ago, even secondary information gathering was the domain of specialists. Today, given the Internet and the myriad of online and CD-ROM-based information services (e.g., Lexis-Nexis™, Dow Jones News/Retrieval Service™, DataStar™, DataTimes EyeQ™, Dialog™, FirstSearch™, NewsNet™, etc.), everyone has the ability to search millions of records for pertinent research information.

Primary data collection and analysis have likewise experienced dramatic change. Data collection firms and sampling firms make the collection of data fast and reasonably simple. CATI programs make in-house data collection much easier. New-generation software, such as SPSS® for Windows®, make data analysis and report writing available to managers with the time and inclination to learn them. In short, marketing research is no longer just for specialists. As these developments continue, we expect to see more in-house research. More people will become “doers” as well as “users.”

What have we done to make this a book for “users” and “doers”? We keep our process approach; our 11-step marketing research process we used in the first edition. Beginning in chapter 3, we discuss marketing research as a step-by-step process, and we refer to this process continually as students make their way through the text. With each new chapter, we highlight the appropriate section of the research process so that students always know where they are in terms of the overall research process. Students are reminded that each section of the research process is linked to some previous section.

What else have we done to make this a book for “doers”? We devote two chapters, 6 and 7, to information acquisition. We point out some of the innovations taking place in today’s research environment. Chapter 6 introduces students to many of the changes taking place in the availability of secondary data. The Internet and other information services are updated. Chapter 7 illustrates many of the syndicated information services available. The latest developments in this competitive area are highlighted. Second, we devote a complete chapter to one of the fastest growing areas of research, qualitative research. Third, we give students special applications ideas by providing marketing research insights throughout the book. Many of these give students practical insights and provide example “how tos” on many of the steps of the research process. Fourth, we provide students with insights on international and ethical issues in research. Finally, but important, we teach students how to use SPSS. Our CD-ROM-based SPSS Student Assistant provides much of the instructional support needed to master SPSS. Students completing a course using our book should know the basics of data analysis and reporting. In the hands of a good marketing research professor, we believe we have developed a powerful teaching tool with *Marketing Research*—and its instructional support ancillaries.

STRENGTHS RETAINED FROM THE FIRST EDITION

Of course, as always, we listen to our students as they are the true consumers that we must satisfy. All of our improvements have been geared to making *Marketing Research* an enjoyable and insightful educational experience. Accordingly, this edition retains many of the features that made the first edition successful. You will not find a dramatic departure from the first edition. We strongly believe the old adage: “If it ain’t broke, don’t fix it!” In *Marketing Research* you will find the following.

A Managerial Orientation. We wrote *Marketing Research* using a managerial orientation. We devote an entire chapter, chapter 4, to the importance of management’s properly defining the research problem. We present

marketing research as a useful source of information but one that has its own costs. Students are taught that managers must weigh the benefits of more information with the costs of obtaining that information. Throughout the text, a decision-making approach is used. Students are also taught the many trade-offs involved in research that managers constantly make; the use of a probability sample versus a nonprobability sample; the effects of under-sampling, and so on.

Real-World Input. Again, we have relied on our many friends in the research industry. These individuals, many leaders of large research firms and industry leaders in their own right, have given us special insight, which we have included in this edition. Almost every chapter has been reviewed by a research professional. *Marketing Research* passes their up-to-date knowledge and special insights along to students of marketing research.

Global Applications. We noted in the first edition that the “business world” has become the “world’s business.” Global business has impacted the marketing research industry. Revenues from global research have increased dramatically as firms use more and more research to help them make decisions for distant markets. Our globe icon is used throughout the text to note specific attention to the international aspects of marketing research.

Ethical Issues. This book points out where ethical issues occur in the conduct of marketing research. Our ethics icon is used throughout the text to call the student’s attention to an ethical issue. Several cases are also devoted to ethical issues.

Marginal Comments. Students will find comments in the margins. We do this to repeat important points and to serve as effective study guides.

Bold Key Terms. We set key terms in bold print and define them at that point. We list all key terms at the end of the chapters in order to serve as a review and study guide.

Review Questions, Applications, Exercises, and Cases. Each chapter contains a section devoted to review questions and applications and short cases. These materials are provided to enrich the student’s learning of marketing research. Some of the questions require answers that may be taken directly from the text material. Such questions serve to organize and reinforce what the student has just read. Other questions or applications require the students to synthesize the chapter material with other business course material. Finally, there are applications that require extensive work outside of class; for instance, talking with local business firms, looking up additional library material, or working with SPSS. Professors can assign different questions/applications to suit their particular course objectives. For example, if a class project is not used in the course, there is adequate supplementary material at the end of the chapters.

Data Sets. We provide four real-world data sets that are written onto students’ hard disk drives when they install the SPSS Student Assistant using the CD-ROM that accompanies the textbook. These data sets are provided to aid the students in running various analyses using SPSS.

We use the SPSS icon to alert students to SPSS-related material in the textbook.



NEW STRENGTHS OF THE SECOND EDITION

SPSS Student Assistant. A separate Windows program on a CD-ROM has been provided with this textbook. The program is a stand-alone tutorial for SPSS for Windows. Students are instructed to use the SPSS Student Assistant by side notes in the textbook. The SPSS Student Assistant shows the cursor movements and resulting SPSS operations captured as movies by Lotus ScreenCam™ software. At the end of their review of each SPSS Student Assistant movie, there is an accompanying test of the basic concepts involved with that menu item.

SPSS Student Version. Through a special arrangement with SPSS, we are pleased to provide with each purchase of *Marketing Research*, 2e, SPSS Student Version. SPSS Student Version is a very powerful software package. It allows for the analysis of up to 50 variables and 1,500 cases. It contains all of the statistical techniques covered in this textbook plus many more. Prentice Hall has an exclusive agreement with SPSS to provide this service.

SPSS for Windows. The integration of SPSS for Windows is an important part of our book. With this edition, we use SPSS Version 7.5. The improvements in SPSS have made our package stronger because the output and graphing aspects of SPSS are much better. *Note:* The text is compatible with earlier versions of SPSS. However, keystroke instructions (see next section) may vary between versions.

SPSS Keystroke Instructions. *Marketing Research* goes a step beyond the first edition by providing SPSS keystroke instructions for students on critical applications. With all the statistical analyses covered in the textbook, we indicate the cursor actions and keystrokes necessary to execute them with SPSS. This "shorthand" approach complements our SPSS Student Assistant movies as it may not always be convenient for students to review the movies when they are using SPSS. In addition, SPSS 7.5 provides not only the traditional SPSS "state-of-the-art" data analysis, but features vastly improved abilities necessary for reporting data analysis output. We take this one step further by providing keystroke instructions on how to incorporate SPSS 7.5 output into a word processing program for the purposes of report writing. The report writing chapter, chapter 19, now contains keystroke instructions on making graphs and charts and importing this output into word processing programs.

New, Relevant Examples. *Marketing Research* contains current, relevant examples including General Motors' research on the electric car, the EV1. When we introduce students to geodemography, we worked on a page-by-page example with the firm Claritas to provide a real example of the use of their geodemography program, MarketReporter™. We also provide an example of database marketing due to our close relationship with Claritas. In short, we endeavored to find in-depth examples illustrating the issue being discussed in the text. You will find these examples strategically placed in the text to provide relevant and current illustrations of a concept just introduced to the reader.

Current Industry Changes. As information sources and delivery change, so does the marketing research industry. We provide a description of many of these recent changes. For example, the Standard Industrial Classification (SIC) is changing to the new system referred to as the North American Industrial Classification System (NAICS). We provide a complete discussion of NAICS, which will become commonplace in the next few years and, no doubt, will become a necessity for anyone conducting secondary research. Changes in the legal environment that impact marketing research are also included. The same is true for many of the technological changes in the industry. We provide, for example, a much more thorough discussion of computer-assisted questionnaire design and data collection. We worked closely with Mercator Corporation to illustrate some of these developments. Finally, the Internet is changing the research industry and textbooks, and we have utilized Internet examples and noted homepage sites at various places in *Marketing Research*.

To conclude, *Marketing Research*, 2e, is an improvement over its forerunner, but we did not abandon the basic approach, style, and presentation format that made the first edition popular. Rather, we attempted to build on these strengths and provide you with a current, updated text. We hope you'll enjoy learning from *Marketing Research* as much as we enjoyed writing it.

INSTRUCTIONAL SUPPORT

Adopters of this textbook will receive the following ancillary materials to help them prepare their course and teach it effectively.

Instructor's Manual. A comprehensive *Instructor's Manual* accompanies the textbook. The manual includes sample syllabi; chapter summaries; chapter outlines; answers to end-of-chapter questions; hints on material coverage; SPSS for Windows and SPSS Student Assistant information; and a set of transparency masters.

PowerPoint® Presentations. A complete set of chapter-by-chapter presentations have been created using Microsoft's PowerPoint. Files will be available to adopters.

Test Bank. A test bank using Prentice Hall's new and improved test bank software is available to adopters. All test questions were rewritten by the authors for this edition of *Marketing Research*. Both print and electronic versions are available.

SPSS Student Assistant. As previously noted, a separate Windows program on a CD-ROM has been provided with this textbook. The program is a stand-alone tutorial for SPSS for Windows. Students are instructed to use the SPSS Student Assistant by side notes in the textbook. At the end of their review of each SPSS Student Assistant menu item, there is a set of written exercises to test their comprehension of the basics. The SPSS Student Assistant shows the cursor movements and resulting SPSS operations captured as movies by Lotus ScreenCam software.

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ACKNOWLEDGMENTS

Some may think that writing the second, or subsequent, editions to a book is an easy task. Not true! Once again, we have many people to thank for their support and involvement during the years we have been working on the second edition of *Marketing Research*. First, we want to thank the professional staff at Prentice Hall. Sandra Steiner was instrumental in getting the first edition of *Marketing Research* published. Just to prove that Sandra always makes great decisions, she is now President of the Business Division of Prentice Hall. Our editors, David Borkowsky, Whitney Blake, and Aileen Mason have been very professional in handling all the issues that arise in publishing a book. We also thank Rachel Falk, Editorial Assistant; Pat Smythe, Design Manager; Dee Josephson, Managing Editor; Kenneth J. Clinton, Manufacturing Buyer; Joanne Jay, Director of Production and Manufacturing, as well as Jennifer Ballentine for her thorough editing, Kathy Ringrose for her photographic research skills, and the staff at Rainbow Graphics, LLC. Thanks to Andrea Hall of SPSS who expedited the software that accompanies this book.

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Without our friends in the marketing research industry, *Marketing Research*, 2e would have been an impossible task. We thank these individuals for giving us information on new products and services, reviewing our manu-

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Al Burns,
Louisiana State University

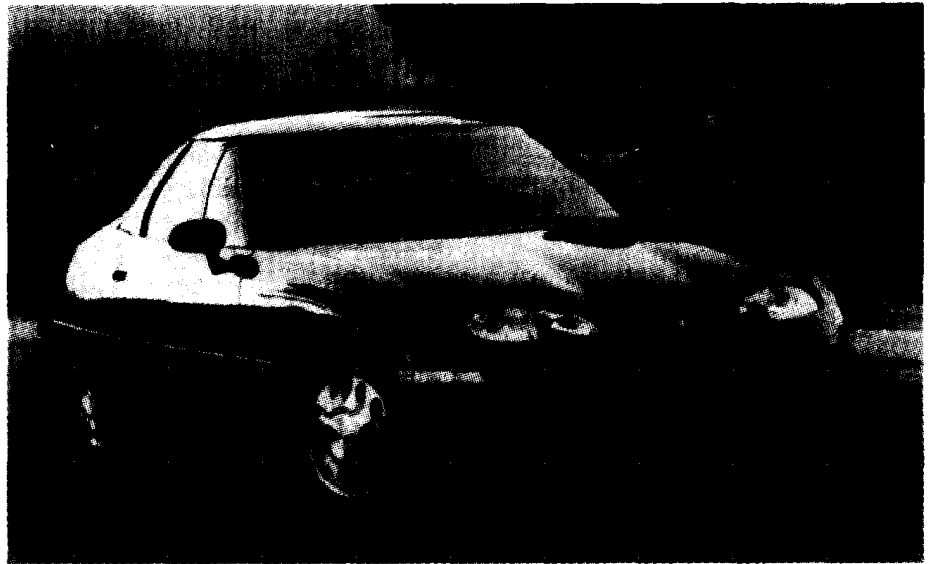
Ron Bush,
University of West Florida

CHAPTER 1

The Nature of Marketing Research

LEARNING OBJECTIVES

- To know what is meant by the terms “marketing” and “marketing research”
- To understand the role of marketing research, its uses, and its characteristics
- To describe a marketing information system, and explain how marketing research and marketing information systems differ



GM's EV1, the world's most energy-efficient car platform.

PRACTITIONER VIEWPOINT

The key determinant to the quality of decision making is critical thinking about the decision prior to the collection and analysis of information. Or, as the old saying goes, “A problem well defined is half-solved.”

— Vincent P. Barabba
General Motors Corporation