## Brief Contents

### Part I  The Nature and Scope of Marketing Research

1. A Decision-Making Perspective on Marketing Intelligence 1
2. Marketing Research in Practice 30
3. The Marketing Research Process 47
4. Research Design and Implementation 71

### Part II  Data Collection

#### Section A: Secondary and Exploratory Research

5. Secondary Sources of Marketing Data 98
6. Standardized Sources of Marketing Data 123
7. Marketing Research on the Internet 147
8. Information Collection: Qualitative and Observational Methods 173

#### Section B: Descriptive Research

9. Information from Respondents: Issues in Data Collection 209
10. Information from Respondents: Survey Methods 226
11. Attitude Measurement 255
12. Designing the Questionnaire 284

#### Section C: Causal Research

13. Experimentation 313

#### Section D: Sampling

14. Sampling Fundamentals 344
15. Sample Size and Statistical Theory 372
### Part III  Data Analysis

- **16** Fundamentals of Data Analysis 396
- **17** Hypothesis Testing: Basic Concepts and Tests of Associations 416
- **18** Hypothesis Testing: Means and Proportions 435

### Part IV  Special Topics in Data Analysis

- **19** Correlation Analysis and Regression Analysis 461
- **20** Discriminant, Factor, and Cluster Analysis 491
- **21** Multidimensional Scaling and Conjoint Analysis 533
- **22** Presenting the Results 556

### Part V  Applications of Marketing Intelligence

- **23** Marketing-Mix Measures 571
- **24** Brand and Customer Metrics 613
- **25** New Age Strategies 635
  - Appendix A 673
  - Glossary 699
  - Index 717
# CONTENTS

## PART I THE NATURE AND SCOPE OF MARKETING RESEARCH

### 1 A DECISION-MAKING PERSPECTIVE ON MARKETING INTELLIGENCE  

1. Learning Objectives, 
2. An Overview of Business Intelligence, 
3. Introduction to Marketing Intelligence, 
4. Marketing Research, 
5. Role of Marketing Research in Managerial Decision-Making, 
6. Factors that Influence Marketing Research Decisions, 
7. Use of Marketing Research, 
8. Ethics in Marketing Research, 
9. The Respondent’s Ethics and Rights, 
10. International Marketing Research, 
11. Summary, 
12. Questions and Problems, 
13. End Notes, 
14. Case 1-1: Preteen Market—The Right Place to Be In for Cell Phone Providers?, 
15. Case 1-2: Best Buy on a Segmentation Spree, 
16. Case 1-3: Ethical Dilemmas in Marketing Research,

### 2 MARKETING RESEARCH IN PRACTICE 

1. Learning Objectives, 
2. Information Systems, Decision Support Systems, and Marketing Research, 
3. Marketing Decision Support Systems, 
4. Suppliers of Information, 
5. Criteria for Selecting External Suppliers, 
6. Career Opportunities in Marketing Research, 
7. Summary, 
8. Questions and Problems, 
9. End Notes, 
10. Appendix: Marketing Research Jobs,

### 3 THE MARKETING RESEARCH PROCESS 

1. Learning Objectives, 
2. Overview of the Marketing Research Process,
The Preliminary Stages of the Marketing Research Process, 48
Planning a New HMO, 60
The International Marketing Research Process, 62
Summary, 66
Questions and Problems, 66
End Notes, 67
Case 3-1: A VideOcart Test for Bestway Stores, 67
Case 3-2: Philip Morris Enters Turkey, 69

4 RESEARCH DESIGN AND IMPLEMENTATION 71
Learning Objectives, 71
Research Approach, 73
Research Tactics and Implementation, 79
Budgeting and Scheduling the Research Project, 81
Research Proposal, 83
Designing International Marketing Research, 84
Issues in International Research Design, 86
Summary, 88
Questions and Problems, 89
End Notes, 89
Appendix: Errors in Research Design, 90
Case 4-1: Reynolds Tobacco’s Slide-Box Cigarettes, 91
Cases for Part I, 95
Case I-1: Clover Valley Dairy Company, 95

PART II   DATA COLLECTION

SECTION A: SECONDARY AND EXPLORATORY RESEARCH

5 SECONDARY SOURCES OF MARKETING DATA 98
Learning Objectives, 98
Secondary Data, 99
Uses of Secondary Data, 100
Benefits of Secondary Data, 100
Limitations of Secondary Data, 101
Internal Sources of Secondary Data, 102
External Sources of Secondary Data, 103
Census Data, 109
North American Industry Classification System, 111
Appraising Secondary Sources, 112
Applications of Secondary Data, 113
Sources of Secondary Data for International Marketing Research, 117
Problems Associated with Secondary Data in International Research, 117
Applications of Secondary Data in International Research, 118
Summary, 119
Questions and Problems, 119
End Notes, 120
Case 5-1: Barkley Foods, 121
Case 5-2: Dell in Latin America?, 122

6 Standardized Sources of Marketing Data 123
Learning Objectives, 123
Retail Store Audits, 124
Consumer Purchase Panels, 125
Scanner Services and Single-Source Systems, 128
Media-Related Standardized Sources, 134
Applications of Standardized Sources of Data, 136
Summary, 138
Questions and Problems, 138
End Notes, 139
Case 6-1: Promotion of Rocket Soups, 140
Case 6-2: Kerry Gold Products, Ltd., 144

7 Marketing Research on the Internet 147
Learning Objectives, 147
Current Trends in Web Usage, 148
WWW Information for Marketing Decisions, 149
The Internet and Marketing Research Today, 154
The Internet and Marketing Research Developments, 166
Issues and Concerns, 167
Summary, 169
Questions and Problems, 169
End Notes, 170
Case 7-1: Caring Children’s hospital, 172

8 Information Collection: Qualitative and Observational Methods 173
Learning Objectives, 173
Need for Qualitative Research, 173
Qualitative Research Methods, 174
Observational Methods, 194
Recent Applications of Qualitative and Observational Methods, 200
Summary, 201
Questions and Problems, 201
End Notes, 202
Appendix: Myths of Qualitative Research: It’s Conventional, but Is It Wisdom?, 204
CONTENTS

Case 8-1: Mountain Bell Telephone Company, 205
Case 8-2: U.S. Department of Energy (A), 207
Case 8-3: Hamilton Beach Conducts Primary Research in Mexico and Europe, 208

SECTION B: DESCRIPTIVE RESEARCH

9 INFORMATION FROM RESPONDENTS: ISSUES IN DATA COLLECTION 209

Learning Objectives, 209
Information from Surveys, 209
Sources of Survey Error, 210
Methods of Data Collection, 215
Factors Affecting the Choice of a Survey Method, 216
Ethical Issues in Data Collection, 220
Summary, 222
Questions and Problems, 222
End Notes, 223
Case 9-1: Essex Markets, 224
Case 9-2: More Ethical Dilemmas in Marketing Research, 224

10 INFORMATION FROM RESPONDENTS: SURVEY METHODS 226

Learning Objectives, 226
Collecting Data, 226
Surveys in the International Context, 248
Summary, 250
Questions and Problems, 250
End Notes, 252
Case 10-1: Roland Development Corp, 253

11 ATTITUDE MEASUREMENT 255

Learning Objectives, 255
Attitudes, 256
The Concept of Measurement and Scaling, 257
Types of Attitude Rating Scales, 260
General Guidelines for Developing a Multiple-Item Scale, 271
Interpreting Attitude Scales, 274
Choosing an Attitudinal Scale, 275
Accuracy of Attitude Measurements, 277
Scales in Cross-National Research, 279
Summary, 280
Questions and Problems, 280
End Notes, 281
Case 11-1: National Kitchens, 282
### Section B: Designing the Questionnaire

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Designing the Questionnaire</td>
<td>284-305</td>
</tr>
<tr>
<td></td>
<td>Learning Objectives,</td>
<td>284</td>
</tr>
<tr>
<td></td>
<td>Planning What to Measure,</td>
<td>285</td>
</tr>
<tr>
<td></td>
<td>Formatting the Question,</td>
<td>287</td>
</tr>
<tr>
<td></td>
<td>Question Wording: A Problem of Communication,</td>
<td>292</td>
</tr>
<tr>
<td></td>
<td>Sequence and Layout Decisions,</td>
<td>297</td>
</tr>
<tr>
<td></td>
<td>Questionnaire Design for International Research,</td>
<td>303</td>
</tr>
<tr>
<td></td>
<td>Summary,</td>
<td>305</td>
</tr>
<tr>
<td></td>
<td>Questions and Problems,</td>
<td>305</td>
</tr>
<tr>
<td></td>
<td>End Notes,</td>
<td>309</td>
</tr>
<tr>
<td></td>
<td>Case 12-1: Wine Horizons,</td>
<td>309</td>
</tr>
<tr>
<td></td>
<td>Case 12-2: Smith’s Clothing (A),</td>
<td>312</td>
</tr>
</tbody>
</table>

### Section C: Causal Research

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Experimentation</td>
<td>313-339</td>
</tr>
<tr>
<td></td>
<td>Learning Objectives,</td>
<td>313</td>
</tr>
<tr>
<td></td>
<td>Descriptive versus Experimental Research,</td>
<td>314</td>
</tr>
<tr>
<td></td>
<td>What Constitutes Causality?,</td>
<td>315</td>
</tr>
<tr>
<td></td>
<td>Laboratory and Field Experiments,</td>
<td>317</td>
</tr>
<tr>
<td></td>
<td>Threats to Experimental Validity,</td>
<td>318</td>
</tr>
<tr>
<td></td>
<td>Issues in Experimental Research,</td>
<td>320</td>
</tr>
<tr>
<td></td>
<td>Types of Experimental Designs,</td>
<td>322</td>
</tr>
<tr>
<td></td>
<td>Guidelines for Conducting Experimental Research,</td>
<td>336</td>
</tr>
<tr>
<td></td>
<td>Limitations of Experiments</td>
<td>337</td>
</tr>
<tr>
<td></td>
<td>Summary,</td>
<td>339</td>
</tr>
<tr>
<td></td>
<td>Questions and Problems,</td>
<td>339</td>
</tr>
<tr>
<td></td>
<td>End Notes,</td>
<td>341</td>
</tr>
<tr>
<td></td>
<td>Case 13-1: Evaluating Experimental Designs,</td>
<td>341</td>
</tr>
<tr>
<td></td>
<td>Case 13-2: Barrie Food Corporation,</td>
<td>342</td>
</tr>
</tbody>
</table>

### Section D: Sampling

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>Sampling Fundamentals</td>
<td>344-366</td>
</tr>
<tr>
<td></td>
<td>Learning Objectives,</td>
<td>344</td>
</tr>
<tr>
<td></td>
<td>Sample or Census,</td>
<td>344</td>
</tr>
<tr>
<td></td>
<td>Sampling Process,</td>
<td>346</td>
</tr>
<tr>
<td></td>
<td>Probability Sampling,</td>
<td>352</td>
</tr>
<tr>
<td></td>
<td>Nonprobability Sampling,</td>
<td>357</td>
</tr>
<tr>
<td></td>
<td>Shopping Center Sampling,</td>
<td>362</td>
</tr>
<tr>
<td></td>
<td>Sampling in the International Context,</td>
<td>363</td>
</tr>
<tr>
<td></td>
<td>Summary,</td>
<td>365</td>
</tr>
<tr>
<td></td>
<td>Questions and Problems,</td>
<td>366</td>
</tr>
</tbody>
</table>
## CONTENTS

End Notes, 368  
Case 14-1: Exercises in Sample Design, 369  
Case 14-2: Talbot Razor Products Company, 369

### 15 SAMPLE SIZE AND STATISTICAL THEORY

Learning Objectives, 372  
Determining the Sample Size: Ad Hoc Methods, 373  
Population Characteristics/Parameters, 374  
Sample Characteristics/Statistics, 375  
Sample Reliability, 376  
Interval Estimation, 378  
Sample Size Question, 380  
Proportions, 381  
Coefficient of Variation, 383  
Stratified Sampling, 383  
Multistage Design, 386  
Sequential Sampling, 386  
Summary, 387  
Questions and Problems, 387  
End Notes, 389  
Cases for Part II, 390  
Case II-1: Currency Concepts International, 390  
Appendix A: Interview Guide for International Travelers (U.S. Citizens), 394

### Part III DATA ANALYSIS

### 16 FUNDAMENTALS OF DATA ANALYSIS

Learning Objectives, 396  
Preparing the Data for Analysis, 397  
Strategy for Data Analysis, 401  
Cross-Tabulations, 405  
Factors Influencing the Choice of Statistical Technique, 407  
An Overview of Statistical Techniques, 409  
Summary, 414  
Questions and Problems, 414  
End Notes, 415  
Appendix: Choice of a Statistical Package, 415

### 17 HYPOTHESIS TESTING: BASIC CONCEPTS AND TESTS OF ASSOCIATIONS

Learning Objectives, 416  
The Logic of Hypothesis Testing, 417  
Steps in Hypothesis Testing, 418  
Basic Concepts of Hypothesis Testing, 419  
Cross-Tabulation and Chi-Square, 422
18 Hypothesis Testing: Means and Proportions

Learning Objectives, 435
Commonly Used Hypothesis Tests in Marketing Research, 436
Relationship Between Confidence Interval and Hypothesis Testing, 439
Analysis of Variance (ANOVA), 440
The Probability-Values (p-Values) Approach to Hypothesis Testing, 454
Effect of Sample Size and Interpretation of Test Results, 455
Summary, 456
Questions and Problems, 456
End Notes, 457
Case 18-1: American Conservatory Theater, 458
Case 18-2: Apple Appliance Stores, 459

Part IV Special Topics in Data Analysis

19 Correlation Analysis and Regression Analysis

Learning Objectives, 461
Correlation Analysis, 462
Regression Analysis, 466
Summary, 485
Questions and Problems, 486
End Notes, 488
Case 19-1: The Seafood Grotto, 489
Case 19-2: Election Research, Inc., 490

20 Discriminant, Factor, and Cluster Analysis

Learning Objectives, 491
Discriminant Analysis, 491
Multiple Discriminant Analysis, 500
Summary of Discriminant Analysis 504
Factor and Cluster Analysis, 504
Factor Analysis, 505
Summary of Factor Analysis, 516
Cluster Analysis, 517
Summary of Cluster Analysis, 527
Questions and Problems, 527
End Notes, 529
Case 20-1: Southwest Utility, 529
Case 20-2: Store Image Study, 530
Multidimensional Scaling and Conjoint Analysis

Learning Objectives, 533
Multidimensional Scaling, 533
Attribute-Based Approaches, 534
Summary of MDS, 543
Conjoint Analysis, 544
Summary of Conjoint Analysis, 551
Questions and Problems, 552
End Notes, 553
Case 21-1: Nester’s Foods, 554
Case 21-2: The Electric Truck Case, 555

Presenting the Results

Learning Objectives, 556
Guidelines for Successful Presentations, 556
Written Report, 562
Oral Presentation, 566
Relationship with the Client, 569
Summary, 570
Questions and Problems, 570
End Notes, 570

Applications of Marketing Intelligence

Marketing-Mix Measures

Learning Objectives, 571
New-Product Research 572
Pricing Research 582
Distribution Research, 585
Promotion Research, 591
Total Quality Management, 601
Summary, 606
Questions and Problems, 607
End Notes, 609
Case 23-1: National Chemical Corporation, 610
Case 23-2: Hokey Pokey is Born in India, 611

Brand and Customer Metrics

Learning Objectives, 613
Competitive Advantage, 613
Brand Equity, 616
Customer Satisfaction 622
Contemporary Applications of Marketing Intelligence 628
Maximizing Customer Profitability, 630
Summary, 633
Questions and Problems, 633
End Notes, 633

25 New Age Strategies 635

Learning Objectives, 635
Database Marketing, 636
Relationship Marketing, 645
E-Commerce, 649
Mobile Marketing, 652
Social Marketing, 654
Experiential Marketing 658
Word-of-Mouth Marketing, 659
Internet of Things, 662
Bots and Artificial Intelligence, 664
Blockchain, 666
Summary, 668
Questions and Problems, 669
End Notes, 669

Appendix A 673
A-1. Standard Normal, Cumulative Probability in Right-Hand Tail for Positive Values of z; Areas are Formed by Symmetry 673
A-2. $\chi^2$ Critical Points 674
A-3. $F$ Critical Points 676
A-4. Cut-Off Points for the Student’s t-Distribution 681
A-5. Procedures for Conducting Univariate and Multivariate Analysis in SPSS 682
A-6. Output of Select Tables in SPSS 686

Glossary 699

Index 717