1	Nature of marketing research	1
2	Planning the research project	42
3	Secondary data	68
4	Sampling	103
5	Surveys	136
6	Measurement and scaling	164
7	Questionnaires	188
8	Qualitative research	219
9	Observation and experiment	247
10	Quantitative data analysis	278
11	Qualitative data analysis	322
12	Evaluation, reports and presentation	348
13	Applied marketing research	383
14	Marketing research settings: business-to-business, services and internal marketing	430
15	Global marketing research	455
16	Marketing decision-support system	481

List of case studies	xiv
Preface	xvii
Acknowledgements	xxi
Nature of marketing research	1
Introduction	3
Marketing research: a definition	3
Philosophy of science	4
Marketing research and decision making	7
Divisions of marketing research	9
Categories of applied marketing research	13
Marketing information systems	14
Types of data	16
Marketing research as part of marketing strategy	18
Deciding who should do the research	18
Assistance from outside research organisations	19
Evaluating proposals	22
Ethical considerations in marketing research	22
Researchers' obligations to clients	25
Changing role of marketing research	27
Using the Internet for marketing research	29
Need for more creativity in research	29
Non-response as an issue in marketing research effectiveness	30
Summary	31
Questions	31
Case study 1.1 Lampelichter AG, Essen	32
Case study 1.2 Spirit of Magellan Enterprises	34
Case study 1.3 Rosine and Vera	35
Case study 1.4 The English Bear Company	37
Case study 1.5 21st-century market research	38
References and notes	40
Further reading	41

2	Planning the research project	42
	Introduction	44
	Marketing problems	44
	Deciding whether to undertake a research study	47
	Uncertainty in decisions	48
	Research plan	50
	The proposal	55
	Use of PERT in planning research	56
	Summary	60
	Questions	61
	Case study 2.1 New Shoe Company	61
	Case study 2.2 Cheri-Rose	62
	Case study 2.3 Why researchers are so jittery	63
	Case study 2.4 Tracking the railways	65
	References and notes	66
	Further reading	67
3	Secondary data	68
	Introduction	70
	Types of secondary data	70
	Searching for external data	72
	How secondary data can be used	78
	Other general sources	80
	International sources	82
	Non-official sources of data	85
	Professional organisations and libraries	88
	Using secondary data in exploratory research	90
	Online marketing research	93
	Marketing research tools	94
	Summary	94
	Questions	94
	Case study 3.1 Montres d'Occasion	95
	Case study 3.2 The Web	95
	Case study 3.3 Salaries	96
	Case study 3.4 PowerUp Electricity plc	99
	References and notes	101
	Further reading	101
4	Sampling	103
	Introduction	105
	Census and samples	105
	Sampling	106
	Sampling frame	110
	Sampling methods	111
	Sampling in practice	122

186

	Sample size	127
	Summary	129
	Questions	130
	Case study 4.1 Research Consultants	130
	Case study 4.2 Jerome's department store	131
	Case study 4.3 McBain's fast food restaurant	131
	Case study 4.4 Student research projects	132
	References and notes	134
	Further reading	134
_	•	
5	Surveys	136
	Introduction	138
	Postal surveys	139
	Personal interviews	143
	Telephone surveys	145
	Self-administered surveys	148
	Panels	148
	Syndicated research services	151
	Omnibus studies	153
	Interactive research	154
	Summary	154
	Questions	155
	Case study 5.1 Central Training College (1)	155
	Case study 5.2 Consumer Products	156
	Case study 5.3 Liptonjuice (1)	157
	Case study 5.4 Opinion polling faces new scrutiny	159
	Case study 5.5 Volvo Car UK	160
	References and notes	161
	Further reading	162
6	Measurement and scaling	164
	Introduction	166
	Measurement	166
	Scale types	169
	Attitude measurement	172
	Self-reporting methods	175
	Methods for rating attributes	180
	Summary	182
	Questions	183
	Case study 6.1 Summit Motors (1)	183
	Case study 6.2 Barney's Café	184
	Case study 6.3 Liptonjuice (2)	184
	Case study 6.4 Chinese imports	185
		103

References and notes

Further reading

	Visual aids and their use	356
	Summary	363
	Questions	363
	Case study 12.1 The St Honoré de Mazarin Restaurant, Paris	364
	Case study 12.2 Central Training College (3)	365
	Case study 12.3 Sunrise Hotels	367
	Case study 12.4 Wallaby Tours	379
	References and notes	381
	Further reading	381
13	Applied marketing research	383
	Introduction	385
	Product research	385
	Getting ideas for new products	385
	Product delivery	392
	Naming the product	394
	Packaging the product	395
	Market segmentation research	397
	Cartographying geographic segmentation	400
	Competition research	402
	Promotion research	405
	Measuring advertising effectiveness	406
	Selling research	411
	Pricing research	412
	Distribution research	413
	Summary	417
	Questions	417
	Case study 13.1 Tourism in Bukhara	418
	Case study 13.2 South Africa	419
	Case study 13.3 Music in marketing communications	422
	Case study 13.4 Bronco Jeans	424
	Case study 13.5 British divided into four types	425
	Case study 13.6 Škoda cars	425
	References and notes	427
	Further reading	428
14	Marketing research settings: business-to-business,	
	services and internal marketing	430
	Introduction	432
	Business-to-business marketing research	432
	Research into services	439
	Research for internal marketing	444
	Summary	446
	Questions	447
	Case study 14.1 Management in the public sector	447



	Case study 14.2 Orchestras aim to pass the baton	448
	Case study 14.3 Decline of frills	449
	Case study 14.4 Jasmine Hotel, Dubai	450
	Case study 14.5 Banking in Portugal	451
	References and notes	453
	Further reading	453
15	Global marketing research	455
	Introduction	457
	Global marketing research	457
	Desk research	467
	Principal methods of organising research	470
	Marketing research in developing countries	471
	Summary	471
	Questions	471
	Case study 15.1 Michel Herbelin	472
	Case study 15.2 China	473
	Case study 15.3 The future lies abroad	475
	Case study 15.4 European laundry statistics	476
	Case study 15.5 Delhi delights	478
	References and notes	479
	Further reading	480
16	Marketing decision-support system	481
	Introduction	483
	Marketing information systems	483
	Decision-support mechanisms	490
	Forecasting demand	491
	Applications for mathematical models in the marketing	
	decision-support system	499
	Expert systems and decision support	512
	Summary	519
	Questions	519
	Case study 16.1 Demand for agricultural tractors	520
	Case study 16.2 Kenbrock	521
	Case study 16.3 Restaurant strategies	521
	Case study 16.4 Brand switching	522
	Case study 16.5 Simon Theodolou, hairstylist	523
	References and notes	525
	Further reading	526
	Further case studies	528
	Glossary	553
	Bibliography	559
	Index	577



	Case study 9.2 Cheung's chips	273
	Case study 9.3 The Safe 'T' fireproof letterbox	273
	Case study 9.4 Thompson Toys	274
	References and notes	276
	Further reading	276
10	Quantitative data analysis	278
	Introduction	280
	Interpretation	280
	Analysis	281
	Tabulation	282
	Statistical analysis	284
	Significance of differences between numbers	287
	Chi-square analysis	290
	Use of similarities between numbers to show cause and effect	293
	Analysis of variance	294
	Measuring relationships	296
	Summary	313
	Questions	314
	Case study 10.1 La Gaieté Parisienne	317
	Case study 10.2 Summit Motors (2)	317
	Case study 10.3 Mr Hungry's Burger Bar	318
	References and notes	320
	Further reading	321
11	Qualitative data analysis	322
	Introduction	324
	Qualitative analysis	324
	Operational aspects of qualitative research	325
	Data displays	331
	Matrices	332
	Networks	334
	Summary	338
	Questions	338
	Case study 11.1 Cyclist survey	338
	Case study 11.2 Uses of aluminium foil	343
	Case study 11.3 Renault Clio	345
	References and notes	346
	Further reading	346
12	Evaluation, reports and presentation	348
	Introduction	350
	Evaluation of research	350
	Written report	351
	Sections of a report	354

Oral research report



THE STATE OF			
Maria de la compansión de	1.1	Lampelichter AG, Essen	32
erg (+)	1.2	Spirit of Magellan Enterprises	34
146.00	1.3	Rosine and Vera	35
	1.4	The English Bear Company	37
	1.5	21st-century market research	38
	2.1	New Shoe Company	61
	2.2	Cheri-Rose	62
	2.3	Why researchers are so jittery	63
	2.4	Tracking the railways	65
A. F. II.	3.1	Montres d'Occasion	95
	3.2	The Web	95
<b>U</b>	3.3	Salaries	96
100	3.4	PowerUp Electricity plc	99
TOBIL ST	4.1	Research consultants	130
84.7	4.2	Jerome's department store	131
PRATE TO	4.3	McBain's fast food restaurant	131
MW WY	4.4	Student research projects	132
194 .	5.1	Central Training College (1)	155
	5.2	Consumer Products	156
18 <b>4_</b> ,	5.3	Liptonjuice (1)	157
UB F	5.4	Opinion polling faces new scrutiny	159
	5.5	Volvo Car UK	160
110	6.1	Summit Motors (1)	183
	6.2	Barney's Café	184
	6.3	Liptonjuice (2)	184
	6.4	Chinese imports	185
	7.1	Central Training College (2)	211
	7.2	The Rholand Watch Company	212
	7.3	Researching the sports market	214
	7.4	Attitudes of cat owners to cat food	215
	8.1	Avon Cosmetics	238
	8.2	IBM	239
	8.3	Muller	240
	8.4	Brand valuation	240

8.5	Hi-fi systems	242
9.1		272
9.2		273
9.3		273
9.4	Thompson Toys	
10.1		274
10.2		317
10.3		317 318
11.1		338
11.2		343
11.3		345
12.1	The St Honoré de Mazarin Restaurant, Paris	364
12.2	Central Training College (3)	365
12.3	Sunrise Hotels	367
12.4	Wallaby Tours	379
13.1		418
13.2	South Africa	419
13.3	Music in marketing communications	422
13.4	Bronco Jeans	424
13.5	British divided into four types	424
13.6		425
14.1	Management in the public sector	447
14.2	Orchestras aim to pass the baton	448
14.3	Decline of frills	449
14.4	Jasmine Hotel, Dubai	450
14.5	Banking in Portugal	451
15.1	Michel Herbelin	472
15.2	China	473
15.3	The future lies abroad	475
15.4	European laundry statistics	476
15.5	Delhi delights	478
16.1	Demand for agricultural tractors	520
16.2	Kenbrock	521
16.3	Restaurant strategies	521
16.4	Brand switching	522
16.5	Simon Theodolou, hairstylist	523
Furt	ther case studies	
1	Noteworthy response	529
2	Moving images	530
3	Going below the surface	532
		JUZ

One strike and you're down

5	Desmond sizes up shopping	536
6	Is fizzing up its look enough?	538
7	They might just as well be men	540
8	Now interacting with lots of new partners	542
9	Lake Lucerne Navigation Company (SGV)	544
10	Gondolas for Liverpool	551