

INTERNATIONAL
EDITION



Marketing Research

SEVENTH EDITION

Alvin C. Burns • Ronald F. Bush



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Alvin C. Burns

Louisiana State University

Ronald F. Bush

University of West Florida

International Edition contributions by

Nilanjana Sinha

NSHM Business School, Kolkata

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Only we know how much our wives, Jeanne and Libbo, have sacrificed during the times we have devoted to this book. We are fortunate in that, for both of us, our wives are our best friends and smiling supporters.

Al Burns,
Louisiana State University

Ron Bush,
University of West Florida

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Preface to Marketing Research, International Edition Seventh Edition

What's New in the Seventh Edition?

- **New! Reorganization and Reduced Length.** Our adopters have asked for a more concise approach, and we delivered exactly that with this seventh edition. We have reduced the chapters to 16 instead of 20 or more chapters you'll see in many texts. We accomplished this aim by combining some chapters and streamlining the material. For example, we combined the chapter on steps in the research process and determining the problem into one chapter. We combined the chapter on secondary data with packaged (formerly known as standardized) services. We combined the chapters on measurement and questionnaire design. Finally, we combined the chapters on descriptive analysis with tools of parameter estimation. This streamlined approach keeps the focus on the core lessons to be learned.

Benefit: The book is more synchronized with a 15- or 16-week semester. Students now have a comprehensive learning experience in a more manageable package.

- **New! Updated Integrated Case.** Through our own teaching, we have found that an integrated case is an excellent teaching tool. One case taught throughout the course allows students to see the linkages that exist in the real world all the way from formulating the problem through data analysis. We have made improvements in the case we introduced in the sixth edition. We changed the name of the case to Global Motors (a division of ZEN Motors), but we kept the same characters and the essentials of the 6th edition case: Advanced Automobile Concepts. However, we streamlined the case by reducing some of the issues, and we reduced the number of variables in the case.

The case focuses on a new manager who must determine the type of automobiles the auto market will demand in the future. Students using this case will learn how to examine attitudes and opinions (for example, attitudes about global warming) that may influence consumer choice, how to determine the most preferred models, and how to identify market segment differences between the different models. Students are shown how SPSS tools can aid them in analyzing case data to make important decisions. We have included one integrated case in every chapter. These appear as the second case at the end of each chapter.

Benefit: The Global Motors integrated case offers the benefit of allowing students to examine the integrated nature of marketing research projects and to more easily see how data are used to help managers choose from among decision alternatives.

- **New! Influence of Social Media.** We talked to many marketing research professionals to get an understanding of how the industry is adapting to the spread of social media. We immersed ourselves in these new services and listened to dozens of presentations. We selected a representative sampling of these services to include in this new edition. Many of these are highlighted by Social Media Applications in Marketing Research Insights throughout the book.

Benefit: Students have the latest information on industry practices regarding social media. Students will be able to appreciate how an environmental change, such as the rapid rise in social media, provides threats as well as opportunities to an industry.

- **New! YouTube Examples.** Today, you can find almost anything illustrated by video on YouTube. We didn't want to add YouTube to our book until we saw value in it. That time has come! Today you can find many applications of marketing research on this Internet resource. Our YouTube references in the text provide useful insights ranging from problem definition to statistical analysis to report writing.

Benefit: For students who like video learning, our YouTube references provide different perspectives and how-to insights on topics covered in the text.

- **New! Mobile Marketing Research.** Another dramatic change in marketing research practice since our sixth edition has been the adoption of mobile technologies. We attended the Mobile Marketing Research Conference in 2011 and gained invaluable insights. We met people who are today's pioneers and tomorrow's leaders in mobile technology. The title of a recent article in *Quirk's Marketing Research Review* puts it this way: "Mobile Research Has Gone Mainstream." We agree, and we have integrated what we have learned about it as well as insights from leaders in this technology into this new edition.

Benefit: Students will be able to appreciate a rapidly expanding technology that is having a major impact on the marketing research industry. Readers will see how mobile research provides fast access to information not easily accessible from traditional methods.

- **New! International Perspectives.** While there is a focus on U.S. practice, we include new international applications of marketing research throughout this edition. We are pleased to announce that we have established a relationship with ESOMAR, the European Society of Marketing and Opinion Research; the MRIA, the Canadian Marketing Research and Intelligence Association; and the MRS, the United Kingdom's Marketing Research Society. We worked with individuals in these associations to obtain their reports on industry practices as well as insights from practitioners around the world.

Benefit: Students will be able to compare information about the practice of marketing research around the globe.

- **New! Presentation of Industry Data.** Chapter 2, The Marketing Research Industry, was completely rewritten to provide an international perspective on marketing research practice. New sources of information were obtained, and charts and graphs depict data not previously presented.

Benefit: Students will have a better understanding of the industry structure, practices, and initiatives.

- **New! New Presentation of Ethical Perspectives.** We decided to treat ethics in this book the way they are treated in the industry. We provide, where appropriate, excerpts from the *Code of Marketing Research Standards* as they are presented by the Marketing Research Association (MRA). We have long had a good relationship with the MRA, which has given us permission present excerpts from the standards. We understand that a textbook cannot teach someone to be ethical. Rather, an effective instructor equipped with a good textbook can teach students the areas of ethical sensitivity in the conduct of marketing research. Of course, we recognize that just presenting codes or standards is not enough to appropriately treat ethics. We also present many research professionals' perspectives on their work in this field. Through these encounters, we can find fascinating insights. An example of an unusual discussion about an ethical issue that most researchers do not discuss is presented in Chapter 2.

Benefit: Students are introduced to areas of ethical sensitivity in the practice of marketing research using the actual codes/standards that practitioners use. As a result, students should have knowledge of potential "ethical dangers," whether as a future buyer or as a supplier of research.

- **New! Updated Marketing Research Insights.** To help illustrate concepts we discuss in the text or to introduce students to some unique application being used in practice, we provide Marketing Research Insights throughout the book. Virtually all of these features are new and reflect current issues and practice in the industry. These insights generally fit the following categories: practical applications, social media applications, ethical considerations, and global applications.

Benefit: Students are introduced to real-world applications in the marketing research industry. By focusing on four categories, students see how current issues that are important to the industry are being addressed by today’s practitioners.

- **New! Integration of SPSS 20.0.** This seventh edition is fully integrated with SPSS 20.0. We started this integration in 1995, and we enhance the integration of SPSS by offering your students step-by-step screen captures that help them learn the keystrokes in SPSS. This allows you to spend more time teaching what the analysis technique is, when to use it, and how to interpret it. Illustrated keystrokes for the latest edition of SPSS are presented in this text with clear, easy-to-follow instructions.

Benefit: Students learn the latest version of SPSS, considered to be the “gold standard” among marketing researchers. By following our step-by-step screen captures, students will see the necessary menu operations and learn how to read SPSS output. Just by reading this book, they can learn a great deal about SPSS by “seeing” it operate before they get to a computer to practice.

- **New! New End-of-Chapter Cases.** In many chapters, we provide new cases to reflect much of the current material in this seventh edition. We strive to make the cases interesting to the students and illustrate real-world applications.

Benefit: Students can apply concepts they have just learned in the chapter to a real-world setting. This allows students to see how valuable the information they have learned is in a practical example.

- **New! Insights from Marketing Research Professionals.** We take pride in the relationships we have developed in the industry. Over the years, we have been able to acquire relationships with practitioners over a wide array of firms. Some of these professionals are CEOs, some are in midmanagement positions, and some are individual entrepreneurs who operate their own firms. Some are with old-line companies that have been around for decades, and some are with new, technology-driven firms. They are located all over the world. We think these relationships give this book a unique perspective over others. We list many of these professionals in the Acknowledgments.

Benefit: Students get more than an academic perspective of marketing research. They benefit from reading about real practitioners talking about real problems.

The Intended Market for This Book

When we first conceptualized this book back in the early 1990s, we wanted to write it for undergraduate students who were taking marketing research for the first time. We saw other books that were trying to be “all things to all people.” Even though they were positioned as research texts for undergraduates, much of the material was advanced. This seventh edition, like its six predecessors, was written specifically for undergraduate students.

Our Approach

Given our intended market, throughout the first six editions we strived to provide instructors with a book designed for undergraduates who wanted to know the “nuts and bolts” of marketing research. For example, our chapter on measurement teaches students the basic question

formats, the scales of measurement, the primary uses of each type of scale, and the common methods used to measure popular constructs. It does not dwell on different forms of reliability and validity or the method used to develop valid and reliable multi-item scales. In our analysis chapters, we cover the basic “bread-and-butter” statistical procedures used to analyze data, but we do not cover multivariate techniques or nonparametric statistics in the book itself.

Our approach and writing style have probably been the two main reasons the book has been the market leader for well over a decade. Student evaluations indicate that we deliver on our intent to write at the level that people studying marketing research for the first time understand. We hope your teaching evaluations regarding the textbook will arrive at the same appraisal.

Recommended Prerequisites

To prepare for this course, we feel students should have taken an introductory course in marketing. We assume students know what we mean when we talk about marketing strategy and the elements of the marketing mix. Students having had an introduction to a marketing course will better appreciate the role that marketing research plays in helping managers make better marketing decisions. We also recommend that students take an introductory statistics course prior to taking this course. It helps for them to know concepts such as the area under the normal curve, z scores, and the basics of statistical testing, including interpretation of p values. However, since we both have taught for many years, we are well aware that many students will not recall many of these concepts, and, where necessary, we provide some review of these basics.

AACSB Guidelines

The Association to Advance Collegiate Schools of Business–International (AACSB), our accreditation society, influences us a great deal. We strive to keep current with AACSB’s recommendations and guidelines, such as including material that will aid in your course assessment efforts, covering ethical issues, and pointing out global applications.

We include a number of items that should help in assessing your students’ understanding of the course content. Each chapter begins with learning objectives. Embedded in each chapter are Active Learning exercises that allow students to apply the knowledge just acquired to some real-world resource. Synthesize Your Learning exercises in this edition require that students revisit chapters to integrate their knowledge from those chapters. For our test bank, Pearson has adopted guidelines established by AACSB. We discuss this in a following section.

Considerations for Planning Your Syllabus

We offer some sample syllabi in the Instructor’s Manual. However, some general observations may be helpful in planning a particular syllabus.

- You may not want to cover every chapter. There are typically 15 weeks in a semester and an average of 10 weeks in a quarter, and there are 16 chapters in the book. Some faculty tend not to cover the material in Chapter 5 we refer to as *packaged information*, Chapter 6 on qualitative research, Chapter 15 on regression, or Chapter 16 on the research report. Please understand, we are not recommending you omit any of these chapters; we are simply sharing what we hear from our adopters. This is a personal decision.
- Objective or essay tests? Many factors go into making this decision. However, we have found it useful to use both. We often ask perhaps 35 objective questions worth 2 points each and then three essay questions worth 10 points each. Also, some subjects—sample

size determination, for example—are better treated by giving the students problems to solve.

- **Number of tests?** We often break the material down into three tests per term. In our experience, students find the first eight chapters to be about equivalent in terms of difficulty. Chapters 9 and 10 on sampling plans and sample size are viewed as more difficult, and the analysis chapters the most difficult.
- **Project?** Some professors offer a live research project in the course; this requires a heavy time commitment, which should be taken into consideration when writing your syllabus. We offer specific suggestions for conducting a project in our Instructor’s Manual.

Other Features in the Seventh Edition

- **Online Link to Careers in Marketing Research.** Some students will be interested in marketing research as a career. Beginning with the sixth edition and continued for the seventh, we provide an online Careers link. This gives us the opportunity to post new happenings in the industry as they occur. Students will find descriptions of positions, salary information, educational requirements, and links to actual position openings.

There are some excellent masters programs in marketing research. Our Careers link also provides information on these programs. Go to www.pearsoninternationaleditions.com/burns and click on the link for the Companion Website for Marketing Research, seventh edition. When you open any chapter, you will see the list of links in the left margin. Click on “Careers.”

Benefit: Students have the most up-to-date information about careers.

- **Active Learning Challenges.** We innovated in the sixth edition with the inclusion of short exercises embedded at strategic points in each chapter where students are tasked to use the concept(s) they have just learned to experiment with or apply to some illustrative situation. We believe these exercises serve to solidify learning on the relevant concepts, and we have retained these Active Learning features in the seventh edition.

Benefit: Active learning allows students to practice or apply some concept or technique they have just read about. Learning is facilitated by reading and then “doing.”

- **Synthesize Your Learning.** We have retained this feature from the sixth edition to help students synthesize the knowledge they have gained across several chapters. The exercises require students to go back to previous chapters and integrate material into answers for the exercise. The following Synthesize Your Learning exercises are found at the end of the following chapters: Chapter 5, Drill Bits, Inc.; Chapter 6, Jackie & Adele’s Coffee Shop; Chapter 8, Moe’s Tortilla Wraps; Chapter 10, Niagara Falls Tourism Association; Chapter 13, Pets, Pets & Pets; and Chapter 15, Alpha Airlines.

Benefit: This feature allows students to integrate material that is learned in “chunks” to see how the material is related. Students benefit by learning how integrated the marketing research process really is.

- **Guidelines on Reporting Statistical Analyses to Clients.** We have noticed that after teaching our students to properly conduct a statistical analysis using SPSS, they have trouble when it comes to writing down what they have done. In our sixth edition, we added an element in that would address this problem. We believe it is a significant improvement, and we have retained and streamlined it in the seventh edition. In our data analysis chapters, we include information on how to write up the findings for the client. We offer easy-to-follow guidelines and examples.

Benefit: Most books teach data analysis. Students reading this book will benefit by knowing not only data analysis but also how to report what they find. This should make students better research report writers.

- **The *iReportWriting Assistant*.** When our students write reports for their marketing research projects, we find ourselves answering the same kinds of questions over and over. “How do you properly reference a journal article?” “What about referencing an online source of information?” “What do you have to reference, and what do you not have to reference?” “When I write the introduction to the research report, what are some of the topics I need to cover, and how do I word them?” We asked a business communications expert, Dr. Heather Donofrio, to develop an online resource that would help students answer these questions. Students can find assistance through the *iReportWriting Assistant*, available online (www.pearsoninternationaleditions.com/burns) linked to each chapter, in these areas:

- What to do prior to writing
- Templates to help students get started writing
- Help with grammar
- Help with citations
- Example reports

Benefit: In addition to the report writing chapter (Chapter 16), students have an online resource quickly available to them to help with the detailed issues that arise in report writing. This resource will make them better report writers.

- **Advanced Data Analysis Modules.** Even undergraduate students taking their first course in marketing research may need some knowledge of statistical analyses other than those we have provided in the text. Many times these issues arise as a result of a particular need associated with a real-world class project. We wanted to make some of these techniques available to you online, so we have written several additional data analysis modules. The emphasis in these modules is on explaining the basics of the analysis and when it is appropriate. We also provide an example. Topics covered are:

- When to Use Nonparametric Tests
- Nonparametric: Chi-square Goodness-of-Fit Test
- Nonparametric: Mann-Whitney *U* Test
- Nonparametric: Wilcoxon Test
- Nonparametric: Kruskal-Wallis *H* Test
- When to Use Multivariate Techniques
- Factor Analysis
- Cluster Analysis
- Conjoint Analysis

Students can access the modules by going to the textbook website and opening up any chapter. They will see a link to “Online Data Analysis Modules.”

- **Online Datasets.** We offer online datasets associated with our cases. Of course, we provide the dataset for our integrated case, Global Motors. We also offer the Hobbit’s Choice dataset for professors who wish to use this case. These datasets and the chapter locations of the relevant data analysis cases are as follows:
- *Global Motors* (Global_Motors.sav)—integrated case dataset used in Chapters 12–16
- *Hobbit’s Choice* (Hobbit.sav)—end-of-chapter case used in Chapters 12–15

To access these datasets, go to www.pearsoninternationaleditions.com/burns and click on link for the Companion Website for *Marketing Research*, seventh edition. When you open any chapter, see the list of links in the left margin and click on “SPSS Student Downloads.”

Instructor Supplements and Instructional Support

On the basis of our years of experience in teaching, we know that teaching marketing research can be a challenge. We have developed a variety of teaching and learning aids, and adopters of this textbook will receive the following ancillary materials to help them prepare their course and teach it effectively:

- **Companion Website** (www.pearsoninternationaleditions.com/burns). Resources for students and instructors may be found at our website. Students may view chapter outlines, chapter objectives, and take sample tests for each chapter. Instructors have access to their online instructional resources. Students and instructors can access databases, the online statistics modules, and the *iReportWriter Assistant* at this website.
- **Instructor's Manual**. The comprehensive instructor's manual offers chapter outlines, key terms, teaching pointers, answers to end-of-chapter questions, and case solutions. The manual may be downloaded from the textbook website.
- **PowerPoint Slides**. We have greatly improved our PowerPoint presentation slides with this edition. The presentations are now more dynamic than ever. The files may be downloaded from the textbook website.
- **Computerized Test Bank**. The supplements package includes a test bank of questions prepared by test-writing professionals. This test bank is available from Pearson Education and can be loaded into Test Generator software. Test Generator allows random selection of test questions, modification of individual questions, or insertion of new questions into a test. For each question in the Test Bank, when possible, we have indicated which AACSB topic is addressed by the question. The AACSB topics are:
 - Communication abilities
 - Ethical understanding and reasoning abilities
 - Analytic skills
 - Use of information technology
 - Dynamics of the global economy
 - Multicultural and diversity understanding
 - Reflective thinking skills

Also, within the answer line of each question in the Test Bank, AACSB guidelines suggest that we indicate the chapter's learning objective that is covered. We refer you to the start of each textbook chapter for the list of learning objectives.

Student Supplements

SPSS Student Assistant. With previous editions, we created the SPSS Student Assistant, a stand-alone tutorial that teaches students how to use and interpret SPSS. The SPSS Student Assistant may be downloaded from the Companion website. Installation on a personal computer is simple, and the SPSS Student Assistant will reside there for easy, immediate access. The videos show cursor movements and resulting SPSS operations and output. There is a test for each Student Assistant session so that students may assess how well they have learned the material.

Go to www.pearsoninternationaleditions.com/burns and click on the link for the Companion Website for *Marketing Research*, seventh edition. When you open any chapter, see the list of links in the left margin and click on "SPSS Student Downloads" for more information.

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numbers, make notes online, print out reading assignments that incorporate lecture notes, and bookmark important passages for later review. For more information or to purchase a CourseSmart eTextbook, visit www.coursesmart.co.uk.

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 Jeff Minier, Co-President, GfK Kynetec
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 Doss Struse, Managing Partner, Definitive Insights

Naoufel Testaoui, Mirametrix
 Liz Tanner, Communications Director,
 Qualtrics Labs, Inc.
 Leslie Townsend, President and Founder,
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Birud Sindhav, University of Nebraska at
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Bruce L. Stern, Portland State University
John H. Summey, Southern Illinois
University
Scott Swain, Boston University
Nicolaos E. Synodinos, University of
Hawaii
Peter K. Tat, University of Memphis

William Thomas, University of South
Carolina
Paul Thornton, Wesley College
Jeff W. Totten, Southeastern Louisiana
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ABOUT THE AUTHORS

Alvin C. Burns is the Ourso Distinguished Chair of Marketing and Chairperson of Marketing in the E. J. Ourso College of Business Administration at Louisiana State University. He received his doctorate in marketing from Indiana University and an MBA from the University of Tennessee. Professor Burns has taught undergraduate and master's-level courses as well as doctoral seminars in marketing research for over 40 years. During this time, he has supervised a great many marketing research projects conducted for business-to-consumer, business-to-business, and not-for-profit organizations. His articles have appeared in the *Journal of Marketing Research*, *Journal of Business Research*, *Journal of Advertising Research*, and others. He is a Fellow in the Association for Business Simulation and Experiential Learning. He resides in Baton Rouge, Louisiana, with his wife, Jeanne; their purebred Yellow Lab, Shadeaux (it's a Louisiana thing!); and Indy, their mixed-breed rescue dog who wandered into their backyard on a Fourth of July weekend.

Ronald F. Bush is Distinguished University Professor of Marketing at the University of West Florida. He received his B.S. and M.A. from the University of Alabama and his Ph.D. from Arizona State University. With over 35 years of experience in marketing research, Professor Bush has worked on research projects with firms ranging from small businesses to the world's largest multinationals. He has served as an expert witness in trials involving research methods, often testifying on the appropriateness of research reports. His research has been published in leading journals, including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Advertising Research*, *Journal of Retailing*, and *Journal of Business*, among others. In 1993, he was named a Fellow by the Society for Marketing Advances. He and his wife, Libbo, live on the Gulf of Mexico, where they can often be found playing "throw the stick" with their Scottish terrier, Maggie.

Introduction to Marketing Research

LEARNING OBJECTIVES

- To know the relationship of marketing research to marketing, the marketing concept, and marketing strategy
- To know how to define marketing research
- To understand the function and uses of marketing research
- To see examples of marketing research for evaluating target markets, product research, pricing research, promotion research, and distribution research
- To describe a marketing information system (MIS) and understand why marketing research occupies a place in an MIS

Welcome to the World of Marketing Research!



Leonard Murphy is the former CEO of the full-service firm *Rockhopper Research* and start-up *BrandScan360*. He is currently Editor-in-Chief of the *GreenBook Blog* and *GreenBook Research Industry Trends Report*. He is a consultant to marketing research firms, keeping them abreast of the many, fast-paced changes occurring in the industry.

Today many managers make decisions related to marketing. One manager needs to determine if Brand A's advertising is effective. Another manager needs to know if funds should be spent to develop a new product proposal. Yet another manager wishes to know how well her brands are performing against competitors' brands in the last six weeks. In some instances, managers can make decisions based on information they already have. But what about all those other decisions? If the wrong choice is made, a bad decision can have a significant negative effect on the company's bottom line. Marketing research plays a useful role in helping managers make the right choices. By providing the information managers need to make more informed decisions, marketing research earns its place in the business world.

In addition, as new technology facilitates the analysis of massive amounts of new data sources as well as those generated by traditional research efforts, marketing researchers are poised to further support the company's performance. This book presents the basics of marketing research. You will also learn that the practice of marketing research is constantly changing as the environments affecting the industry evolve. Just a few years ago, companies had not heard of "social media." Communications about a company or brand were to a