

GLOBAL  
EDITION



# Marketing Research

EIGHTH EDITION

Alvin C. Burns • Ann Veeck • Ronald F. Bush



# A BRIEF GUIDE TO GETTING THE MOST FROM THIS BOOK

## 1. Features to make reading more interesting

FEATURE	DESCRIPTION	BENEFIT
<b>Opening vignettes</b>	Each chapter begins with a short description of a marketing research company's features or an organization's services such how firms deal with survey data quality.	Previews the material in the textbook by showing you how it is used in marketing research
<b>Current insights from industry professionals</b>	"War stories" and recommendations from seasoned practitioners of marketing research	Illustrates how the technique or theory should be applied or gives some hints on ways to use it effectively
<b>Global Applications</b>	Examples of global marketing research in action	Fosters awareness that over one-half of marketing research is performed in international markets
<b>Ethical Considerations</b>	Situations that show how ethical marketing researchers behave using the actual code of marketing research standards adopted by the Marketing Research Association	Reveals that marketing researchers are aware of ethical dilemmas and seek to act honorably
<b>Practical Applications</b>	"Nuts and bolts" examples of how marketing research is performed and features new techniques such as neuromarketing	Gives a "learning by seeing" perspective on real-world marketing research practice
<b>Digital Marketing Research Applications</b>	Information is provided on how technology is impacting marketing research both as a source of information and the creation of new products designed to cultivate the information	You will see how new innovations create opportunities for marketing research firms to add new services designed to provide information created by the new information sources

## 2. Features to help you study for exams

FEATURE	DESCRIPTION	BENEFIT
<b>Chapter objectives</b>	Bulleted items listing the major topics and issues addressed in the chapter	Alerts you to the major topics that you should recall after reading the chapter
<b>Marginal notes</b>	One-sentence summaries of key concepts	Reminds you of the central point of the material in that section
<b>Chapter summaries</b>	Summaries of the key points in the chapter	Reminds you of the chapter highlights
<b>Key terms</b>	Important terms defined within the chapter and listed at the end of the chapter.	Helps you assess your knowledge of the chapter material and review key topics
<b>Review questions</b>	Assessment questions to challenge your understanding of the theories and topics covered within the chapter	Assists you in learning whether you know what you need to know about the major topics presented in the chapter
<b>Companion website</b>	The student resources on this website include chapter outlines, case study hints, online tests, and PowerPoint slides	Offers online pre- and post-tests, PowerPoint files, case study hints, and SPSS tutorials and datasets

## 3. Elements that help you apply the knowledge you've gained

FEATURE	DESCRIPTION	BENEFIT
<b>End-of-chapter cases</b>	Case studies that ask you to apply the material you've learned in the chapter	Helps you learn how to use the material that sometimes must be customized for a particular marketing research case
<b>Synthesize Your Learning</b>	Exercises that ask you to apply and integrate material from across three to four chapters	<ul style="list-style-type: none"><li>• Overcomes the "silo effect" of studying chapters in isolation</li><li>• Enhances learning by showing you how topics and concepts are related across chapters</li></ul>
<b>Integrated Case</b>	A case study running throughout the book which you study through end-of-chapter exercises	<ul style="list-style-type: none"><li>• Simulates a real-world marketing research project running across most of the steps in the marketing research process</li><li>• Shows you the execution of an entire marketing research project</li></ul>
<b>Integration of IBM SPSS Statistics Version 23</b>	The most widely adopted statistical analysis program in the world, with annotated screenshots and output, plus step-by-step "how to do it" instructions	Teaches you the statistical analysis program that is the standard of the marketing research industry.
<b>Online SPSS datasets</b>	SPSS data sets for cases in the textbook, including the integrated case at <a href="http://www.pearsonglobaleditions.com/Burns">www.pearsonglobaleditions.com/Burns</a>	<ul style="list-style-type: none"><li>• Offers easy access to SPSS datasets that you can use without worrying about set-up or clean-up</li><li>• Provides good models for SPSS datasets</li></ul>
<b>SPSS student assistant</b>	Stand-alone modules with animation and annotated screen shots to show you how to use many SPSS features at <a href="http://www.pearsonglobaleditions.com/Burns">www.pearsonglobaleditions.com/Burns</a>	Handy reference for many SPSS functions and features, including statistical analyses

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# MARKETING RESEARCH

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

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# Preface to *Marketing Research*, Eighth Edition

## What's New and What's Tried and True in the Eighth Edition?

- **New! Ann Veeck, Co-author.** The eighth edition of *Marketing Research* heralds a significant change in authors. For the past seven editions, this textbook has been authored by Al Burns and Ron Bush. Ron shifted into retirement soon after the seventh edition was published, and Ann Veeck came aboard. Ann has impeccable credentials, including a Master of Marketing Research degree from the Terry College of Business at the University of Georgia. Ann has taught marketing research and used Burns and Bush textbook editions for a number of years. Ann's contributions appear throughout the eighth edition and especially in coverage of the marketing research industry, the marketing research process and problem definition, research design, secondary and packaged information, and qualitative research techniques. Ann is also on top of digital marketing research and big data analytics. Those adopters who have used previous editions of *Marketing Research* will nevertheless recognize coverage and contributions by Ron Bush and, while Ron is not an active writer of the eighth edition, we have retained his name as co-author for this reason. So the eighth edition of *Marketing Research* marks the transition of Burns and Bush to Burns, Veeck, and Bush, with the expectation that the ninth edition will be Burns and Veeck.

**Benefit:** As a longtime user of *Marketing Research* and an accomplished teacher of countless marketing research students, Ann's contributions continue the tradition of intuitive and immediately understandable coverage of this subject matter.

- **New! Big Changes in the Industry, Subtle Shifts in the Textbook.** Those of us in the marketing research business cannot help but notice the huge changes taking place. Big data and marketing analytics have arrived; social media marketing research practices are on the scene; qualitative research has become much more common; technological innovations happen daily; panels have become the way of surveys; data visualization, infographics, and dashboards are the preferred presentation vehicles. As seasoned marketing educators and perceptive textbook authors, we are well aware that instructors intensely dislike dramatic changes in new editions of textbooks they have used for some time. So, we have addressed the big changes in marketing research not with a major rewriting of the tried-and-true coverage in prior editions but with a more evolutionary approach by adding new sections, composing Marketing Research Insights as illustrations, and recasting some chapter sections to be consistent with current practice. We advise the adopters of the eighth edition to do as we do. When teaching marketing research to our own students, we use the textbook coverage as a springboard to current practices and examples that we glean by keeping up with *Quirk's Marketing Research Review*, *GreenBook*, and other marketing research industry news sources.

**Benefit:** Adopters of the eighth edition will notice the modernization of coverage, but they will not be shocked or inconvenienced by huge changes in organization, topic coverage, and flow of material in the textbook.

- **New! Digital Marketing Research.** We firmly believe that new technologies, principally computer-based innovations, are profoundly changing the practice of marketing research, and while we termed it *social media marketing research* and *mobile marketing research* in our previous edition, those terms do not completely capture what is happening. So, we have opted to use *digital marketing research* as our catchphrase, which we

believe subsumes social media marketing and mobile marketing research, all technological shifts such as the huge popularity of online panels, the growth of Internet-based qualitative techniques, infographics, and so on. Thus, many of these are highlighted by Digital Marketing Research Applications in Marketing Research Insights throughout the book. Under the umbrella of digital media, many references will pertain exclusively to the subcategory of social media data (as in the section in Chapter 5 on social media as a form of secondary research) and will be labeled as such.

**Benefit:** Students have the latest information on industry practices regarding technology’s impacts on marketing research. Students will be able to appreciate how rapidly changing and evolutionary is the contemporary practice of marketing research.

- **New! Big Data.** In the era of “big data,” students need to be aware of traditional sources of data as well as exciting new sources. Chapter 5, Secondary Data and Packaged Information, now begins with an introductory section on big data that defines the phrase and explains why the multiplying types and volume of data are met with both anticipation and apprehension by marketing research professionals. One of these increasingly important sources of data is the user-generated data (UGD) that can be mined from social media websites; an extensive section on the use, as well as the strengths and weaknesses, of social media data has been added to Chapter 5. Another form of secondary digital data that is becoming increasingly useful is the Internet of Things (IoT), and a section on the future potential of these sources of “passive data” now concludes Chapter 5.

**Benefit:** Students will have a better understanding of the current and potential use of emerging sources of data and how they can develop skills to be well equipped for careers in the marketing research industry.

- **New! Updated Marketing Research Practical and Global Insights.** Marketing Research Insights—short illustrations and descriptions of marketing research practices—have been an integral part of *Marketing Research* from the first edition. In addition to the new Digital Marketing Research Insight element, we have retained those that have evolved over previous editions. Namely, Practical Marketing Research Insights and Global Marketing Research Insights appear in every chapter with fresh examples. These inserts help to illustrate concepts we discuss in the text or to introduce students to some unique application being used in practice. All of these are new and reflect current issues and practices in the industry.

**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! Marketing Research Company Vignettes.** In past editions of *Marketing Research*, we leveraged the relationships we have developed in the industry by inviting key players to contribute a thumbnail company description or comment on a particular marketing research topic at the beginning of each chapter. With the eighth edition, all company vignettes are fresh. However, we opted, for the most part, to invite only the most innovative marketing research companies to contribute. Thus, we issued an invitation to companies identified in the *Top 50 Most Innovative Supplier Companies in Marketing Research* in the 2015 GreenBook Research Industry Trends Report. Several responded with thumbnail descriptions, photos of the CEO or other company principal, and company logo. With each one, curious students are encouraged to visit the company’s website. Because most of these companies are innovative and cutting edge, they do not fit the “mold” of chapter coverage as did companies in past editions. Instead, instructors should treat these company vignettes as interesting success stories about contemporary marketing research practices.

**Benefit:** Students get more than an academic perspective of marketing research. They benefit from reading about (and seeing, if they visit the websites) innovative marketing research practitioners solving real problems.



- **New! New End-of-Chapter Cases.** In many chapters, we provide new cases to reflect much of the current material in this eighth edition. We strive to make the cases interesting to the students and illustrate real-world applications. We have developed new short cases that are fictitious but written with a goal of stimulating students' interest and curiosity.

**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.

- **Tried and True! Retained Organization and Shorter Length.** With the previous edition, we responded to adopters' desires for a more concise approach. We reduced the number of chapters to 16 instead of the 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 chapters on steps in the research process and determining the problem into one chapter. This streamlined approach keeps the focus on the core lessons to be learned. Because this organization and shorter list of chapters proved successful both in terms of sales and adopters' comments, we have retained this format in the eighth edition.

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

- **Tried and True! Annotated Integration IBM® SPSS® Statistics software ("SPSS") 23.0.** This eighth edition is fully integrated with SPSS 23.0. 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.

- **Tried and True! 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 that would address this problem. We believe it is a significant improvement, and we have retained and streamlined it in the eighth 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 not only knowing how to perform data analysis but also how to report what they find. This should make students better research report writers.

- **Tried and True (but tweaked)! Integrated Case.** Through our own teaching, we have found that an integrated case is an excellent teaching tool. One case example that develops over the semester allows students to see the linkages that exist in the real world all the way from formulating the problem through data analysis. Our integrated case follows a marketing research company project from start to finish. To freshen the integrated case, we changed the client company from Global Motors to Auto Concepts and modernized the automobile models being researched. The case focuses on a 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. The dataset is streamlined with fewer variables, and the “integrated” aspect has been cut back to nine end-of-chapter cases rather than one in every chapter. Of course, the dataset is used extensively in analysis chapters so students can replicate the examples and practice.

**Benefit:** The Auto Concepts integrated case offers the benefit of allowing students to examine the critical steps in a marketing research project and to more easily see how data are used to help managers choose from among decision alternatives.

- **Tried and True! Inclusion of Code of Ethics Passages as Ethical Marketing Research Insights.** A fourth Marketing Research Insight is entitled Ethical Consideration, which also harkens back to our text book’s inception. In our previous edition, we decided to treat the topic of ethics the way it is treated in the industry, so we included excerpts from the *Code of Marketing Research Standards* as presented by the Marketing Research Association (MRA). We have long had a good relationship with the MRA, which has given us permission to present excerpts from the current standards. We continue this approach with the eighth edition. We understand that a textbook cannot teach someone to be ethical. Rather, we tie together issues of ethical sensitivity in the conduct of marketing research practices described in each chapter by specific reference to ethical code passages.

**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 supplier of research.

- **Tried and True! YouTube Examples.** Current thinking on how millennial students approach their education emphasizes the importance of social media and Internet-based learning. With the previous edition, we experimented by searching for and including YouTube video references, and we have continued this learning resource in the eighth edition. 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.

- **Tried and True! 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 with using 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 eighth 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.”

- **Tried and True! Synthesize Your Learning.** We have also 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 Synthesize Your Learning exercises are found at the end of sets of three or so chapters with the goal of showing how topics covered in these chapters work together to solve a marketing research case exercise.

**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.

## The Intended Market for This Book

When we first conceptualized this textbook in the early 1990s, we wanted to write it for undergraduate students who were taking marketing research for the first time. We saw other texts 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, and instructors either never used them or endured struggling students when covering these topics. This eighth edition, like its seven predecessors, was written specifically for undergraduate students who need a solid, basic understanding of marketing research. With so many marketing research tools that are easily accessible today, it is better to foster savvy do-it-yourself (DIY) generalists than to spawn marginally prepared technique specialists.

However, as is the case with all things marketing, our customers, both students and instructor-adopters, have changed. As we ourselves strive for perfection in our own educational pedagogies, so have we constantly sought to revise *Marketing Research* toward satisfying the requirements for success with (now) millennial student learners. With every edition, we have conscientiously tried to think about how to improve the presentations in the text so as to be intuitively understandable to the mainstream undergraduate student. Early editions of this textbook sought to equip marketing students with tools to be effective clients of marketing research services providers. Today the need is to provide marketing students with a basic knowledge of good marketing research practice that they will probably attempt to execute themselves. That is, we are now teaching the DIY generation of marketing research students.

## Our Approach

Given our intended market, throughout all eight 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 two decades. 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 text 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 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.

## Other Features in the Eighth 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 eighth, 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 master’s programs in marketing research. Our Careers link also provides information on these programs. Go to <http://www.pearsonglobaleditions.com/Burns> and click on the link for the Companion Website for *Marketing Research*, eighth 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.

- **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 the following:

- 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.”

- **Datasets.** We offer datasets associated with our cases that can be downloaded. Of course, we provide the dataset for our integrated case, Auto Concepts. We also offer the L’Experience Félicité (formerly 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:

- *Auto Concepts* (Auto Concepts.sav)—integrated case dataset used in Chapters 12–16

- *Auto Concepts Recoded* (Auto Concepts.Recoded.sav)—integrated case dataset with ordinal demographic variables recoded using midpoints of ranges to convert these variables to scales to be used as independent variables in multiple regression analysis
- *L'Experience Félicité Restaurant* (L'Experience.sav)— dataset for end-of-chapter cases used in Chapters 12–15.

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

## Instructor Resources

At the Instructor Resource Center, [www.pearsonglobaleditions.com/Burns](http://www.pearsonglobaleditions.com/Burns), instructors can easily register to gain access to a variety of instructor resources available with this text in downloadable format. If assistance is needed, our dedicated technical support team is ready to help with the media supplements that accompany this text. Visit <http://support.pearson.com/getsupport> for answers to frequently asked questions and toll-free user support phone numbers.

The following supplements are available with this text:

- Instructor’s Resource Manual
- Test Bank
- TestGen® Computerized Test Bank
- PowerPoint Presentation
- Student Companion Website

## 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 <http://www.pearsonglobaleditions.com/Burns> and click on the link for the Companion Website for *Marketing Research*, eighth 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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We devote a major effort toward developing and maintaining relationships with our colleagues who practice marketing research. Their knowledge and insights are interwoven throughout these pages. Many of these people have been our friends for many years, and we appreciate their contributions. Professionals who contributed significantly to one or more of our eight editions include the following:

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