

MARKETING RESEARCH

Principles, Applications and Cases

D.D. Sharma



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Preface

Owing to increased privatisation and globalisation of the world economies during the last decade, the applications of marketing research in business organisations have increased manifold. There has been a tremendous increase in the sophistication of marketing research techniques due to intense competition in the Indian industrial and commercial organisations. The multinational corporations (MNCs) while entering in the Indian market have brought with them a new culture and a new wave of competition. As a sequel to this, a more scientific mode of marketing research has changed the market scenario in India. These days there are more exciting changes in the decision theory, statistical tools, analytical methods and mode of experimentation. Today, these changes are being applied in the conduct of marketing research for the problems related to marketing.

The present revised edition of this book provides the students and other readers the methods and applications of marketing research in a capsule form. The subject-matter provided within this revised version of the book has been made more crisp and interesting. The text has been put in a more appropriate and scientific manner so as to help the students to understand and apply it in their academic and work environments. The data have been updated and presented in a more systematic manner to facilitate the students and other readers to understand the text more comprehensively. The language used has been kept simple in order to make the subject-matter understanding easier. However, the basic standards of academics have been maintained at very high pedestal. The more unique and distinctive feature of this revised version of the book is to incorporate new examples and cases from the Indian market situations. The Indianised version of this book becomes the hallmark of its presentation. The book is of immense use to the marketing students, marketing researchers, and marketing managers engaged in the field of business and industry. The author has strived very hard to put forward the changes in the field of marketing research tools and techniques in a lucid form. The text has been made more commensurate to the research needs emerging in the 21st Century and the New Millennium.

The present revised edition of the book commences with providing an introduction to marketing research highlighting its nature, scope, limitations and uses. This is followed by separate chapters on: problem formulation, research process, scientific method, research design, experimentation, primary and secondary data collection, observation method, questionnaire design, administration of questionnaire, scaling

techniques for attitude measurement, sampling procedures, selecting the sample size, data processing, cross-tabulation of data, data analysis and interpretation, and writing the research report. The second part of the book contains chapters on applications of marketing research. This part highlights in separate chapters topics namely: product research, advertising research, motivation research, and sales control research. The sales control research chapter further includes within its fold sales forecasting, sales analysis, and market potential analysis. The third part of this book encompasses two chapters, *viz.*, ethics in marketing research and future developments in marketing research. Finally, the fourth part of this revised edition of the book provides a number of real life cases of the Indian business organisations. These studies of the Indian companies are of immense use for the students to comprehend the concepts and applications of marketing research through class discussion. The teachers are advised to extensively use these cases for the purpose of discussion in the classroom situations in order to provide the students the real life experiences of the business organisations. This way the revised edition of this book serves as a compact capsule for covering all the aspects of marketing research in a lucid manner.

While expressing the gratitude, my debts are more numerous than identified here. My heartiest thanks are due to many persons for assistance in bringing this book to the present state. The profound gratitude is due to my gurus and mentors Dr. M.A. Zahir, Dr. M.K. Sharma, Dr. B.S. Bhatia, Dr. D.R. Singh, Dr. K.M. Upadhyay, Dr. O.P. Sahni, Dr. (Mrs.) H.K. Bal, Dr. V.D. Sharma, Dr. Bidhi Chand, Dr. S.P. Singh, Dr. S.P. Gupta, and Dr. L.M. Prasad. I express my earnest thanks for the help and guidance to my present Principal Dr. S. Krishnamurthy, and colleagues Professor B.S. Rathore, Dr. J.S. Saini, Mr. S.K. Dhameja and Mr. B.R. Gurjar of TTTI, Chandigarh. My sincere thanks are also due to my friends and associates serving in different universities namely, Dr. Bal Ram Dogra, Dr. (Mrs.) Sadhna Mahajan, Dr. Raghubir Singh, Dr. Subhash Vaidya, Dr. S.K. Sharma, Dr. S.K. Singla, Dr. Y.P. Sachdeva, Dr. Sandeep Kapoor, Dr. M.S. Bedi, Dr. Prem Kumar, Dr. Venkatesh Kumar, and Dr. S.D. Kashyap. Besides these, my thanks are also due to all others who are directly or indirectly engaged in the field of marketing research and who have contributed towards the production of the present treatise.

I shall express my heartiest thanks to my wife and two sons for providing me time, help and co-operation in writing this book. This book is dedicated to my most affectionate and respectable mother and all other well-wishers of mine.

Special thanks are expressed to Mr. Mohinder Singh and Mr. Rajinder Singh who put their continuous and untiring efforts in typing the manuscript of this book.

Of course, all others will share the credit for the virtues of this book but the author himself is to carry the blame for any faults and errors that

might have crept inadvertently into this book. With the dream of further exploring the vast sea of knowledge spiralling before me and with an earnest strive for perfection, I would be grateful to those who involve themselves in constructive criticism and put forward their suggestions for further improvement of this book. Whenever any constructive recommendation will be brought to my attention by the teachers, students and other readers, I would be very glad to incorporate the same in the forthcoming editions of this book.

September, 1999
Chandigarh

Dr. D.D. SHARMA

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