



**Author:**  
**John Boyce**

**Publisher:**  
**Tata McGraw-Hill  
Education Private  
Limited**

**Edition:**  
**2<sup>nd</sup> Edition, 2011**

**Price : Rs. 525/-**  
**Pages-600**

**Reviewed By:**  
**Ms. Shilki Bhatia**

# MARKETING RESEARCH

Managers need information to produce products and services that create value in the minds of the customer. But the perception of the value is subjective one, and what customers value this year may be quite different from what they value next year. As such the attributes that create value cannot be simply deduced from common knowledge. Here comes the importance of marketing research, which is the study of people's behavior, opinions, attitudes, needs by seeing out existing data or through specially planned research projects. Marketing research provides a valuable service to every member of the community- consumers, business executives, managers of government departments or students and plays a useful role in our everyday lives.

The book titled "Marketing Research" authored by John Boyce breaks new ground, covering marketing information systems, consumer privacy and the impact of internet while tackling the nuts and bolts of marketing research. The book is divided into five parts. The first section sets the scene for marketing research in three chapters which introduces the concept.

In the first three chapters, the author has marked the origin of marketing research in Australia proceeding with the explanation of concept with its significance. Understanding of the types of market research projects help the students design a quality research proposal.

The second part of the book explores the issues necessary for setting out to research. It is always a good sense to find out if any relevant information exists already. The fourth chapter explains the utility of secondary data in a research and how apart from other sources the Australian Bureau of Statistics is a reservoir of quality data.

Qualitative research is a marketing research tool, and is often a part of the marketing research process and marketing research plan. Planning market research focus groups is a first

step to gaining insight and knowledge about customers, prospects, and experts. Almost anyone can conduct an interview with the right techniques and questions. Like most things in life, it takes knowledge, practice, and desire. The author through chapters five and six has been successful in justifying the significance of the focus groups and depth interview in obtaining opinions and behavioral information from professionals and senior executives.

In our everyday lives, lot of time is spent in communicating with people. With having several methods of communicating it becomes difficult to zero down to the most appropriate method depending on the purpose and circumstances. The main criteria –ability to reach the respondents and cost of doing so and many other related factors are discussed by the author in chapter seven.

For drawing conclusions about any group-people, plant, store-sampling offers a practical compromise between certainty and expediency. Like marketing research as a whole, sampling is not a science but rather a craft or a discipline using scientific techniques wherever applicable. In chapter eight, the author conceptualized the different methods of sampling, the researcher could adopt.

Measurement-the task of assigning numbers to characteristics of the objects investigated in the marketing research, is a fundamental activity in any research project. Scales are used for measurement and they play an important role. The concept of scaling in detail has been very well discussed in chapter nine.

It is impossible to ignore the importance of a questionnaire in any survey. The quality of data depends very much on how well the questionnaire is planned and designed. The tedious task of designing a unique and error free questionnaire has been simplified by the author in a lucid way in chapters ten and eleven.

Fieldwork is an important part of any research project in which interviewers take part. In 1991, the Market Research Society of Australia (MRSA) recognized the need for quality in market research fieldwork when it set up Interviewer Quality Control Australia (IQCA). In chapter twelve the author has very well discussed the importance of fieldwork in the research process highlighting the steps involved and the possible interviewer errors. An illustrative questionnaire is a value addition for the students for gaining an insight into the process.

Data preparation is the next step after a survey's fieldwork has been completed, to analyse the findings. For this the understanding of the main principle of turning the raw data into analysed and useable findings is a must. Keeping this in mind the author has dedicated three chapters in the fourth part of the book to analyzing and reporting. Not many years ago, anyone who wanted to know how to analyse statistics had to know the formulae involved in the process and be able to use them. These days knowledge of the formulae is no longer necessary. However, the researcher still needs to know the analysis processes. Chapter thirteen gives a basic outline of the process of data preparation and chapter fourteen introduces the students with the most frequently used statistical analysis concepts and methods. A detailed description of the methods of statistical analysis is beyond the scope of this book.

The report can make or break the research project. A well

written and designed report increases the client's understanding of the findings and strengthens the confidence in the conclusions and the recommendations. On the other hand an ineffectively written report may destroy the client-researcher relationship. Through chapter fifteen the author has clearly explained the guidelines for preparing reports.

The last part delves into ethics. Ethics is mainly about relationships between people. Because there are several relationships between people in the research process, ethical dilemmas can arise at any time. The author in chapter sixteen has in detail conceptualized ethics highlighting the importance of ethics, ethical responsibilities of each party in marketing research, ethical issues with emphasis on Australian privacy legislation

Another noteworthy factor of this book is that several market research exercises are included under different chapters which enable the readers to understand the practical dimensions of the concepts explained in the book. The text of the book is in plain and lucid language. It makes the readers to develop more interest while reading and also learn it quickly.

The book is a practical, student-friendly text, tailor-made for TAFE and revised to reflect current marketing practice.

The modest pricing by the publisher makes it very affordable and a true value for money invested.