

国际市场调研



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目录: CHAPTER 1 THE ROLE OF MARKET RESEARCH

The Objective of Our Study

Market Research in Management

- a) To recognize marketing opportunities and problems
- b) To find causes of problems
- c) To monitor and evaluate the marketing performance
- d) To predict future conditions
- e) To do market research for governments

When is Market Research Needed?

- a) Time constraints
- b) Availability of data
- c) Nature of the decision
- d) Benefits versus costs

Marketing Information System

- a) Recurrent information
- b) Monitoring information
- c) Requested information

d) Multinational marketing information system

CHAPTER 2 USING RESEARCH SUPPLIERS

Making use of Market Research

Using Research Agency

- a) Expertise
- b) Language
- c) Cost effectiveness
- d) Objectivity

How to Choose An Agency

- a) Types of research agency
- b) Selection procedure

The Contract with the Agency

Working with Agencies

CHAPTER 3 SCOPE OF RESEARCH

Research on Environments

- a) Culture
- b) Politics and government regulations
- c) Economics and techniques
- d) Climate and geography
- e) Competition

Research on Marketing Demand

- a) Consumption
- b) Derived demand

Research on Marketing Practice

- a) Product
- b) Sales distribution and transportation
- c) Promotion
- d) Pricing

CHAPTER 4 RESEARCH PROPOSAL

Research Objectives

- a) Situation analysis
- b) Model development
- c) Statement of research objective

Planning a Research Design

- a) Selecting the data collection method
- b) Planning a sampling
- c) Data gathering
- d) Data processing

- e) Conclusions and report preparation

Research Budget and Time Schedule

Appendix to Chapter 4

An example of Research Proposal

CHAPTER 5 SECONDARY DATA RESEARCH

The Nature of Secondary Data

Secondary Data Evaluation

Sources of Secondary Data

- a) International data sources
- b) External data sources
 - (1) Computerized data bases
 - (2) Association
 - (3) Syndicated services
 - (4) Other published sources
 - (5) Library
 - (6) Foreign missions

- (7) International organizations
- (8) Government agencies
- (9) Chambers of commerce
- (10) Banks

Market Screening Through Secondary Data Research

CHAPTER 6 PRIMARY DATA RESEARCH

Survey Methods

- a) Survey problems
- b) Classification of survey
 - (1) Classifying surveys on a temporal basis
 - (2) Classifying surveys on a communication basis
- c) Types of survey
 - (1) Telephone interviews
 - (2) Mail interview
 - (3) Personal interview
 - (4) Computer interview
 - (5) Group interview

Observation

Experimentation

CHAPTER 7 QUESTIONNAIRE DESIGN

What is Questionnaire?

Questionnaire Construction Procedure

- a) Determine the specific information
- b) Determine the types of individual questions
 - (1) Is the question necessary?
 - (2) Is it within the experience of respondents?
 - (3) Can the respondent remember the information?
 - (4) Will the respondent have to make a big effort to answer the question?
 - (5) Will respondents give the information?
 - (6) Are several questions needed or is only one question enough?
- c) Determine the type of question
 - (1) Open-ended question
 - (2) Multiple-choice question
 - (3) Dichotomous questions
 - (4) Rating scales
 - (5) Ranking method
- d) Determine the wording of questions
- e) Determine question sequence

Determine Layout and Reproduction

CHAPTER 8 SAMPLING DESIGN

What is Sampling?

Advantages of sampling

- (1) Cost saving
- (2) Time reducing
- (3) Partly inaccessible population
- (4) Destruction of units
- (5) Greater accuracy
- (6) Sampling errors and data collection error

Sampling process

- a) Defining the population
- b) Defining a frame

- c) Sampling Units
- d) Selection of Sampling Method

Sampling Method

- a) Probability samples
 - (1) simple random samples
 - (2) systematic samples
 - (3) stratified samples
 - (4) cluster samples
- b) Nonprobability samples
 - (1) convenience samples
 - (2) judgment samples
 - (3) quota samples

The Sample Size and Cost

CHAPTER 9 DATA PROCESSING

Controlling Field work

- a) Selection of field works
- b) Briefing session for interviewers
- c) Supervision of field workers

Transforming Raw Data into Information

- a) Editing
- b) In-house editing
- c) Coding

Data Analysis

- a) One way frequency distribution
- b) Cross tabulation
- c) Data analysis and interpretation

Appendix to Chapter 9

An Example of Coding Book

CHAPTER 10 RESEARCH REPORT

Written Report

- a) Preparing the written research report: focus on the Chinese audience

- (1) Clearly present the objective of the study
 - (2) Minimize the reporting of the technical aspects of the project

- (3) Develop an interesting writing style
 - (4) Use visual aids and round numbers

- b) Forms of reports

- (1) Title page
 - (2) Table of contents

- (3) Summary of findings and recommendation

- (4) Introduction

- (5) The body

- (6) Conclusions and recommendations

- (7) Appendix

Oral Report

- a) Preparing the oral report

- b) Delivering the oral report

- c) Graphic presentation of the results

- (1) Pie chart

- (2) Line chart

- (3) Stratified chart

- (4) Bar chart

- (5) Bar chart variations

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