

国际市场调研



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著者:诸葛霖

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作者介绍:

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) Stacked bar chart
 - (4) Bar chart
 - (5) Bar chart variations

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