Market Research Handbook

5th Edition

ESOMAR WORLD RESEARCH PUBLICATION

Edited by

Mario van Hamersveld

Cees de Bont



1 8 0 7 ©WILEY 2 00 7

John Wiley & Sons, Ltd

Contents

Cor	ntributors	ix
For	eword	xxiii
Editorial		XXV
Ack	knowledgement	xxvii
PAI	RT ONE MARKET RESEARCH: THE CONTEXT, MAIN ROLES AND CORNERSTONES	1
1	The Role and Changing Nature of Marketing Intelligence DVL Smith	3
2	What is Market Research? Adam Phillips	37
3	Data Collection: Key Stone and Cornerstones John Kelly	61
4	The Market Research Process Hans-Willi Schroiff	99
PAI	RT TWO UTILISATION TOWARDS VALUE CREATION	129
5	Developing a Company Strategy Gerard Loosschilder and Maarten Schellekens	131
6	Research for Innovation: Defining Market Propositions Elisabetta Osta, Phillip Cartwright, Jaideep Prabhu and Marco Bevolo	149
1	Refining Market Propositions Nigel Hollis and Dominic Twose	169
8	Launch and Monitoring of Ins-Market Performance Raimund Wildner	199
PAI	RT THREE SPECIFIC RESEARCH APPLICATIONS	217
9	Media Research Andrew Green	219
10	Institutional and Social Research Dieter Korczak	239

vi	Contents	
11	Business to Business Research Neil McPhee	251
12	Research in Specific Domains: Health Care; Automotives and Telecom Dirk Huisman	267
13	Youth Research Joel-Yves Le Bigot, Catherine Lott-Vernet and Piyul Mukherjee	283
14	Researching Diverse Individuals and Societies Anjul Sharma	299
15	Opinion Polling Kathleen A. Frankovic	311
16	Employee Research Andrew Buckley and Richard Goosey	319
17	Mystery Shopping Helen Turner	333
18	Customer Satisfaction Laurent Flores	347
PAI	RT FOUR RECENT DEVELOPMENTS - A CLOSER LOOK	365
19	The Changing Role of the Researcher John Marinopoulos	367
20	Main Developments and Trends Ray Poynter	381
21	Online Market Research Pete Comley	401
22	Data Mining and Data Fusion Colin Shearer	421
23	Ethnography and Observational Research Hy Mariampolski	435
24	Semiotics: What it is and What it Can Do for Market Research Virginia Valentine	447
25	Creative Approaches for the Fuzzy Front End Lucile Rameckers and Stefanie Un	469

	Contents	vii
26 Brain Science: In Search of the Emotional Uncon- David Penn	scious	481
PART FIVE BACKGROUND BUILDING BLOCKS	S	499
Annex 1 The Research Brief		501
C. Frederic John		
Annex 2 Statistics and Significance Testing		525
Paul Harris and Ken Baker		
Annex 3 Demographic and Other Classifications		571
Mario van Hamersveld		
Annex 4 Professional Ethics and Standards		585
Veronique Jeannin		
Index		593