LOW-COST MARKETING RESEARCH

A Guide for Small Businesses

Keith Gorton

Hull College of Higher Education

and

Isobel Carr

College of the Bahamas 00254052 TECHNISCHE HOCHSCHULE DARMSTADT Footbbereich 1

Betrieb: wirtschaftslehre

Gesamthibliothek

Investostir : 38,3/7 Abstollet r. : A 28/1536

Socigebiete: 5.4.4.4.

Prepared under the auspices of the Industrial Marketing Research Association

JOHN WILEY & SONS

Chichester · New York · Brisbane · Toronto · Singapore

Contents

	Preface	ix
1.	Introduction and Scene-setting	1
1.1	Marketing Research	2
1.2	Four Steps in Information-provision	2
1.3	Conclusion	7
1.4	Case Studies	7
2.	Information Collection: Desk Research	12
2.1	Information Needs	12
2.2	Information Collection: In-company	13
2.3	Information Collection: Outside the company	13
2.4	Public Sources of Information	14
2.5	Business Libraries	17
2.6	Department of Industry: Small Firms Division	18
2.7	Commercial Sources of Information	21
2.8	Banks	22
2.9	Financial Times	22
2.10	Companies House (Register of Business Names)	24
2.11	Research and Trade Associations	24
2.12	Chambers of Commerce	26
2.13	Educational Establishments: Colleges and Universities	27
2.14	Conclusion	29
2.15	Further References	29
2.16	Case Study	32
3.	Information Collection: Field Research	35
3.1	Observation Techniques	35
3.2	Direct Questioning (Personal Interviews)	37
3.3	Postal/Telephone Surveys	39
3.4	Other Methods	43
3.5	Incentives for Respondents	45
3.6	Conclusion	48

4 .~	Sampling Methods	49
4.1	Random Sampling	49
4.2	Quota Sampling	52
4.3	Other Methods	53
4.4	Conclusion	54
5.	Who is Responsible?	55
5.1	Utilizing the Whole Company	55
5.2	Utilizing the Outside Consultant	58
5.3	Multi-client Studies	60
5.4	Conclusion	61
6.	The Questionnaire	62
6.1	Drafting the Questionnaire	62
6.2	Length of Questionnaire	63
6.3	Instructions	63
6.4	Types of Questions	64
6.5	Drafting the Questions	67
6.6	Examples of Questionnaires	69
7.	International Marketing Research	75
7.1	Information Needs	76
7.2	International Statistical Sources	76
7.3	Public Information Sources	78
7.4	Libraries	80
7.5	Technical Help to Exporters (THE)	81
7.6	Embassies	81
7.7	Commercial Sources of Information	81
7.8	Chambers of Commerce	82
7.9	The Financial Times Business Information Service	83
7.10	The London World Trade Centre	83
7.11	Export-facilitating Agencies	84
7.12	US Department of Commerce: National Technical	
	Information Service (NTIS)	84
7.13	Conclusion	85
Appe	ndices	
1	Code of Conduct	86
2	A Checklist for Marketing Researchers	101
3	Random Number Tables	106
	References	108
	Select Bibliography	109
	Index	110