

The Handbook of Market Research: Uses, Misuses, and Future Advances

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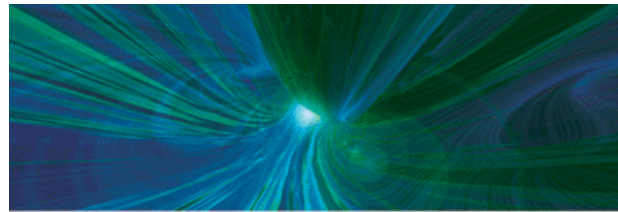
Detailed Outline of Each Chapter

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THE HANDBOOK OF **MARKETING RESEARCH**

Uses,
Misuses,
and
Future
Advances



EDITED BY
**RAJIV GROVER
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The objective for this Handbook, targeted at users, managers and providers of Market Research, is motivated by the extensive lack of use of MR studies even after they have been conducted and by the widespread misapplication of MR techniques. The glorious days when Market Research readily revealed customer preferences, attitudes or behavioral intentions are now gone. In recent years, response rates have been terrifyingly low and response accuracy and validity have been perhaps even more questionable. A very biased sample answers Market Research's long questionnaires, and "professionals" now participate in focus groups and other qualitative research techniques. Data gathered by Market Researchers are increasingly being questioned by clients. Additional motivation for this book stems from the recent developments in the philosophy of managing of organizations. The overarching business philosophy of customer or market focus has received significant acceptance. As firms move toward implementing this philosophy, they are beginning to rely on Market Research to provide the *insights* required for making decisions. Additionally, they want to view the supplier of market research as a *trusted advisor* – a role in which the market researcher provides more high quality value-added information and recommendations for decision-making. The objectives, hence, of the Handbook of Market Research are to provide the reader with

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1) a broad and comprehensive understanding, including usefulness and pitfalls, of all the market research techniques of data gathering and analysis; 2) a process of conducting research that will ensure the proper conceptualization, execution and usage of research; 3) ideas for structuring the market research department such that insights are available in real time; and 4) prescriptions for growth of market research professionals to trusted advisors. By making the user an informed user of market research, the level of the complete discipline of market research is enhanced. This not only prevents market research from being purchased under the wrong expectations and from being misused, but also elevates expectations and, therefore, the deliverables from market research. The book will enable the eco-system to start designing market research that meets higher levels of expectations for the discipline.

The contents are articulated in a very reader-friendly, applications-oriented and non-mathematical fashion. Besides slicing the cake in the traditional mode of techniques, the handbook also contains several chapters on the applications in market research, e.g., segmentation, pricing, promotion, marketing mix, life-time value, brand equity, models.

Since the scope of the Handbook is very extensive and requires varied and deep experience in the practical usage of techniques, the goal of the Handbook has been achieved by having a variety of high-quality individual contributors who have experience in both the business and academic worlds.

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