

International Marketing Research

Third edition

**C. SAMUEL CRAIG and
SUSAN P. DOUGLAS**

**Leonard N. Stern School of
Business, New York University**



John Wiley & Sons, Ltd

CONTENTS

About the Authors	xi
Preface	xiii
1 Marketing Research in a Global Environment	1
Introduction	1
Complexity of International Marketing	4
Importance of Research for International Marketing Decisions	10
Issues in International Marketing Research	14
Scope of the Book	19
2 Designing International Marketing Research	23
Introduction	23
The International Marketing Research Plan	25
The International Marketing Research Process	29
Structuring the Unit of Analysis	36
Selecting Information Sources	37
Research Plan	40
Issues in Administering International Marketing Research	44
Summary	59
3 Secondary Data Sources	63
Introduction	63
Locating the Appropriate Information	64
Information Sources	71
Information Requirements	87
Summary	103
4 Uses of Secondary Data	109
Introduction	109
Market Entry	110
Demand Estimation	123

Assessing Market Interconnectedness	141
Summary	148
5 Structuring Primary Data Collection	153
Introduction	153
Defining the Unit of Analysis	154
Selecting Units of Analysis	161
Structuring the Research Design	163
Cultural Bias in Research Design, Communication and Interpretation	170
Summary	174
6 Establishing the Comparability of Multicountry Data	179
Introduction	179
Establishing Comparability: The Emic/Etic Dilemma	180
Establishing Data Equivalence	188
Determining Construct Validity	194
Establishing Construct Reliability	195
Summary	200
7 Nonsurvey Data Collection Techniques	205
Introduction	205
Different Qualitative Techniques	206
Observational and Quasi-observational Data	210
Projective Techniques	217
In-depth Interviews	224
Summary	233
8 Survey Instrument Design	239
Introduction	239
Questionnaire Design and Question Formulation	240
Type of Question	248
Use of Nonverbal Stimuli	250
Instrument Translation	254

Potential Sources of Bias Associated with the Research Instrument	259
Summary	271
9 Sampling and Data Collection	277
Introduction	277
Sampling	279
Achieving Comparability in Sampling	291
Data Collection Procedures	295
Field Staff Organization and Training	303
Summary	306
10 Multicountry Scales	311
Introduction	311
General Issues in Scale Development	312
Using Multi-item Scales in Cross-cultural Research	322
Developing Cross-cultural Scales	335
Summary	340
11 Analysis of Multicountry Data	347
Introduction	347
Multicountry Data Analysis	348
Assessing the Differences in the Level of Variables between Countries	352
Summary	374
12 Assessing Differences in the Structure of Variables	381
Introduction	381
Correlation Analysis	382
Means-End Hierarchies	385
Cluster Analysis	389
Multidimensional Scaling	394
Factor Analysis	397
Confirmatory Factor Analysis	400
Covariance Structure Models	406

Advances in Data Analysis	409
Summary	411
13 The International Marketing Information System	419
Introduction	419
Information Components of the International Marketing System	422
Data Collection and Processing for the International Marketing Information System	429
Applying the Information System	434
Summary	440
14 Challenges Facing International Marketing Research	443
Introduction	443
Coping with Change: Marketing Infrastructure and Technology	445
Contending with Complexity: Conducting Research in Emerging Markets	450
Confronting Competition: Marketing Research Services in a Global Environment	454
Conforming to Conscience: Ethics in International Marketing Research	457
Summary	462
15 Future Directions in International Marketing Research	465
Introduction	465
Comparability and Equivalence Revisited	466
Developing the Research Design	469
Improving Analysis of Cross-cultural Data	473
The Growth of Internet Research	475
Conclusion	476
Subject Index	479
Author Index	495
Acknowledgements	503