

MARKETING RESEARCH

MRS. GURPREET KAUR
DR. SWATI SAXENA



MARKETING RESEARCH



India | Australia
www.bharatglobalpublications.com
info@bharatglobalpublications.com

MARKETING RESEARCH

Authored By:

Mrs. Gurpreet Kaur

Research Scholar

Department of Commerce and Management

Mangalayatan University, Jabalpur, Madhya Pradesh

Dr. Swati Saxena

Associate Professor

Department of Commerce and Management

Mangalayatan University, Jabalpur, Madhya Pradesh

Copyright 2025 by Dr. Mohsina Hayat, Dr. Rachana Saxena and Dr. Mohd Shoeb

First Impression: August 2025

MARKETING RESEARCH

ISBN: 978-93-49554-60-3

Rs. 799/- (\$80)

No part of the book may be printed, copied, stored, retrieved, duplicated and reproduced in any form without the written permission of the editor/publisher.

DISCLAIMER

Information contained in this book has been published by Bharat Global Publications and has been obtained by the authors from sources believed to be reliable and correct to the best of their knowledge. The authors are solely responsible for the contents of the articles compiled in this book. Responsibility of authenticity of the work or the concepts/views presented by the author through this book shall lie with the author and the publisher has no role or claim or any responsibility in this regard. Errors, if any, are purely unintentional and readers are requested to communicate such error to the author to avoid discrepancies in future.

Published by:



**Bharat
Global
Publications**

Preface

In today's dynamic and ever-evolving business environment, understanding market forces, consumer behaviour and strategic decision-making has become more crucial than ever. The present book, *Marketing Research*, is a comprehensive effort to equip students, academicians and practitioners with a foundational as well as advanced understanding of research methods in marketing. With the rapid integration of digital technologies, globalization and the increasing complexity of consumer demands, marketing research has emerged as an essential function that guides decision-makers towards data-driven, customer-centric strategies.

This book is written with the intent to serve as a structured, clear and practical resource for undergraduate, postgraduate and management students. It covers fundamental concepts of research methodology, introduces various research designs and delves into the practical application of marketing research in solving real-world business problems. Special emphasis has been placed on both qualitative and quantitative research methods, the role of technology in data collection and analysis and the relevance of marketing research in contemporary India.

Each chapter has been designed to build progressively, beginning with basic research concepts and leading up to more advanced topics like competitive intelligence, digital research tools and strategic marketing applications. Real-life examples, case insights and contemporary issues have been woven into the content to enhance understanding and engagement.

We believe that this book will not only strengthen the academic foundation of students but also inspire them to apply research methods meaningfully in their professional lives. It is our sincere hope that this work contributes positively to the reader's learning journey and becomes a valuable part of their academic and professional toolkit.

Acknowledgement

We extend our heartfelt gratitude to all those who have supported us in the development and completion of this book.

First and foremost, we are deeply thankful to **Bharat Global Publications** for their unwavering trust, encouragement and commitment to bringing this book to fruition. Their professionalism and dedication to academic publishing have made this journey seamless and rewarding.

Our sincere thanks to our students, colleagues and research scholars whose curiosity, questions and feedback inspired many of the topics addressed in this book. Their constant enthusiasm reinforced the importance of making this book as comprehensive and relevant as possible.

We would also like to acknowledge the contributions of fellow academicians, industry professionals and mentors who offered valuable insights and shared their experiences, which enriched the content of this book immensely.

To our families, we express our deepest appreciation for their patience, understanding and unwavering support throughout this academic endeavour.

Finally, we thank the Almighty for granting us the strength, clarity and perseverance needed to complete this work. Any errors or omissions are our own and we welcome constructive feedback to further improve future editions.

Mrs. Gurpreet Kaur
Dr. Swati Saxena

Contents

Topic	Page No.
<i>Chapter 1</i>	1 – 11
Introduction to Research	
<i>Chapter 2</i>	12 – 37
Introduction to Marketing Research	
<i>Chapter 3</i>	38 – 49
Analyzing Competition	
<i>Chapter 4</i>	50 – 56
Consumer Market	
<i>Chapter 5</i>	57 – 59
Marketing Research Methodology	
<i>Chapter 6</i>	60 – 63
Marketing Research and its Types	
<i>Chapter 7</i>	64 – 79
Consumer Research	
<i>Chapter 8</i>	80 – 90
Product Research	
<i>Chapter 9</i>	91 – 95
Sales Research	
<i>Chapter 10</i>	96 – 108
Advertising Research	

<i>Chapter 11</i>	109 – 114
Ethical Issues in Marketing Research	
<i>Chapter 12</i>	115 – 134
Rural Marketing Research	
<i>Chapter 13</i>	135 – 140
Institutional Management Business	
<i>Chapter 14</i>	141 – 146
Problem Formulation	
<i>Chapter 15</i>	147 – 151
Statement of Research	
<i>Chapter 16</i>	152 – 171
Research Design	
<i>Chapter 17</i>	172 – 179
Decision Theory	
<i>Chapter 18</i>	180 – 185
Decision Tree	
<i>Chapter 19</i>	186 – 198
Methods of Data Collection	
<i>Chapter 20</i>	199 – 210
Attitude Measurement	
<i>Chapter 21</i>	211 – 218
Introduction to Sampling	
<i>Chapter 22</i>	219 – 223
Selecting a Statistical Technique	

<i>Chapter 23</i>	224 – 230
Tabulation of Data	
<i>Chapter 24</i>	231 – 239
Scaling Techniques	
<i>Chapter 25</i>	240 – 249
Hypothesis	
<i>Chapter 26</i>	250 – 267
Report Writing	
References	268 – 270

About the Book

Marketing Research

Marketing Research is a comprehensive and scholarly work designed to introduce readers to the evolving landscape of marketing research and its indispensable role in modern business decision-making. The book addresses the fundamental principles, methodologies and applications of marketing research in both academic and professional contexts. Drawing from interdisciplinary fields such as statistics, psychology, sociology, economics and information technology, it offers a well-rounded perspective that suits students, researchers, business practitioners and marketing professionals alike.

The book begins with a foundational understanding of research, covering its definition, characteristics, purpose and types, with particular focus on how research contributes to knowledge, problem-solving and informed decision-making. It discusses the essential differences between qualitative and quantitative research, as well as basic versus applied research, to help readers grasp the scope and utility of research techniques.

Building upon this foundation, the book introduces the field of **marketing research**, explaining how it connects companies to their consumers and stakeholders through systematic data gathering, analysis and interpretation. The authors underscore marketing research as more than just a tool for gathering customer feedback—it's a dynamic, scientific and continuous process that informs product development, pricing strategies, promotional efforts and distribution planning.

Through well-explained chapters, the book discusses the **classification of marketing research** into two core categories: problem identification research and problem-solving research. It highlights how marketing research supports the organization in recognizing market potential, forecasting trends, understanding buyer behaviour and developing effective marketing strategies.

A detailed section is dedicated to the **process of marketing research**, starting from defining a problem, formulating hypotheses, developing a research design, data collection and analysis, to the preparation of research reports. Real-world illustrations and historical references, such as how early automobile manufacturers and brands like Toyota applied research to meet customer needs, lend practical relevance to theoretical concepts.

In addition, the book emphasizes the role of marketing research in today's **digital age**, where smart technologies, e-commerce, big data and global connectivity have transformed how research is conducted. It explores how digital platforms, social media and online analytics have empowered marketers with real-time data, making research faster and more precise. The evolving nature of consumer behaviour, especially in a hyperconnected and rapidly globalizing world, is also addressed with contemporary examples and future-facing insights.

The book also presents the **significance of marketing research in the Indian context**, detailing how globalization, technological innovation and changing consumer demands have elevated the need for research-backed strategies in Indian businesses. The authors note the growth of India's marketing research industry and highlight how Indian firms are increasingly leveraging research for competitive advantage.

Further, the book outlines both the **advantages and limitations of marketing research**, providing a balanced perspective. It illustrates how marketing research can reduce business risk, improve strategic decisions and enhance customer satisfaction, while also acknowledging challenges such as time constraints, data reliability, cost and interpretation biases.

In conclusion, *Marketing Research* is a vital resource that demystifies the research process and presents it as an integral part of successful marketing. It encourages a mindset of inquiry, continuous learning and strategic thinking. Whether you are a student aiming to build research skills or a practitioner seeking data-driven insights for business growth, this book offers the tools and understanding required to conduct effective and impactful marketing research.

Scan Here



India | Australia



@bharatglobalpublications



@bharatglobalpublications



www.bharatglobalpublications.com



info@bharatglobalpublications.com



ISBN 978-93-49554-60-3



₹ 799/- inclusive of all taxes