

CONTENTS

About the Authors	xi
Foreword	xiii
Preface	xv
1 Marketing Research in a Global Environment	1
Introduction	1
Complexity of International Marketing	4
Importance of Research for International Marketing Decisions	9
Issues in International Marketing Research	14
Scope of the Book	18
2 Designing International Marketing Research	22
Introduction	22
The International Marketing Research Plan	24
The International Marketing Research Process	28
Structuring the Unit of Analysis	34
Selecting Information Sources	37
Research Plan	41
Issues in Administering International Marketing Research	45
Summary	58
3 Secondary Data Sources	60
Introduction	60
Locating the Appropriate Information	61

	Information Sources	68
	Information Requirements	83
	Summary	100
4	Uses of Secondary Data	103
	Introduction	103
	Market Entry	104
	Demand Estimation	116
	Assessing Market Interconnectedness	132
	Summary	138
5	Issues in Collecting Primary Data	141
	Introduction	141
	Defining the Unit of Analysis	142
	Structuring the Research Design	146
	Establishing Comparability: the Emic/Etic Dilemma	153
	Establishing Data Equivalence	157
	Cultural Bias in Research Design, Communication, and Interpretation	164
	Summary	166
6	Non-survey Data Collection Techniques	169
	Introduction	169
	Different Qualitative Techniques	170
	Observational and Quasi-observational Data	174
	Projective Techniques	183
	In-depth Interviews	189
	Summary	196
7	Survey Research: Instrument Design	199
	Introduction	199
	Questionnaire Design and Question Formulation	200
	Type of Question	208
	Use of Non-verbal Stimuli	210
	Instrument Translation	213
	Potential Sources of Bias in Survey Research	217
	Summary	224
8	Sampling and Data Collection	228
	Introduction	228
	Sampling	230
	Achieving Comparability in Sampling	241

Data Collection Procedures	245
Field Staff Organization and Training	251
Summary	253
9 Multi-country Scale Development	256
Introduction	256
Types of Measures for Scale Development	257
Dealing with Measurement Equivalence	260
Differential Item Functioning	262
Reliability Issues in Scale Development	266
Country <i>versus</i> Individual Constructs	270
Using Multi-item Scales in Cross-cultural Research	272
Developing Cross-cultural Scales	280
Summary	285
10 Analysis of Multi-country Data	289
Introduction	289
Multi-country Data Analysis	290
Assessing the Differences in the Level of Variables Between Countries	294
Summary	312
11 Assessing Differences in the Structure of Variables	315
Introduction	315
Correlation Analysis	315
Means-end Hierarchies	319
Cluster Analysis	324
Multidimensional Scaling	328
Factor Analysis	332
Confirmatory Factor Analysis	334
Covariance Structure Models	339
Advances in Data Analysis	341
Summary	345
12 The International Marketing Information System	349
Introduction	349
Information Components of the International Marketing System	352
Data Collection and Processing for the International Marketing Information System	359
Applying the Information System	364
Summary	369

13	Challenges Facing International Marketing Research	372
	Introduction	372
	Coping with Change – Marketing Infrastructure and Technology	374
	Contending with Complexity – Conducting Research in Emerging Markets	379
	Confronting Competition – Marketing Research Services in a Global Environment	383
	Conforming to Conscience – Ethics in International Marketing Research	385
	Summary	390
14	Future Directions in International Marketing Research	392
	Introduction	392
	Comparability and Equivalence Revisited	393
	Developing the Research Design	396
	Improving Analysis of Cross-cultural Data	399
	Conclusion	402
	Subject Index	404
	Author Index	416
	Acknowledgements	420