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**MARKETING RESEARCH
TECHNIQUE**

MARKETING RESEARCH TECHNIQUE

BY
PERCIVAL WHITE

*Percival White, Inc.
Marketing Counselors*



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TECHNIQUE**

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PREFACE

THE primary purpose of this book is to serve as a manual of instruction for field workers. Some apparently extraneous matter has been included on the principle that an understanding of the whole subject of market analysis is essential to good field work. The material is so organized that the interviewer will be able to relate the work which he or she does to that of the survey as a whole.

A second purpose is to present to the purchasers of a market research a comprehensive description of the methods used in obtaining the practical recommendations which they desire and need. When business men understand the procedure used to obtain market facts, and the difficulties involved, they will be in a better position to know what market research can do for them, what it cannot do, and the amount of dependence which may be placed upon the facts which a survey discloses.

Throughout, the text has been illustrated with practical examples. A deliberate attempt has been made to obtain these illustrations from impartial sources and from research in which the author has not participated. An endeavor has also been made to present all of the material in a practical manner, so that the field investigator of today will have an adequate background to become the research director of tomorrow.

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PART ONE

INTRODUCTION

CHAPTER I. DEVELOPMENT OF FIELD RESEARCH.

CHAPTER II. TYPES OF FIELD RESEARCH AGENCIES.

CHAPTER III. APPLICATION OF FIELD RESEARCH.

Part One describes briefly the history of field research, the predominant types of field research organizations, and the purposes for which field research is used. An understanding of the present problems and practices of field research is facilitated through a general knowledge of the profession, hence a condensed summary of its development is presented. Modern standards of field research practice are also discussed.

The first chapter presents facts about the adaptation of scientific procedure from purely scientific research, the difficulties involved, and the attempt to reach satisfactory standards. An outline of the history of field research is also included. Chapter II deals with existing field-research agencies, the advantages and disadvantages of each type of agency, and the adequacy of the present organizations. In Chapter III a number of illustrations are presented. These show how particular firms have used research to determine their course of action and the benefits which have followed.

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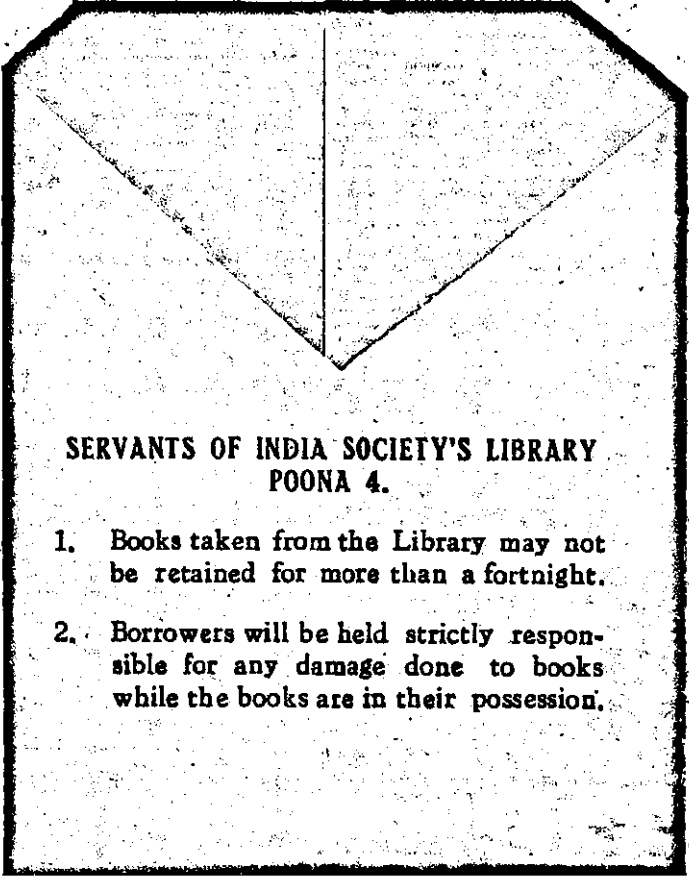
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