INTERNATIONAL MARKETING RESEARCH: A REVIEW

by

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ABSTRACT

The paper provides an overview of the difficulties and problems faced by the international marketing researchers over the last four decades, and focuses on the four current key issues. These have been identified as the (a) domestic—international dichotomy, (b) developed—developing dichotomy, (c) multicountry research, and (d) marketing research in socialist countries.

The general consensus appears to be that marketing research, which had evolved in the developed Western economies, is equally applicable to a country at any level of economic development. Whether the country is market-driven or centrally-planned also appears to be irrelevant. The major problem is one of adaptation, taking into consideration the various factors (cultural, structural, legal and attitudinal) which affect the implementation of marketing research methods in any country.

The issue of domestic—international dichotomy has been examined within the context of a firm's international involvement. The EPRG schema (ethnocentrism, polycentrism, regiocentrism and geocentrism) provides an analytical framework for understanding the similarities and differences of marketing research requirements along the low—high international involvement continuum.

Multicountry research has attracted increasing attention during the 1980s, especially the key issue of international comparability. The paper examines the existing gaps between the theory and practices of cross-national marketing research.
INTRODUCTION

Marketing research is the systematic gathering, recording, and analyzing of data about problems relating to the marketing of goods and services. (1) Its function is to provide information that will assist marketing managers in recognizing and reacting to marketing opportunities and problems. (2) International marketing research encompasses research activities aimed at providing information on the foreign markets, for the purpose of reducing uncertainty surrounding international marketing decisions. The international marketing research activities can be carried out either in the home country or in the foreign marketplace.

Over the last four decades, international marketing research has assumed an increasingly important role as the international exchange of goods and services grew at an unprecedented rate. Between 1948 and 1973, the volume of world trade has increased nearly sixfold. However this surge in international trade was not reflected in a parallel growth in the attention given to international marketing research by academia. Although textbooks

(1). American Marketing Association(1961). Report of Definitions Committee of the American Marketing Association, Chicago: American Marketing Association. Marketing research is the inclusive term which embraces all research activities carried on in connection with the management of marketing task. It includes Market Analysis, Sales Research, Consumer Research and Advertising Research. The term Market Research is often loosely used as synonymous with Marketing Research.

dealing with international marketing generally contain a section on marketing research, there was no specialized textbook on international marketing research until 1983. (3) Journalistic writings in this area have been scanty. The relevant works have been largely outdated and scattered. In addition, only a few researchers have conducted empirical investigations into the international marketing research activities of companies. Cavusgil (1987):

"Indeed, international marketing research is one area where practitioners are far ahead of the academicians." 

The purpose of this paper is to review the available literature on international marketing research, and to highlight areas where future investigations may be directed. The principal issues have been classified into four broad categories. These are (1) the question of whether domestic marketing research is different from international marketing research; in other words, does a domestic-international dichotomy exist? (2) the question of whether techniques evolved in the West are applicable in developing countries, (3) multi-country research and its validity, and (4) marketing research in socialist countries. The following discussion is organized around these topical areas.

1. THE DOMESTIC–INTERNATIONAL DICHOTOMY

Grønhaug and Graham (1987) maintained that there is a difference between domestic and international marketing research. A firm which conducts marketing research in more than one country is by definition carrying out international marketing research (Douglas and Craig 1983). Generally the firm's knowledge and experience in the foreign market are inferior to those of the domestic market. It is therefore operating with a greater degree of uncertainty in a relatively new cultural, institutional and structural environment. International marketing research is consequently more exploratory in nature, with a greater reliance on secondary data. The firm's lower involvement in the foreign market (compared to domestic) also implies a smaller financial commitment which has frequently resulted in the choice of less sophisticated methods (Cavusgil 1984a). Taking these dimensions into consideration, a comparative framework for analyzing the differences between domestic and international marketing research has been proposed (See Exhibit 1).

A. The domestic marketer
   1. Market experience
   2. Closeness to final user
   3. Market share
   4. Resource available
      (qualified people, research vendors, and money)

B. Transactions
   1. Type
   2. Duration of relationship
   3. Time
   4. Number of parties involved

C. Market
   1. Buyers
   2. Distribution systems
   3. Competitors
   4. Culture
   5. Institution/accessible information

Exhibit 1: Dimensions for Comparing Domestic and International Marketing Research
(Source: Grønhaug & Graham 1987)
Most previous studies in international marketing research have focused on dimensions listed under C. Very few contributions have examined how factors listed under A and B may affect international marketing research.

The distinction between domestic and international marketing research is most obvious within the context of a firm's internationalization. A firm progresses through four distinct stages of involvement in a foreign country (Johanson and Wiedersheim-Paul 1975):

Stage 1 To begin with, no regular export activity with the country
Stage 2 Exporting takes place through an independent representative or agent
Stage 3 A sales subsidiary is established
Stage 4 Finally, some form of production capability is established in the country

The critical activities associated with each stage demand a different marketing research requirement and commitment. Cavusgil (1984a) reported the different research themes as a function of company internationalization as follows:

<table>
<thead>
<tr>
<th>Stage of Internationalization</th>
<th>Primary Focus of International Marketing Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reactive exporter</td>
<td>How to export; mechanics of exporting, documentation, payments, etc.</td>
</tr>
<tr>
<td>Experimenting exporter</td>
<td>Identification, selection and training of foreign distributors/agents.</td>
</tr>
</tbody>
</table>
Active exporter

Identification of additional country markets.

Committed exporter (Multinational firm)

Performance evaluation of foreign distributors or subsidiaries; identification of licensing or direct investment opportunities.

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Exhibit 2: Varying Focus of International Marketing Research
(Source: Cavusgil 1984a)

It appears that the domestic-international dichotomy proposed by Grønhaug and Graham (1987) can be attributed to the different levels of foreign market involvement by a firm. International marketing research is very different from domestic marketing research in the initial stages of a firm's internationalization. The first three international marketing decisions (go international, which markets to enter, how to enter) have no direct counterpart in domestic marketing research. By contrast, the fourth decision, choosing marketing programs for foreign markets, involves much the same research procedures the firm uses at home (Terpstra 1988). As the firm's involvement in the foreign market increases over time, its local experience, market share, closeness to the final users and resource availability also increase proportionately. Eventually its foreign marketing research requirement approaches the need at home. Such a situation can be seen in the multinational corporations. Grønhaug and Graham (1987):

"For the true multinationals however, every market serviced is, in some sense, 'domestic'. The multinationals are global, the world is their marketplace. Indeed, the domestic-international dimension begins to disappear."
2. **THE DEVELOPED–DEVELOPING DICHOTOMY**

Marketing research was *virtually* unheard of in most of the non-Western nations before the Second World War. In fact many non-Western nations were colonies right up to the 1950s and 1960s when they achieved political independence. Generally these newly independent nations considered economic development a top national priority and had embarked on a program to restructure and industrialize their economies. The multinational *corporations* (MNCs) were seen as "change agents" (4) which could assist the developmental efforts of these less developed countries (LDCs) (5) by bringing about attitudinal changes and technology transfer. The MNCs were able to introduce changes to the local business culture partly through their ability to attract a range of service companies like advertising, marketing research and public relations agencies, to the LDCs. Tugendhat(1973):

"The advance of the multinationals can be likened to that of an army with a large band of camp followers. When the company settles in a new market it likes to have familiar faces around it, and to seek advice from the local subsidiaries of the same firms who provide it at home."

Yavas(1983) found that foreign companies in Turkey performed all of the marketing research activities on a more regular basis than their Turkish counterparts.

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(4). The term "change agent" was first used in laboratory studies of small groups in 1947. It is a profession-person, or in this case, a company which may come from within and outside the client system and which is attempting to create some changes in that system.

(5). Less developed countries are at the early stage of industrialization, with a 1983 GNP per capita between US$401 and US$1,635.
Kurtulus (1979) found that since 1970, an increasing number of major Turkish companies have established marketing research departments. Both empirical studies supported the theory that multinationals may be instrumental in diffusing research consciousness in developing nations. Additional examples were cited from Peru where 80 to 90 percent of the commercial marketing research was sponsored by foreign-based companies such as Gillette and Procter & Gamble.

The history of marketing research in less developed countries is therefore relatively short and is essentially a postwar phenomenon. Its growth as an industry did not "take-off" for the first two decades after 1950. A study conducted during the mid-sixties revealed that there were little to indicate marketing research had been used to any great extent in the LDCs (Boyd, Frank, Massey and Zoheir 1964).

2.1 Difficulties of Marketing Research in the LDCs

The level of economic development, lack of adequate infrastructure and the strong tradition in many LDCs compounded the difficulties of conducting marketing research in these countries. The problems were more severe during the 1950s and 1960s and these could be categorized into (a) Attitudinal problems, (b) Problems in primary data collection and (c) Problems in secondary data collection.
2.1.1 **Attitudinal Problems**

Boyd *et al*(1964) listed the attitudinal problems prevalent in the LDCs during the 1960s as follows:

(a). Most LDCs firms were production-oriented.
(b). There was little or no competition in the local market.
(c). The Government followed the policy of deliberately not encouraging competition.
(d). A shortage of managerial talent in the field of marketing and marketing research.
(e). Most companies were small and many were family-owned with no desire to expand or change.
(f). Marketing was regarded as a relatively low status occupation.
(g). There was little advertising or product development carried out by the local firms.

A new industry like marketing research faced many rejections and difficulties in overcoming these attitudes which were deeply entrenched within a traditional society.

2.1.2 **Problems in Primary Data Collection**

Boyd *et al*(1964), Mitchell*(1965)* and Wilson*(1966)* all mentioned difficulties in the areas of sampling, data collection methods, and field work. Some of the major operational difficulties were:

(a). Language difficulties;
(b). High refusal rate;
(c). Poor transportation often precluded the usage of a disperse sample;
(d). Poor mail service, low telephone usage and low literacy rates made data collection difficult;
Block statistics were not available; probability sampling was not used in most of the developing countries and necessitated the use of convenience sampling;

Even quota sampling was not typically possible due to the lack of needed secondary data;

Classification of dwelling units in areas of high density housing had proven to be problematic (You 1957);

Difficulty in recruiting female interviewers;

Implementation of research methods in the LDCs continued to be hampered by cultural problems in the 1980s. Economic development in some LDCs brought about rapid urbanization, growth of the urban squatters and increased crime rates. These factors have contributed to new problems such as,

High refusal rate because the housewives were suspicious of strangers;

Hostility among local nationals toward survey and interview methods, and/or "halo" effects among actual respondents trying to please the interviewer (Amine & Cavusgil 1986);

Problems of defining a household unit because of multigenerational households (Kaynak 1982; Stanton et al. 1982);

Rapid expansion of the metropolitan areas made the task of maintaining an up-to-date sampling frame virtually impossible (Stanton et al. 1982)

High turnover in the fieldforce resulting in poor training of the interviewers (Dixon 1982).
2.1.3 Problems in Secondary Data Collection

Copulsky (1959) reported that in the LDCs, statistical data was unreliable or completely lacking. Trends were often not observable and no historical patterns could be identified for the sake of forecasting.

Miller (1972) had to rely on economic-statistical data from the United Nations, International Monetary Fund, and International Bank for Reconstruction and Development to provide the bulk of the secondary data on the LDCs.

Alpander (1976) found that US executives trained in the use of quantitative techniques made less use of them in the LDCs because the statistics were either unreliable or difficult to obtain.

To successfully estimate demand in a developing country environment, Amine and Cavusgil (1986) suggested the following groups of techniques:

(a). Method of analogy  
(b). Macro surveys  
(c). Multiple factor indices  
(d). Chain ratio method  
(e). Proxy indicators  
(f). Trade audits and  
(g). Analysis of production and import trends

The different limiting factors affecting marketing research practices in developed and developing countries have been summarized in Exhibit 3.
Developed Country Practices | Developing Country Practices
---|---
Single language and nationality | Multilingual-multinational/multicultural factors
Availability of relatively homogeneous population | Fragmented and diverse markets
Data available, usually accurate, and collection easy | Data collection a formidable task, requiring significantly higher budgets and personnel allocation
Political factors relatively unimportant and the system is stable | Political factors frequently vital and the system is in most cases unstable
Relative freedom from government interference | Government involvement and influence in business decisions
Relatively stable business environment | Multiple environments, many of which are very unstable
**Legal** and regulatory constraints | Same
Availability of research infrastructure and technological advancement | Lack of research infrastructure and technological advancement
Marketing research stresses operational issues | Marketing research stresses strategic issues
Availability of cultural homogeneity | Cultural taboos and trends
Media availabilities and mix satisfactory | Unsatisfactory media
Telephone and postal systems adequate | Inadequate telephone and postal systems

Exhibit 3: Developed Versus Developing Country Marketing Research

2.2 Marketing Research Difficulties in 1980s

The common problems which had severely afflicted the LDC marketing researchers during the 1960s were no longer "universal" to all the LDCs in the 1980s. But while some developing nations had begun to leave behind some of the environmental and structural constraints which had plagued the industry for decades, a number of LDCs were still struggling with these basic difficulties. The problems were especially prevalent in the Middle East and Latin America.

Egypt, for instance, suffered a set-back during 1952-1973 (Najafbagy 1985). Nasser's programme to reduce the country's dependence on the West had actually retarded the growth of the Egyptian marketing research industry. Some marketing research departments established in the 1950s were abolished during the 1960s (Saddik 1973). The long term effects of governmental policy had continued to impede the development of marketing research in Egypt well into the 1980s.

Religious and cultural factors in some Middle Eastern countries have been held accountable for the "embryonic" level of marketing research development. Tuncalp(1984):

"...it is a formidable undertaking to conduct research in Saudi Arabia. At every step along the way, the research process is hampered by cultural hurdles. There are difficult barriers in language, religion, customers, social etiquettes and laws that have to be carefully navigated...

It is a formidable, if not impossible, task to draw probabilistic samples in Saudi Arabia. The sampling difficulties are so acute that non-probabilistic sampling becomes a necessary evil. For example, there is no officially recognised census of population as yet."
In Latin America, in spite of impressive economic growth among some countries in recent years, the growth of the marketing research industry has been hindered by a lack of high quality local agencies and the difficulty of securing and maintaining reliable sampling frames (Stanton, Chandran and Hernandez 1982).

The situation for secondary data has not been improved in some LDCs. Cateora(1987) believed the same problems have persisted and secondary data from the LDCs have continued to suffer critical shortcomings with respect to (a) Availability, (b) reliability, (c) comparability, and (d) currentness of available data.

2.3 Progress in LDC Marketing Research

Marketing research in some LDCs, particularly those which have achieved significant economic advancement during the 1970s and 1980s, has moved from an embryonic stage to infant and growth stages (Kaynak 1984a). This has been the result of some fundamental changes in areas which have directly affected the usage and operations of marketing research.

2.3.1 Attitudinal Changes

Basic attitudinal changes have been considered vital to the economic development of the LDCs (Myrdal 1968). Faced with competition from foreign imports and foreign-owned companies operating in developing economies, the local companies have been forced to change their traditional production-orientation. Many major local companies have been reported to establish formal marketing research departments (Kurtulus 1979) or engaged the services of outside marketing research agencies (Yavas 1983). Professional agencies offering a range of
qualitative and quantitative research services have been established in the LDCs (Leckscheidt 1973). It has been forecasted that in the next 10-15 years, the marketing research industry would probably enter into a growth phase in many LDCs. Indications from India (Sarin 1987) included the following trends:

(a). Increasing professionalization of the marketing function;
(b). Widespread use of computers;
(c). Pressures for better services;
(d). Technological innovations; and
(e). Increasing use of mass media.

India shared with other LDCs like Turkey and Malaysia (Selvarajah 1988) in the promotion of marketing education by the tertiary institutions.

Finally, the wider usage of advertising by LDCs has a positive stimulating effect on the marketing research industry. It has been found that per capita GNP and advertising as a percentage of GNP were directly correlated; that is, the higher the per capita GNP, the higher the advertising as a percentage of GNP (Keegan 1989).

2.3.2 Structural Changes

Sampling sophistications have been reported to vary widely among the LDCs. In Malaysia, general population sampling frames have been used in large-scale quantitative studies (Grenfell 1979). In Singapore, the Government has made available adequate electoral data for marketing research purposes. But many research
suppliers in other LDCs have found it necessary to rely on a prelisting of selected urban areas, or base their sampling frames on accumulated omnibus data (Kushner 1981).

The original problems encountered in the complexity of extended family structure, multiple household and confusion in statistical classifications have largely been eradicated in LDCs where accurate censuses have been regularly conducted by the government. (6)

2.3.3 Changes in Secondary Data

In recent years the availability and reliability of statistics from the LDCs have improved remarkably (Kracmar 1971; Robock, Simmonds and Zwick 1977; Cavusgil 1984; Sarin 1987). The United Nations has been instrumental in helping to upgrade the level and quality of statistical data collection in the LDCs since 1958. Robock et al (1977) suggested that a positive correlation could be detected between data availability and economic development:

"Statistical coverage becomes increasingly comprehensive as economic levels rise and the availability and quality of data improve as a country becomes more affluent and develops

(6). There are still a number of countries where no census has ever been taken. These include Oman, Qatar and Laos (Caterora 1987). In Saudi Arabia there is no officially recognised census of population (Tuncalp 1984). A census was in fact held in Saudi Arabia in 1962-63, but the results were repudiated by the government. Nigeria has had four censuses since 1952 but none has been considered accurate enough to allow publication of the results.
more complex institutions and improved record keeping. Moreover, as an economy develops, an increasing share of economic activity passes through the marketplace and is counted as national output."

The volume of secondary data from the LDCs has contributed significantly to the total data bank on international marketing research, leading to an "information overload" situation (Cavusgil 1984).

Exporters have been found to solicit foreign market information mainly from overseas agents, home government export promotion services and overseas subsidiary companies (Hibbert 1985). Marketing research agencies, both domestic and overseas, have not been an important source of secondary data.

2.4 Adaptations of Research Methodology

The environmental and structural constraints imposed on marketing research in the LDCs have not invalidated the applicability of Western research methodology in the developing economies. The research methods are essentially the same, but the operational difficulties encountered in the LDCs have made adaptations necessary.

Kracmar(1971):

"The principles and methods of marketing are inherently universal in the free markets and so is its research. Thus, marketing research in the developing countries is the same as in the developed ones; only the application of certain methods is different."

Such a view has been widely supported (Miller 1972; Terpstr 1983; Tuncalp 1984; Aldridge 1987; Cateora 1987). Kaynak(1984) added:
"Success in using the various basic research techniques in Kuwait, Thailand, Malaysia, and Indonesia has been as high as it is in the West."

Recent attempts to apply more sophisticated research methods in the LDCs have generally been successful. Black and Farley (1979) showed how systems models have been applied to survey findings on consumer behaviour in the area of family planning in Kenya. James (1983) used semantic differential scale and the multi-dimensional scaling model to study the perception of laundry cleaning products in Barbados. Tuncalp (1984) reported that multi-item instruments used for assessing psychographic and behavioural concepts in consumer behaviour have been shown to work in cross-cultural investigation. Aldridge (1987) have found that sophisticated methods such as trade-off, mapping and other multivariate techniques can be used successfully in supposedly unsophisticated markets.

On the specific question of applying qualitative research methodology in the LDCs, Goodyear (1981) concluded:

"Whatever is possible in the developed world in terms of qualitative research is possible in developing countries."

For qualitative research to work successfully in the LDCs, it is essential to use local moderators (Aldridge 1987). The supervisory role of an Imported, trained researcher is especially important in an LDC with an embryonic marketing research industry (Goodyear 1981).
In parts of the developing world where the level of economic development is substantially different from the fast growing industrial sectors in the cities, unconventional or novel way of marketing research may be needed. Stanton et al (1982) suggested that in Latin American countries with low literacy levels, the researchers should not apply scales with more than three points because the illiterate population may not be familiar with very fine shades of meaning of the questions asked.

Carr (1978) described a promising approach for use in identifying market opportunities in rural Thailand based on research procedures used by anthropologists. The method was built upon the construction of a scale to categorize a rural community based on the presence (or absence) of certain specialized institutions.

On the whole, the general consensus among marketing academicians and practitioners is that there is no developed-developing dichotomy in marketing research. Both basic and sophisticated research methods of the West have been found to work successfully in the LDCs. The principles of marketing research is the same whether it is applied in a developed or a developing country. The major problems encountered in the LDCs have so far been operational in nature.
2.5 **The Interpretation of Foreign Research**

Redding (1982) examined the effects of cultural factors on behaviour and showed that in Southeast Asia, an understanding of cultural difference is a prerequisite for marketing research.

Familiarity with the foreign culture is the most basic determinant of success in analyzing and interpreting foreign marketing research findings. The meaning of words, attitudes, consumer usage habits and interviewing situations can all distort research findings and interpretations. Those involved in interpretation must therefore possess a high degree of cultural understanding and empathy. In fact, local inputs during analysis and interpretation are essential so that explanation of reasons does not accidentally become Western (Kushner 1982; Goodyear 1982; Stanton et al 1982; Cateora 1987; Aldridge 1987).

**Misinterpretation** of foreign research results can lead to unfortunate and costly misallocations of resources and misdirections of promotional efforts.

### 3. **MULTI–COUNTRY RESEARCH**

A multi-country research project involves conducting a similar piece of marketing research in a number of countries, either simultaneously or sequentially. Webster (1966) divided multi-country research into two categories, depending on whether the survey results from different countries have either to be combined or compared. International comparability is necessary
in both categories.

The simplest approach to achieving comparability is to carry out identical tasks, using the same questionnaire, amongst identical samples in each country. However this approach has been known to yield incompatible data from country to country. For example, if the data were recorded by household, the definition of household in each of these countries could vary. The point is that comparability of results has to be established directly; it does not simply follow from the sameness of method (Webster 1966; Keegan 1987).

Aldridge (1987) also observed that the local research companies might be reluctant to use unfamiliar methods specified by the "standardized approach". Where it is not absolutely essential to cling rigidly to the same questionnaire, some flexibility of method is recommended to take account of the local conditions. Generally minor changes like alterations in the wording of rating scales are easily accommodated. Major changes such as using paired comparison testing in one country and monadic in another would complicate a multi-country research project.

In some cases, the deliberate variation of method in a multi-country research has been found to be especially fruitful. For instance, the use of random sampling procedures in one country and quota sampling in another have produced samples which were equally valid and, therefore, most likely to produce comparable results (Webster 1966; 1972).
3.1 Factors Affecting Cross-National Marketing Research

Cross-national marketing research is affected by culture-bound and respondent-related impediments, in addition to the limited availability of research technology in the LDCs, and the prevailing legal and business environment. These limiting factors have been summarized in Exhibit 4.

A number of empirical studies have investigated the mail survey response rates in cross-national research (Douglas & Shoemaker 1981; Keown 1985; Jobber & Saunders 1988). This method of data collection has been found invaluable in international industrial marketing (Douglas & Craig 1983) because sampling frames for many foreign industrial populations are readily available or can be constructed inexpensively.

The generally low response rate of mail surveys remains the major disadvantage of this method. Businessmen, both domestic and foreign, tend to be more unresponsive than household populations and industrial mail surveys have frequently met with unsatisfactory returns; single-figure response rates are not uncommon.

Procedures for increasing industrial response rates cross-nationally, have been tested and cultural differences have been shown to significantly altered the effectiveness of inducement (Keown 1985; Jobber & Saunders 1988).
Exhibit 4 : FACTORS AFFECTING CROSS-NATIONAL MARKETING RESEARCH

Source: Sheth(1979)
3.2 Pitfalls in International Comparability

3.2.1 Comparability of Secondary Data

Government statistics, the most important source of secondary data for most countries, has frequently exhibited a national bias which makes international comparability unreliable (Keegan 1989). Variations in official statistics from one country to another have been traced to differences in (a) Statistical coverage, (b) Official definitions, and (c) Statistical quality (Robock, Simmonds and Zwick 1977). The comparison of non-governmental statistics from different countries has been found to be equally hazardous (Wells 1978).

3.2.2 Comparability of Sampling Procedure

The sampling procedures may differ considerably from country to country, or even from one part of the country to another. In the LDCs, the frequent lack of a reliable rural sampling frame means that a different sampling procedure may be necessary, compared to the one adopted for the urban centres.

But problems created by different sampling procedures were not confined to the LDCs. Mitchell (1966):

"An investigation by the OECD concluded that quota sampling procedures used in different European countries were so divergent and uncontrolled that one could not compare results obtained from the various samples."

It is in the interest of each governmental data collection agency, for the sake of intra-country comparabi-
lity, to employ the same statistical definitions and sampling methodology once they have been estab-
lished. Hence the problems of incomparability as a result of differences in international sampling procedure tend to be perpetual in nature.

3.2.3 Conceptual and Functional Equivalence

This is probably the most important problem area facing the marketing researcher attempting international comparison. The researcher has to realise that the way a concept is being perceived in the "home" culture may be perceived quite differently in the "foreign" culture. Additionally, the functions of products and services may also be substantially different between the two cultures.

The problem becomes more significant with respect to concepts related to time, distance or concepts with clear evaluative overtones (Mitchell 1965). To avoid mispositioning a concept or product in the foreign market, local input should be sought in problem or concept definition. Exploratory research or focus group discussions have been recommended for establishing the relative position of the product to other products or concepts (Stanton et al 1982).

3.2.4 Instrument Equivalence

In the area of questionnaire design, the problem of instrument equivalence has remained the key issue in multi-country research. To achieve instrument equiva-
lence, the researcher must first ensure that the questionnaires used in different countries actually measure the same marketing phenomenon in each country (measurement equivalence). Secondly the instrument must be translated into each language or dialect in the most precise manner possible (translation equivalence).

Stanton et al (1982) suggested three approaches in the design of the questionnaire that can facilitate the achievement of measurement equivalence. These are

(a). The EMIC Approach - Assumes that the socio-economic environment of each country is unique, making cross-national comparisons difficult. The questionnaire design for each country is therefore country-specific.

(b). The ETIC Approach - Assumes that all cultures are basically the same and therefore the questionnaire design is "culture free" and permits maximum comparability of multinational data.

(c). The HYBRID Approach - A combination of the EMIC and ETIC approaches. Each questionnaire contains country-specific concepts and questions in addition to "pan-cultural" ones.

Three methods of instrument translation are commonly used: (a) Direct translation, (b) Back translation, and (c) Decentering. The method of decentering has been found most valuable because it can overcome some problems of concept positioning and measurement equivalence that the other methods cannot handle. This has been achieved through simultaneously developing the questionnaire in both cultures through mutual collaboration.
3.2.5 Reliability Measurement

A key issue in multi-country research is whether observed similarities or differences between markets are real. The results from each country contain non-sampling errors which affect the reliability level of the survey. If the reliability level were to vary from country to country and were not taken into consideration, then the validity of conclusions drawn from the multi-country research would be seriously jeopardized.

Using different reliability assessment methods, Davis, Douglas and Silk (1981) conducted an empirical investigation into the reliability of measures obtained from market surveys in five countries. They concluded that the attainment of measure equivalence is seemingly more difficult for attitudinal and perceptual variables than for demographic and other background variables.

Mayer (1978) pointed out that different cultures have different response styles and that not all survey instruments are available in all countries.

Yaprak and Parameswaran (1984) found that when the same research instrument was used in a cross-national survey, different levels of response reliabilities were detected among the various country samples due to differences in the knowledge of the products or brands, the perceptions of products, familiarity with the research instrument used, the national propensity for certain response styles, and differences in consumers' attitudes toward source countries.
These findings alerted international researchers to the fact that reliability estimates should be made available routinely for cross-national surveys.

3.3 Multi-Country Research in the 1980s

Multi-country research occupies an important role in the multinationals because these companies have to decide on key strategic issues affecting their international operations. In the case of a regiocentric multinational, for example, the multi-country research may take the form of a product test where one product is sought for marketing in several countries.

The trend for globalization, however, tends to favour a standardized approach to global, or at least, regiocentric marketing practices thereby reducing the emphasis on multi-country research. For instance, multicountry research was common in Unilever 10 to 15 years ago, but becoming increasingly unusual in Europe during the 1980s (Downham 1982). Reason given were:

(a). The fact that more of the key background data are already available for the major countries;
(b). Greater emphasis on lead country work;
(c). Evidence that for many nonfood products a fairly standard (but not necessarily identical) mix is appropriate across a range of countries.

The increasing standardization of international marketing research poses a potential danger to the validity of international comparability. A number of recent studies (Green and White 1976; Davis, Douglas and Silk 1981; Douglas and Craig 1983; Sekaran 1983;
Yaprak and Parameswaran (1984; Parameswaran and Yaprak 1987) have exhorted international marketing researchers to establish construct, functional, conceptual, instrument, translation, and sampling equivalence of research measures prior to inferring statistical and practical conclusions from their cross-national research findings.

4. MARKETING RESEARCH IN EASTERN EUROPEAN COUNTRIES, THE USSR AND CHINA

Marketing research has been adopted and fairly widely used in the Eastern European countries. It is seen as an essential component of the long-term planning activities and a facilitator of resource allocation. Naor (1986):

"Existing needs are to be ascertained through appropriate market research by trade and production units, while the scientific determination of rational consumption requirements would be concurrently pursued."

There is however, a fundamental difference between marketing research in a free and a centrally planned economy. In a free or market economy, the marketing research by manufacturers is primarily concerned with the micro-economic sales possibilities of individual products, and secondarily with competition analysis. In a planned economy, production has to meet government defined objectives by using resources allocated by the State Committee of Planning. Therefore the need for large-scale, macro-economic marketing research is emphasized (Kaynak 1982). The object of marketing research is not the individual product, but the broad
product groups. Marketing research is instrumental in providing consumer feedbacks which are used in the "scientific determination" of demand. Long-term trends of family budgets and statistics of retail trade, for example, have been analyzed with the aid of multivariate regressions in Czechoslovakia (Prusova 1965).

4.1 Secondary Data

Statistical data published by the Socialist countries tend to be at a highly aggregate level suitable for providing general guidelines on market possibilities. These aggregate figures generally do not permit a precise estimation of the market size for a particular product type (Hill 1980).

4.2 Economic Development and Marketing Research

Not all centrally planned economies utilized marketing research to the same extent. Yugoslavia may be considered one of the heavier users. Its five-year plans are based on consumer research (Kaynak 1982). Another heavy user is Hungary which in the late 1960s, granted "full status" to marketing research under the aegis of the New Economic mechanism. A survey conducted in 1972 revealed that among 187 major Hungarian organisations, nearly 80 percent had used marketing research (Andrew and Szabó 1973).

Bulgaria and Romania, on the other hand, are relatively light users of marketing research.

Taking the Socialist Bloc as a homogeneous group comprising countries whose future is determined by a central planning machinery, Samli (1978) found a positive
correlation between marketing research usage and the degree of economic development. In other words, the more developed Eastern European nations have tended to use marketing research more extensively. This is shown in Exhibit 5.

4.3 **Marketing Research in the USSR**

Compared to Yugoslavia or Hungary, marketing research in the Soviet Union is relatively underdeveloped and under-utilized. Hill, Shenfield and Park (1982) saw the reasons for such a low level of marketing research usage as caused by the following factors:

1. The low status given to the marketing function;
2. Poor allocation of resources to the "Market Research Units" in consumer goods industries;
3. Wilful neglect of marketing research by managers of trade organisations;
4. A shortage of qualified "marketing researchers";
5. The lack of appropriate data for analysis;
6. Low rate of implementation on marketing research findings.

4.4 **Adaptation of Marketing Research Methods**

Research methodology borrowed from the West has remained the same, but the application has been somewhat different. In Eastern Europe, for example, visitors at fairs and consumer panels have been used more frequently. In the Soviet Union, consumer enquiries are conducted in the shops instead of interviewing people in their homes. On the whole, the different degree of economic development means that research relevant to one socialist country may be inappropriate in another.
<table>
<thead>
<tr>
<th>Less-Developed Eastern European Country</th>
<th>Appropriate Degree of Economic Development</th>
<th>Appropriate Degree of Decentralization</th>
<th>Appropriate Degree of Marketing Sophistication</th>
<th>Utilization of Marketing Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulgaria</td>
<td>Less Developed</td>
<td>Centralized</td>
<td>Unsophisticated</td>
<td>Relatively Light</td>
</tr>
<tr>
<td>Romania</td>
<td>Less Developed</td>
<td>Centralized</td>
<td>Unsophisticated</td>
<td>Relatively Light</td>
</tr>
<tr>
<td>Hungary</td>
<td>Developing</td>
<td>Relatively Decentralized</td>
<td>Relatively Sophisticated</td>
<td>Medium</td>
</tr>
<tr>
<td>Yugoslavia</td>
<td>Developing</td>
<td>Relatively Decentralized</td>
<td>Sophisticated</td>
<td>Medium-Heavy</td>
</tr>
<tr>
<td>Czechoslovakia</td>
<td>Developing</td>
<td>Centralized</td>
<td>Relatively Decentralized</td>
<td>Medium</td>
</tr>
<tr>
<td>Poland</td>
<td>Developing</td>
<td>Centralized</td>
<td>Relatively Sophisticated</td>
<td>Medium</td>
</tr>
</tbody>
</table>

Exhibit 5: ECONOMIC DEVELOPMENT & MARKETING RESEARCH

Late in 1978, the Third Plenary Session of the 11th Central Committee of the Chinese Communist Party approved what has come to be known in China as the policy of "economic readjustment". The first phases were introduced in 1979.

In effect, China is still a planned economy, but economic readjustment has substantially supplemented the planning system with the operation of free market forces.

With this new "open-door" policy, the one billion Chinese consumers constitutes an enormous potential market. Although the level of disposable income is still very low because China's economic development is still relatively backward (See Appendix I), the sheer size of the potential market has encouraged many Western firms to conduct marketing research in China in an effort to familiarize themselves with the largest untapped market in the world.

Secondary data has been reported to be lacking (Lo and Yung 1988). A survey among 17 international advertising agencies operating in China revealed the shortage of media, consumer and market data needed for an efficient operation. In fact the agencies surveyed rated the problem of data deficiencies the second most severe problem encountered in the People's Republic of China (PRC).
4.5.1 Surveys by Governmental Agencies

The Third National Population Census was conducted in 1982 (Li 1982; Xiao 1982). The first two censuses were carried out in 1953 and 1964 respectively. The accuracy of the Third National Census was improved by a system of cross-checks using the resident registration records throughout the country. The latter is a system of registering residents in the urban areas for the purpose of grain and cloth rationing. These records are continually updated each autumn and winter. In the rural areas the same system has been implemented as part of the production sharing process.

The country's first public opinion poll organization was officially established in 1987. The China Social Survey System (CSSS) was staffed by 12 specialists. Its first national survey on economic reforms was carried out in 40 of China's 324 cities. It had a sample of 2,580. A second survey on political reform interviewed 2,415 people in eight metropolises (Li 1987). Attitude surveys of city dwellers had been sponsored by Research centre for the Promotion and Development of China's Science and Technology. (7)

4.5.2 Consumer Research by PRC Manufacturers

Managers of manufacturing firms in China have started to show an awareness of consumer orientation. Some

forms of customers' feedbacks have been elicited by
the factories to improve product designs and quality
by taking into considerations the consumer preferences
(Liu 1982).

4.5.3 Marketing Research by Foreign Agencies

Foreign marketing research agencies normally operate
from a base in Hong Kong and combine forces with a
Chinese agency whenever research is needed to be
carried out. The arrangement involved a local field-
force managed by the Chinese partner with on-the-spot
supervision by the Hong Kong researcher. Interpublic
Jardine, for instance, recently joined up with Beijing
Advertising to ask 400 passers-by in a Beijing park
what they thought of Kentucky Fried Chicken. (8)
Other major foreign marketing research agencies opera-
ting in China are Walmsley (in partnership with
Ministry of Foreign Economic Relations and Trade),
Frank Small & Associates and Survey Research Hong Kong
(in partnership with the State Statistical Bureau). The
last three agencies are publishing detailed surveys on
media in China. The studies have followed methods and
formats familiar to marketing managers in the market
economies: detailed questioning of samples of 1,000
individuals aged 15 and above (Schmuck 1987).

Marketing research is at its very infancy in China and
in view of China's importance as a potential market,

(8). See "The Taste of a Billion Buyers", The Economist,
its marketing research industry will gather momentum for a bigger role in the nation's economic development. For the moment,

"Virtually all the different types of research that Frank Small & Associates is involved in have been conducted in China. As China is a new market, the proportion of desk research, feasibility studies, industrial research, corporate image and qualitative projects is higher than other markets in which we operate. ... in most instances, research is being done after importation or subsequent to the signing of a joint venture, but prior to actual production of the project." (Leung 1987)

**DISCUSSIONS**

One major limitation in this review is that nearly half the articles/books on international marketing research included were written more than a decade ago—only 52% were published in the 1980s, 30% in the 1970s, 15% in the 1960s and 3% in the 1950s.

Some of the country-specific articles (see Appendix II) written in the 1960s and early 1970s are no longer applicable because a number of the LDCs have achieved significant economic development during the last two decades. The growth of the marketing research industry parallels the economic development of a country and in the newly industrialized countries (NICs), the marketing research industry has progressed from "embryonic" to "infant" and "growth" stages. However, the operational problems commonly encountered in the emerging economies during the 1960s are still relevant to many LDCs in the
1980s, notably in the Middle East and Latin America.

Terminology

A number of terms are currently being employed interchangeably to denote international marketing research. It is of paramount importance that these terms should be properly defined and their usage standardized. Apart from international marketing research (Douglas and Craig 1983; Cavusgil 1984; Cateora 1987; Grønhaug and Graham 1987), other authors have used cross-national marketing research (Green and White 1976; Davis, Douglas and Silk 1981; Yaprak and Parameswaran 1984; Jobber and Saunders 1988), foreign marketing research (Terpstra 1983; Cavusgil 1984), multinational marketing research (Miller 1972; Mayer 1978), export marketing research (Bodur and Cavusgil 1985), multi-country research (Webster 1966; Barnard 1982; Aldridge 1987) and global marketing research (Downham 1982; Keegan 1989).

A closer examination will reveal that some of these terms are not exactly synonymous. For example, export and global marketing research may be seen within the context of a firm's internationalization, to represent the two extremes of its international involvement. The use of export marketing research may be confined to a description of the marketing research activities of a firm which is at an early, and hence lower level of involvement. Keegan (1989) has classified these firms as "international", with an ethnocentric orientation. Global marketing research, on the other hand, is more appropriately applied to a firm with "committed involvement" and a geocentric orientation. The need for such a distinction is fairly clear: It would be incorrect
to describe the marketing research activities of a new exporter attempting to gather market information on a number of foreign markets for the purpose of formulating an entry strategy as global marketing research.

Cross-national and multi-country marketing research have both been used to connotate research conducted in more than one country at approximately the same time, with the aim of achieving some form of international comparison. The term cross-national research, similar to cross-cultural research (Sekaran 1983), has been largely applied to studies involving two nations. A multi-country research project normally involves more than two countries and a common objective is to find a concept or a product which is most suitable for a number of similar countries. It is a popular approach used by regiocentric multinational companies.

It thus appears that the various terminology on international marketing research can be used more specifically according to a firm's level of international involvement, as follows:

<table>
<thead>
<tr>
<th>Level of International Involvement</th>
<th>Description of Marketing Research Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW</td>
<td>Export/Foreign Marketing Research</td>
</tr>
<tr>
<td></td>
<td>Cross-national Marketing Research</td>
</tr>
<tr>
<td></td>
<td>International Marketing Research</td>
</tr>
<tr>
<td></td>
<td>Multi-country Research</td>
</tr>
<tr>
<td>HIGH</td>
<td>Global Marketing Research</td>
</tr>
</tbody>
</table>

Exhibit 6: Specific Terminology in International Marketing Research
**Domestic-International Dichotomy**

The observed domestic-international dichotomy represents the different types of marketing research activities conducted by a firm according to its level of international involvement. It shows the progression of international marketing research along the low-high continuum, as shown in Exhibit 7.

The level of overseas involvement is reflected in the four types of attitudes or orientations toward internationalization that are associated with successive stages in the evolution of international operations. (9) These are summarized in the EPRG schema (ethnocentrism, polycentrism, regiocentrism and geocentrism). (10)

**Ethnocentrism** is associated with a home country orientation. The motivation behind international operations is to dispose of excess domestic production. No real attention is paid to consumer needs in the foreign market. The firm markets the same products overseas in the same manner they are marketed domestically. Marketing research needs are rudimentary and largely consist of market potential estimation. (11) Domestic and international marketing research are kept distinctively separate within the firm.

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(9). The idea that all firms progress through a fixed sequence of stages as their level of international involvement increases has not been universally accepted (Barrett 1988).


(11). An example of marketing research at this stage can be found in Douglas, Craig and Keegan (1982).
<table>
<thead>
<tr>
<th>TYPE OF COMPANY</th>
<th>INTERNATIONAL</th>
<th>MULTINATIONAL</th>
<th>GLOBAL</th>
<th>GLOBAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORIENTATION</td>
<td>ETHNOCENTRIC</td>
<td>POLYCENTRIC</td>
<td>REGIO-CENTRIC</td>
<td>GEOCENTRIC</td>
</tr>
<tr>
<td>TYPE OF MARKETING RESEARCH</td>
<td>EXPORT MARKETING RESEARCH</td>
<td>INTERNATIONAL MARKETING RESEARCH</td>
<td>MULTI-COUNTRY RESEARCH</td>
<td>GLOBAL MARKETING RESEARCH</td>
</tr>
<tr>
<td>LEVEL OF INTERNATIONAL INVOLVEMENT</td>
<td>LOW</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>DOMESTIC-INTERNATIONAL DICHOTOMY</td>
<td>INTERNATIONAL</td>
<td>...</td>
<td>...</td>
<td>DOMESTIC</td>
</tr>
</tbody>
</table>

Exhibit 7: A Typology Of Marketing Research in Stages Of Corporate International Development
Polycentrism is associated with a host country orientation. The firm at this stage reacts to market differences by allowing foreign subsidiaries to operate independently of one another. The subsidiaries establish their own marketing objectives and plans. Responsibility for marketing research is delegated to each subsidiary and international marketing research is conducted on a country-by-country basis.

Regiocentrism, or a regional orientation, is when the firm sees different regions as markets and seeks to develop 'integrated regional market programs. At this stage, attempts are made to standardize on a regional basis as much of the marketing program as is practical. An example of a regiocentric company is Unilever which recognises regional commonalities in markets. Regional groupings by Unilever's worldwide marketing research efforts have been organized as follows:

(a). Major European countries (e.g. UK, France, Germany, Italy).
(b). Smaller European countries (e.g. Holland, Sweden, Denmark).
(c). North America
(d). Major overseas markets (e.g. Brazil, Australia, South Africa).
(e). Smaller developing countries (e.g. Columbia, Nigeria, Philippines). (12)

In regiocentric firms, attempts are made to integrate international and domestic marketing research for each region.

Geocentrism is seen in a firm with a world orientation. To implement the geocentric orientation requires experienced international management and a great deal of commitment (Keegan 1989). At this stage the domestic-international dichotomy begins to disappear.

Developed-Developing Dichotomy

It has been repeatedly verified that marketing research techniques evolved in the West and principally for use in the developed economies, can be applied to countries 'at any level of economic development. Even fairly sophisticated methods have been found to be successful in relatively unsophisticated environments. There has not been the need for marketing research methodology specifically designed for the LDCs.

However the question of appropriate technology transfer is still a major issue in international marketing research. The applicability of a particular marketing research technique is directly affected by the level of marketing sophistication in the country. The latter is in turn, determined by the development of the marketing system.

The marketing system in many LDCs are suffering from the effects of an "unbalanced growth". Traditionally the development of the distribution system in the LDCs has lagged behind the rest of the economic sectors. In South Korea, for example, the domestic distribution system has remained relatively underdeveloped while manufacturing and exporting have surged ahead in the international arena. The typical LDC retail sector
is highly fragmented and lacking the level of concentration currently found in the West. Consequently recent advances in data collection, such as the use of uniform-product-code scanners in supermarket chains (13) have not been adopted in the LDCs.

Thus, while the developed countries are making rapid advancement in electronic scanning data collection and its application to warehouse withdrawals and brand positioning (14), the LDCs have to contend with the conventional methods of collecting data using questionnaires and observations.

More empirical investigations are warranted on the relationships between economic development and the growth of the marketing research industry. Positive correlations have been cited between secondary data availability and economic development (Robock et al 1977), advertising expenditure and per capita GNP (Keegan 1989), and the usage of marketing research and the stage of economic development (Samli 1978). It now appears that the level of marketing sophistication in a country may also act as a direct determinant.

There is also a need to reassess the contribution of the government to the development of the industry.


The government has often been seen as playing a negative role being suspicious of the possible damages as a result of using marketing research (Boyd et al. 1964; Kracmar 1971; Tuncalp 1984). There are indications, however, that in some LDCs at least, the government has contributed positively to the development of the marketing research industry (Grenfell 1979; Kushner 1981). The release of census data, electoral listings and large-scale maps is vital to the basic sampling requirements in marketing research. For instance, by making the national primary sampling units available to marketing research agencies, government has directly encouraged the application of probabilistic sampling in large-scale quantitative surveys (Grenfell 1979).

The government's role as a user of marketing research has remained a neglected area of study. A distinction has to be made between works commissioned by the home government and the foreign governmental agencies. In some LDCs the home government relied on the commercial marketing research agencies to track the awareness level of public broadcasting services and to conduct national audience surveys (Grenfell 1979).

Overseas market studies have been a standardized service provided by the trade commissioner based on foreign soil. The Australian Trade Commission (Austrade) in 1986, for example, maintained staff in 52 posts in 45 countries. It should be understood, however, that the trade commissioner does not undertake complete marketing research as is technically understood. The commercial research agencies can fill this gap by providing the "back-up service" with the necessary
expertise for a detailed analysis and projection of the foreign market.

The governmental trade agencies are also major clients of marketing research firms. Japan External Trade Organization (JETRO) and the Korea Trade Promotion Corporation (KOTRA), for example, have frequently commissioned country-specific surveys on the market potential of specific product groups (Kracmar 1971). JETRO employs commercial research agencies fairly extensively in areas outside of market studies. (15)

International Comparability

The trend towards globalization has placed greater demands on researchers for truly comparable multi-country data. This is one area where international marketing research practices have moved ahead with very little support from theoretical validations.

The field experience drawn by multi-country researchers recommends a flexible approach to achieve international comparability. There is a danger in the mindless replication of research methods and in fact, a greater degree of comparability has been found by the practitioners who had employed varying research methods.

The academicians, on the contrary, have recommended a far more controlled approach to achieve inter-country

(15). JETRO commissioned, for example, a survey of managerial problems facing foreign enterprises in the LDCs(1973) and a survey on ASEAN perception of the Japanese presence (1979); reported in Media, Hong Kong, December 1979.
comparability. Reliability measurement has been recommended as an essential component to multi-country research, in addition to the need to establish conceptual, functional, instrument and measurement equivalences between the countries surveyed.

CONCLUSIONS

This review covers about 100 writings on international marketing research published during the four decades since 1950. It shows the fragmented nature of the discipline at this point in time, lacking an overall framework which could coordinate and incorporate the current developments in the commercial agencies, trade commissions, multinational corporations, and academia.

Two distinctive periodizations have emerged from this study. The 1960s and early 1970s witnessed a preoccupation with the applicability of Western marketing research methods to the developing world. It is now widely accepted that marketing research techniques, both basic and sophisticated, can be successfully applied to the developing, and the Socialist countries, with local adaptations in operational details.

During the late 1970s and 1980s, emphasis was directed to multi-country research and international comparability. The key issues of domestic-international dichotomy and measurement unreliability have served to caution researchers on the complexity of international marketing research. In view of the growing importance of world trade, the discipline should be receiving its fair share of attention from both the practitioners and the academicians.
Appendix I: **A Classification Of Economies Of The World**

<table>
<thead>
<tr>
<th>Market Economies</th>
<th>Centrally Planned Economies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Developing Economies</strong></td>
<td></td>
</tr>
<tr>
<td>India</td>
<td>China</td>
</tr>
<tr>
<td>Zaire</td>
<td>Vietnam</td>
</tr>
<tr>
<td>Pakistan</td>
<td>Cuba</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>N.Korea</td>
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<tr>
<td>Thailand</td>
<td>Romania</td>
</tr>
<tr>
<td>Mexico</td>
<td>Yugoslavia</td>
</tr>
<tr>
<td>Brazil</td>
<td></td>
</tr>
<tr>
<td>S.Africa</td>
<td></td>
</tr>
<tr>
<td>Hong Kong</td>
<td></td>
</tr>
<tr>
<td>Israel</td>
<td></td>
</tr>
<tr>
<td><strong>Developed Economies</strong></td>
<td></td>
</tr>
<tr>
<td>USA</td>
<td>Poland</td>
</tr>
<tr>
<td>Japan</td>
<td>USSR</td>
</tr>
<tr>
<td>Canada</td>
<td>German D.R.</td>
</tr>
<tr>
<td>France</td>
<td>Bulgaria</td>
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<tr>
<td>Italy</td>
<td>Czechoslovakia</td>
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<tr>
<td>Spain</td>
<td>Hungary</td>
</tr>
<tr>
<td>UK</td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td></td>
</tr>
<tr>
<td><strong>T.R.Germany</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: Cravens and Woodruff, 1986, p.710
Appendix II: Marketing Research in Specific Countries/Regions

Africa
- Hoffman 1963
- Black & Farley 1979; Nwokoye 1981

Arab Countries
- Saddik 1973
- Najafbagy 1985
- Tunçalp 1985

Asia
- Jones 1963
- Merrett 1977
- Kushner 1981
- Austin 1982
- Redding 1982

Australia
- McNair & Larbalestier 1977
- Miller 1984

Barbados
- James 1983

Brazil
- Kracmar 1971

China
- Leung 1987
- Li Haibo 1987
- Schmuck 1987

Czechoslovakia
- Prusova 1965

Developing Countries
- See Less Developed Countries

Eastern Europe
- Prusova 1965
- Gross & Szabó 1973
- Samli 1978
- Hill, Shenfield & Park 1982

Europe
- Permut 1977
- Pinkerton 1980

Egypt
- Saddik 1973

Hong Kong
- Redding 1982
- Keown 1985

Hungary
- Gross & Szabó 1973

India
- Neale 1958
- Kracmar 1971
- Sarin 1987

Indonesia
- Dixon 1982

Japan
- Hirata et al. 1961
- Lazer, Murata & Kosaka 1985
- Keown 1985
- Johansson & Nonaka 1987

Kenya
- Black & Farley 1979

Laos
- Fink 1963

Latin America
- Kracmar 1971
- Stanton, Chandran & Hernandez 1982
Less Developed Countries  
Boyd, Frank. Massey & Zoheir 1964  
Mitchell 1965  
Kracmar 1971  
Goodyear 1981  
Kaynak 1978; 1982; 1984  
Aldridge 1987  

Malaysia  
Lim 1961  
Leckscheidt 1973  
Grenfell 1979  

Mexico  
Loudon 1976  

Morocco  
Amine & Cavusgil 1986  

New Zealand  
Phipps 1972  
Thomson, Phipps, Kelly & Benson 1972  

Nigeria  
Nwokoye 1981  

Peru  
Kracmar 1971  

Saudi Arabia  
Tuncalp 1985  

Sri Lanka  
Kracmar 1971  

Soviet Union  
Hill 1980  
Hill, Shenfield & Park 1982  

Taiwan  
Andrus 1969  

Thailand  
Carr 1978  
Redding 1982  

Turkey  
Kurtulus 1979  
Yavas 1983  
Bodur & Cavusgil 1985  

UK  
Samuels & Menneer 1975  
Simmons 1978  
Schlegelmilch, Boyle & Therivel 1986  

USA  
Barnard 1984  
Honomichi 1984  
Schlegelmilch, Boyle & Therivel 1986  

USSR  
See Soviet Union  

Note: This collection of articles and books comprises writings on marketing research in different countries/regions, drawn from various sources over the last three decades. Just over half (51%) were published in the 1980s, 31% in the 1970s and 15% in the 1960s. The content varies widely in the subject matter, depth and scope of coverage.
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No 8  1981  'Disequilibrium and the Expectations-Augmented Phillips Curve' by Max Grant

No 9  1981  'A View of Ideological Pressures in the Context of Managerial Power' by Max Brown

No 10  1981  'Short Term Prediction of Student Numbers in the Victorian Secondary Education System' by Miles G Nicholls

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No 12  1984  'Corporate Planning Practice in Major American and Australian Manufacturing Companies' by Noel Capon, Chris Christodoulou, John U Farley and James Hulbert

No 13  1984  'A Modified Markovian Direct Control Model in Fixed Time Incorporating a New Objective Function Specification' by Miles G Nicholls

No 14  1984  'Government Intervention in the Labour Market - A Case Study of the Referral and Placement Activity of the Commonwealth Employment Service in a Major Metropolitan Area' by John B Wielgosz

No 15  1984  'Big Business in the US and Australia: A Comparative Study' by Noel Capon, Chris Christodoulou, John U Farley and James M Hulbert

No 16  1984  'Modelling the Demand for Tertiary Education - An Exploratory Analysis Based on a Modified Human-Capital Approach' by Miles G Nicholls

No 17  1984  'Formal Corporate Planning Practices of Major Australian Manufacturing Companies' by Chris Christodoulou
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<tr>
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<td>1984</td>
<td>'Alternative Job Search and Job Finding Methods: Their Influence on Duration of Job Search and Job Satisfaction' by John B Wielgosz and Susan Carpenter</td>
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<td>20</td>
<td>1985</td>
<td>'A Comprehensive Study of Strategic Planning in Australian Subsidiary and Non-Subsidiary Companies' by Chris Christodoulou and Peter T Fitzroy</td>
</tr>
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<td>21</td>
<td>1985</td>
<td>'Towards an Optimal Taxation Structure in Australia' by David Thomas</td>
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<tr>
<td>22</td>
<td>1985</td>
<td>'A Suggested Theoretical Basis for the Interpretation of the Effects of Income on the Demand for Tertiary Education' by Miles G Nicholls</td>
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<td>23</td>
<td>1985</td>
<td>'Austrian Economics and Australian Patents' by Bruce Oakman</td>
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<td>24</td>
<td>1985</td>
<td>'Ensuring a Future for your Organisation' by Chris Christodoulou</td>
</tr>
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<td>25</td>
<td>1985</td>
<td>'The Long Search: A Pursuit of Organizational Understanding from the Perspective of &quot;System&quot; Thinkers' by Max Brown</td>
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<td>26</td>
<td>1985</td>
<td>'Managing the Introduction of New Technology' by John Newton</td>
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<td>27</td>
<td>1986</td>
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<td>28</td>
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<td>'Profitability of Horizontal Takeovers in the Australian Industrial Equity Market: 1978 to 1982' by M A Johns and N A Sinclair</td>
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<td>1986</td>
<td>'A Comparative Examination of Subsidiary and Non-Subsidiary Strategies' by Chris Christodoulou</td>
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<td>1986</td>
<td>'Solving Linearly Constrained Nonlinear Programming Problems' by Fatemeh Ghotb</td>
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<td>'An Economic Appraisal of Recent Reforms in Public Enterprise Pricing Policy in Victoria' by Patrick Xavier</td>
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<td>1987</td>
<td>'Australian Manufacturing Companies and Academic Institutions: A Comparative Analysis of Strategic Planning' by Noel H Kelly and Robin N Shaw</td>
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