

Marketing Research

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BOOK REVIEW

Berndt, A and Petzer, D (eds). 2011. *Marketing Research*. Cape Town: Heinemann.

Research is important because it contributes to knowledge generation, which benefits a nation's wealth creation ability. Furthermore, in a marketing context it will ensure that the organisation provides the products and services that their customers desire, at a reasonable return for their shareholders and satisfaction to their community. This should ultimately lead to satisfied stakeholders. *Marketing Research*, edited by Adele Berndt and Danie Petzer (2011) is a peer reviewed marketing research text which is published by Heinemann.

The book commences with the research process and immediately links research to marketing strategy. As such, it demonstrates the connection between research and the customer. It also highlights the responsibility of the organisation to balance customer needs with economic realities, which affect all stakeholders over the long term.

The research process forms the basis of the book. It shows how different authors present this process differently. However, these steps are generic and address specific issues to ensure sound research. Each of these steps is elaborated on in ensuing chapters. Early on the importance of the research problem is highlighted. This should assist the marketing researchers to start off their project at a sound footing. The link between the research objectives and the problem investigated is also

neatly addressed. So is the appropriate research design to investigate the problem. The latter is elaborated on in the next chapter. This chapter also indicates the difference between qualitative and quantitative research, which receive due attention in later chapters. A chapter on online research and international research ensures that this book covers the latest trend in marketing research ensuring that the organisation remains relevant.

The inclusion of a central case, which is referred to throughout the book and which forms a golden thread, provides a practical perspective, making the literature accessible to the target audience. Furthermore, practical exercises are included to allow the reader to apply their newly acquired learning, which aid transfer of learning, which should equate to success in practice. Reflective exercises used should also foster transfer of learning.

This book is well presented and contains useful information for particularly the marketing professional, academic or scholar. In applying the knowledge acquired in this text should facilitate the rigour of marketing research, whether in South Africa or globally.