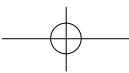
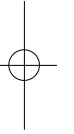
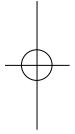
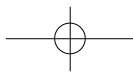
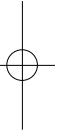


Marketing Research





Marketing Research

Second Edition

A. Parasuraman
University of Miami

Dhruv Grewal
Babson College

R. Krishnan
University of Miami

Houghton Mifflin Company Boston New York



To my beloved wife Ranga and in loving memory of her sister Sara Swany—A.P.

To my parents, wife Diana, and children Lauren and Alex—D.G.

To my parents, wife Bala, son Ram, and daughter Vidhya—R.K.

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About the Authors



A. Parasuraman

A. Parasuraman (“Parsu”) is Professor and holder of the James W. McLamore Chair in Marketing (endowed by the Burger King Corporation) at the University of Miami. He obtained his bachelor of technology degree in 1970 and his master of business administration degree in 1972 from leading universities in India. His doctor of business administration degree, which he obtained in 1975, is from Indiana University, Bloomington, Indiana.

Dr. Parasuraman teaches and does research in the areas of services marketing, service-quality measurement and improvement, and the role of technology in marketing to and serving customers. In 1988 Dr. Parasuraman was selected as one of the “Ten Most Influential Figures in Quality” by the editorial board of *The Quality Review*, copublished by the American Quality Foundation and the American Society for Quality Control. He has received many distinguished teaching and research awards, including multiple Best Professor awards given by executive MBA classes and the Provost’s Award for Scholarly Research at the University of Miami. In 1998 he received the American Marketing Association’s Career Contributions to the Services Discipline award (an annual award bestowed on one individual who has had a sustained and far-reaching impact on the field). He received the Academy of Marketing Science’s Outstanding Marketing Educator award in 2001 and was designated a Distinguished Fellow of the Academy in 2004. He has also been named to the Chartered Institute of Marketing’s (U.K.) “Guru Gallery,” which profiles the 50 leading marketing thinkers worldwide.

Dr. Parasuraman has published over 100 articles in journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, and *Sloan Management Review*. He served as editor of *Journal of the Academy of Marketing Science* for a three-year term (1997–2000). He is currently editor of *Journal of Service Research*. Dr. Parasuraman has coauthored three other business books written for practitioners: *Delivering Quality Service: Balancing Customer Perceptions and Expectations*, *Marketing Services: Competing Through Quality*, and *Techno-Ready Marketing: How and Why Your Customers Adopt Technology*. He is an active consultant and has conducted dozens of executive seminars.



Dhruv Grewal

Dhruv Grewal (Ph.D. Virginia Tech) is the Toyota Chair in Commerce and Electronic Business and Professor of Marketing at Babson College. His research and teaching interests focus on marketing research, value-based marketing, e-business, retailing, global marketing, and pricing. He was awarded the 2005 Lifetime Achievement in Behavioral Pricing Award (Fordham University) and is a Distinguished Fellow of the Academy of Marketing Science. He has served as VP, Research and Conferences on the American Marketing Association Academic Council (1999–2001) and as VP, Development for the Academy of Marketing Science (2000–2002). He co-chaired the 1993 AMS conference, the 1998 Winter AMA conference, a 1998 Marketing Science Institute conference, a 2001 AMA doctoral consortium, and he will be co-chairing the 2006 Summer AMA conference.

Dr. Grewal has won a number of awards for his teaching, including the Sherwin Williams Distinguished Teaching Award, Society for Marketing Advances (2005); the American Marketing Association Award for Innovative Excellence in

Marketing Education (2003); the Academy of Marketing Science Great Teachers in Marketing Award (1999); the Executive MBA Teaching Excellence Award (1998); School of Business Teaching Excellence Awards (1993, 1999); and Virginia Tech Certificate of Recognition for Outstanding Teaching (1989).

He has published over 70 articles in journals such as *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Retailing*, and *Journal of the Academy of Marketing Science*. He serves on numerous editorial review boards. He is currently co-editor of *Journal of Retailing*. His research awards include the Best Services Paper Award (2002), from the AMA Services SIG presented at the Service Frontier Conference, October 2003; the Stanley C. Hollander Best Retailing Paper, Academy of Marketing Science Conference, 2002; the M. Wayne DeLozier Best Conference Paper, Academy of Marketing Science, 2002; Best Paper Award, Pricing Track, Winter American Marketing Association Conference, 2001; and Best Paper Award, Technology Track, Summer American Marketing Association Educators' Conference, 2000. He actively works with firms as a consultant, conducts executive seminars/courses, and consults with law firms on marketing cases.



R. Krishnan

R. Krishnan (Ph.D., Virginia Tech) is Research Professor of Marketing at the School of Business Administration, University of Miami. Previously, he was Professor of Marketing and Director of Graduate Programs, Orfalea College of Business, California Polytechnic State University, San Luis Obispo. He had previously taught at the University of Miami, Virginia Tech, and the City University of New York. He has a master of industrial and production engineering degree, as well as a bachelor of mechanical engineering degree. In addition, he has worked for two years in a firm where he handled operations management responsibilities.

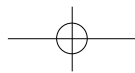
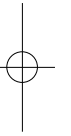
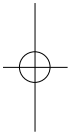
Dr. Krishnan's research has appeared in a number of professional and scholarly journals, including *Journal of Marketing*, *Sloan Management Review*, *California Management Review*, *Academy of Management Executive*, *Journal of Interactive Marketing*, *Total Quality Management*, *Journal of Retailing*, *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Business Logistics*, *European Journal of Marketing*, *Industrial Marketing Management*, *Journal of Business Research*, *Journal of Consumer Psychology*, *Industrial Marketing Management*, *Journal of Marketing Management*, and *International Journal of Physical Distribution*.

Dr. Krishnan's primary interests are pricing strategies, e-commerce strategy, operations strategy and supply chain management, marketing research and quantitative analysis, marketing strategy, high-tech marketing, product and brand management, and managing change in global operations. He coedited a special issue of *Journal of Business Research*: "Marketing on the Web: E-commerce Strategies" (2001).

He has received many distinguished teaching awards, including the UM-EMBA Excellence in Teaching award, the Delta Sigma Pi Teacher Award, the College of Business Teacher Award, and Alumni Award for Best Teaching. Dr. Krishnan specializes in business strategy marketing for technology-based companies, e-commerce, new product and brand strategies, and pricing strategies and conducts marketing education programs for industries around the globe.

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