

Theme. Developing a global vision through marketing research

Task 1. Test

1. The main purpose of *global marketing research* is to:
 - A) Replace managers' judgment entirely
 - B) Reduce uncertainty for international decisions
 - C) Standardize culture across markets
 - D) Eliminate competition
2. The best way to ensure *cross-country comparability* of survey results is:
 - A) Translate quickly using Google Translate
 - B) Use back-translation and pretesting
 - C) Use different scales for each country
 - D) Change the question order randomly
3. *Cultural response bias* most directly affects:
 - A) Customs clearance time
 - B) How people use rating scales and answer surveys
 - C) Exchange-rate volatility
 - D) Warehouse inventory
4. Which is a good example of secondary data in global research?
 - A) Focus group transcripts collected yesterday
 - B) A new survey conducted online
 - C) World Bank indicators
 - D) In-store observation notes
5. When existing data is unreliable and the market is unfamiliar, the company should begin with:
 - A) Causal research immediately
 - B) Exploratory research (e.g., interviews, desk research)
 - C) National TV ads
 - D) Price skimming strategy
6. A major challenge of using online panels across countries is:
 - A) They are always illegal
 - B) Different internet penetration and sample representativeness
 - C) They eliminate bias completely
 - D) They are only for B2B markets
7. In international research, construct equivalence means:
 - A) People speak the same language
 - B) The concept (e.g., "loyalty") is understood similarly across cultures
 - C) The product price is equal
 - D) The same researcher conducts all interviews
8. A company uses ethnographic observation in homes to understand cooking habits in Vietnam. This is:
 - A) Desk research
 - B) Qualitative primary research

- C) Experimental research
 - D) Syndicated research only
9. If a questionnaire is *accurately translated* but still fails because local norms make questions offensive, the issue is:
- A) Sampling frame error
 - B) Cultural adaptation / contextual fit
 - C) Random error only
 - D) Data coding error
10. The most ethical approach to global consumer data collection is:
- A) Collect first, ask permission later
 - B) Use clear consent, minimal necessary data, protect privacy
 - C) Share raw data with partners freely
 - D) Hide sponsor identity to avoid bias

Task 2

Write T (True) or F (False).

1. Secondary data is always more accurate than primary data.
2. Back-translation helps detect meaning loss in questionnaires.
3. A “global vision” means using the same marketing strategy everywhere without adaptation.
4. Cultural response bias can make rating scales look artificially high or low across countries.
5. Qualitative research is useless for international market entry decisions.
6. Sampling methods that work well in one country may fail in another due to missing sampling frames.
7. Observational research can reveal behaviors that people may not report accurately.
8. Measurement equivalence is necessary if you want to compare brand attitudes across countries.
9. A small sample is always unacceptable in exploratory research.
10. Ethical global research includes informed consent and data protection practices.

Task 3

A mid-priced skincare brand from Turkey plans to enter Germany and Indonesia. The company has limited budget and only 6 weeks for research.

Answer these (2–4 sentences each):

1. Which two secondary-data sources would you check first, and why?
2. What one qualitative method would you use in each country? (May be the same or different.)
3. Name two risks of bias in cross-country surveys for skincare and how you would reduce them.
4. Which variable would you prioritize to segment the market globally: income, climate, skin type, or lifestyle? Justify briefly.

Task 4

Match the research method (A–E) to the situation (1–5).

Methods

- A) Exploratory interviews
- B) Online survey
- C) In-store observation
- D) Controlled experiment (A/B test)
- E) Syndicated market report

Situations

1. You need quick market-size estimates for three countries.
2. You want to test whether “Free shipping” increases sign-ups in Japan.
3. You suspect consumers say they buy healthy snacks but actually don’t.
4. You want to understand why a brand is perceived as “premium” in France.
5. You need comparable satisfaction scores in 5 countries.