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MISCONCEPTIONS ABOUT MARKETING

A thesis presented in partial fulfilment of the requirements for the degree of Master of Business Studies in Marketing at Massey University

Yu Gu

1998

10 June, 1998
ABSTRACT

In recent years, many researchers have addressed the importance of developing empirical generalisations in marketing. A number of studies found that many marketing theories have not passed rigorous tests yet, but are widely accepted by marketing academics and practitioners.

This research was designed to survey marketing beliefs held by marketing academics and practitioners. Ten marketing generalisations that have not been proved by research were selected, and each of them was expressed into a short statement which particularly addressed the theoretical effect on business profitability. Respondents were asked to make their judgements on the statements. A total of 179 respondents participated in this survey, including 43 New Zealand university teachers, 24 New Zealand polytechnic teachers, 112 New Zealand managers, and 15 non-New Zealand marketing professionals.

Three important findings were reported: 1.) over two thirds of respondents chose wrong answers for more than half of the ten statements; 2.) academics made more accurate judgements than practitioners; and 3.) university teachers were not more accurate than polytechnic teachers judging the ten statements.
ACKNOWLEDGEMENTS

I would like to thank Zane Kearns and Don Esslemont, my supervisor and advisor, for showing me the importance of critical view of marketing theories. In this research I came to realise that marketing theories may not be obviously true. There are many studies with controversial findings towards marketing theories.

Zane Kearns initiated this research project and created a comfortable atmosphere to encourage me to develop the ability to solve a variety of problems. Don Esslemont devoted much of his time to this research, helping me to design the research plan and motivating me to learn more research techniques from this research. When I encountered problems during my research, they were always willing to reach their hands.

Thanks must also go to those marketing teachers and managers who participated in the survey and wrote many constructive suggestions. Without their contributions, it is impossible to complete this thesis.
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