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The declining use of the term market research: An empirical analysis

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The declining use of the term market research: An empirical analysis

Abstract

This paper analyses the use of the term ‘market research’ in a contemporary context. Although the term is well established as an industry definition its use and meaning have become increasingly contested. This study brings together empirical data from a range of sources that reflect key stakeholders in market research, including research firms, academic research and data on wider use of the term. Findings suggest that amongst these key stakeholders the term ‘market research’ has become increasingly marginalised. Few of the leading research firms use this term to describe their core activity and data suggests that wider use of the term has declined over the last decade. Where ‘market research’ is used the term is typically demoted to describing a set of skills rather than a strategic concepts around adding value. A number of explanations are explored for this, including isomorphism amongst research firms, the role of research in generating value and the broader economic context in which research takes place. Finally, given the growing commercial importance of research the paper considers the question of whether continuing use of the term is beneficial.

Introduction

Reflection on the state and future of the field is a common characteristic across professions. Indeed, writers on the sociology of the professions have noted that the strength of a profession can be measured by the extent to which it debates its own existence (Friedson, 2001). For example, whilst medicine is typically considered the archetypal profession books predicting the decline of its professional status remain bestsellers amongst members of the medical profession (e.g. Tallis, 2005; Le Fanu, 2011). Although the debate within market research has not reached this level of reflexivity there is an ongoing tradition of evaluating the state of the profession. This includes concerns over the relationship between academic and practitioner market researchers (Boddy and Croft, 2007), the impact of new technology (Cooke and Buckley, 2008) and a lack of impact of research amongst clients (Lewis, 2012). However, there is nothing new about this self-evaluation, nor are the themes which are being evaluated new within the market research literature. Reviewing journals from 70 years ago a similar set of issues emerge. These include concerns over the shortage of suitably qualified people entering the field of market research (Arnold, 1947), precipitous declines in response rates and quality (Warrington, 1940) and questions over whether researchers are focusing on the most important and relevant problems of the day (Hirose, 1945). Of course, the context of these concerns were very different. Warrington was concerned that it was no longer possible to achieve 90% response rates on surveys whilst Hirose highlighted the needs of researchers to address the reality of the post war economy.

This paper follows in the tradition of such analysis but addresses a question that is central to the concept of market research and has evaded recent study: how is the term *market research* itself used? To be clear, the paper does not seek to call into question the future of research itself. Collecting, analysing and understanding customer data, whatever it is labelled, has become a key part of contemporary corporate strategy. Beyond this there has been increased interest from government in the potential of data as a tool to through which to gain economic advantage. All these trends suggest that, to borrow the tag-line of the Market Research Society, more people than ever believe that evidence matters. Rather, the purpose of this paper is to study in a very specific way the use and meaning of the term 'market research'. The paper does not seek to be an opinion piece but serves as an empirically informed analysis of the concept of market research in 2016. As the MRS approaches its 70th anniversary, and in the light of the significant changes that

have been encountered within the research world over the last decade, there is considerable merit in revisiting the question. Whilst analysing the label used to describe an industry may seem unimportant, or even indulgent, what we call ourselves has a key role in the development of professional identity. As such any mismatch between the work that researchers undertake and the labels ascribed to the profession are likely to impact upon this identity. (Pratt et al. 2006).

This paper is structured as follows. Firstly, an overview of the varying current and historical uses of the term *market research* is provided. Secondly, analysis of data from a range of research stakeholders is used to map the current usage of the term. Finally, a number of potential explanations and implications for these findings are presented.

What do we mean when we say *market research*?

It is perhaps a characteristic of the history of commerce that the historical narrative stretches back only a little further than personal memories. In one sense the professional history of market research could be defined by the establishment of professional associations such as the MRS and ESOMAR in the late 1940's. However, the term *market research* was already in wide enough use in 1950 for a history to be published in the *Journal of Marketing* (Lockley, 1950) what was then, and arguably still is now, one of the leading marketing journals. This paper identified that the opinion polls in the US can be traced back to the 1820's and that questionnaires were being widely used to gauge consumer opinions of advertising as early as the 1890's. In terms of a more formal acceptance of market research as a field, rather than of use of specific techniques, Lockley notes (ibid:733):

“It was not until 1910 that evidences of market research become frequent enough to indicate that a new field of business activity had made a serious start. The idea of what later was called market research became endemic to the period between 1910 and 1920.”

There is some agreement (Blankenship, 1949; Lockley 1950) that for practical purposes the market research sector was well established by the early 1930's. Despite the very limited number of marketing journals being published at the time there were more than 150 articles discussing either *market research* or *marketing*

research published between 1930 and 1950, reflecting the centrality of the term to marketing thought. Inevitably, there soon emerged a discussion over the definition of terms, and the difference between *market research* and *marketing research*, as well as the difference between a *survey-research firm* and *market-research firm*. Blankenship (1949:305) questioned the need for so many definitions due to the risk of confusing research users “*let’s give the businessman some simple definition of marketing research which he can use with full understanding*”. This is evidently a debate that has yet to be resolved with much the same sentiment being communicated by Poynter (2014) more than 60 years later when he argues that, in practical terms, they mean the same thing. Unfortunately for Poynter, and perhaps common sense, at the time of writing there are more than 5,000 websites claiming to provide some form of clarification of the definition of the two terms. Definitions typically suggest that *marketing research* is a broader term implying understanding of customers that happens within organisations and marketing functions. On the other hand, *market research* is a more macro analysis reflecting work done by research firms. It is notable that whilst professional associations, such as the AMA or ESOMAR, provide their own (lengthy) definitions these seem designed more as a means of marking professional territory than in providing clarity to researchers or users of research. In practice the delineation might also be as much a difference between the use of *Market Research* in the UK and *Marketing Research* in the US

In the late 1990’s an additional term ‘insight’ began to emerge in the literature both in addition to and as an alternative to market research. This can be seen as a response to the need to generate greater influence amongst stakeholders, particular amongst senior management. The term customer insight emerged not from the field of market research but from the emerging field of customer relationship management (Hirschowitz, 2001), where proponents were aware that they needed to sell both the technology and the benefits it would bring to the bottom line. Its adoption by market researchers can be related to the declining influence of the marketing function within marketing as a whole since the 1990’s. In an influential paper Webster et al. (2005) highlight the scope of the problem:

“many elements of the central marketing function have been “centrifuged” outward and embedded

in functions as diverse as field sales and product engineering that are closer to customers. Today, marketing in many large companies is less of a department and more a diaspora of skills and capabilities spread across and even outside the organization.”

Thus, as marketing transforms from a function to a set of skills so market research becomes pushed further from the centre of decision making. The clients for market research become more detached from the core decision making process putting the onus on market research organisations to demonstrate their value more clearly. However, the definition of customer insight as “knowledge about the customer that is valuable for the firm” (Smith et al. 2006) is a broad one and market research becomes just one of many sources of data that can be used as part of the process of generating insight (Said et al. 2015).

Method

To analyse the use of the term ‘market research’ I looked for data representing views of a number of stakeholders. Such key stakeholder groups are identified as market research firms, professional bodies, academic researchers and the more general public perception of research. Although clients are clearly a valuable stakeholder group they were not included in this selection due to lack of availability of suitable data sources. Having said this, it is possible to infer some of the client position through analysis of data on research firms. In terms of time period the focus of the report was on data from the beginning of 2005 to the end of 2015. There is also an advantage in terms of method as this encompasses the period for which reliable data is available from internet sources. Data was gathered from the following sources.

Analysis of Industry League Table Data

Firstly, the most recently available league table from the MRS at the time of analysis (January 2016) was used¹. An alternative source would have been the *American Marketing Association Top 50 global market research firms* table, but in choosing the MRS table the study was able to apply a consistent analysis on a single country. A comparison of the data from the UK firms in the AMA table shows that the reported earnings are similar. The MRS league tables contain both ‘largest’ and ‘fastest growing’ and, within these

¹ The MRS *2014 Research and Insight Industry League Tables UK*, compiled in October 2015

categories, there are two further divisions into ‘consolidated’ and ‘individual agencies’. This reflects the nature of business models with the marketing services sector where agencies are often held in a loose ownership structure by holding companies. Given the mix of companies these league table present an inevitable compromise in drawing a line between individual and parent ownership. Given the complexity of this exercise the question of parent company is not always consistent. For example, the parent company of Millward Brown is listed as Kantar rather than WPP, whilst IPSOS is not listed as the parent of IPSOSMori. More pragmatically, Tesco is not listed as the parent company of dunnhumby. This creates another challenge in that UK located, or focussed, firms may carry out overseas work from their UK offices. Nevertheless, the MRS league table can be regarded as the closest thing to a definitive account of firm size that is available within the UK market and similarities with the similar AMA league table can be taken as an indicator of reliability.

To ensure the maximum value of findings in this study both the parent company and individual agency rankings were analysed. For example, it might be expected that market research could exist as a business unit within a larger firm therefore the individual agency rankings would contain firms that make far more use of the term market research. On the other hand, as the larger list is more comprehensive it could be seen as being a more accurate reflection of the overall market.

The consolidated league table contain 86 firms with revenue ranging from £3.2m to £464m, whilst the independent firm table contains 50 firms with revenue ranging from £11.2m to £227m. For the purposes of this study we analysed the 50 largest firms in the consolidated league table as these provided nearly 95% of all revenue from the group of firms on the list.

For each of these firms public facing websites the following were analysed:

1. Presence of the term ‘market research’ in a description of the firm in the page title (i.e. the text that shows in search results) or on the home page.
2. Presence of the term ‘market research’ in description of the companies core activities on an about page, or similar page explaining core company activities.
3. Presence of the term ‘market research’ in a business unit or set of product offerings.

4. Alternative phrases used instead of, or in addition to, market research to describe core business activities.

Analysis of use of academic literature on market research

To analyse the academic research there are a number of challenges in identifying the boundaries of the data set. For example, there is the question of what counts as academic research. This would normally be defined as including articles in peer review journals but there are also the cases of working papers, books, monographs, conference proceedings and the grey literature. In going back over historical data there is a further challenge in that both the volume and coverage of academic literature within online databases has changed significantly over the last 10 years. For example, whilst the Google Scholar service contains a probably unmatched database of recent academic publications it has a bias towards publication formats that are available publicly and online, increasing the volume of publications in recent years. This is compounded by the large increase in the number of academic publications within the field of management, many of which lack effective peer review or quality control - often described as *predatory journals*.

Judging the academic use of 'market research' also required access to a number of granular search options. Simply searching for the term "market research" within the text of papers would not be effective as the term is likely to appear in the context of many discussions around marketing. It might also appear as a citation to a journal that has 'market research' in the title. On the other hand, simply searching for the term in the title would be insufficient as not all the subject keywords relevant to the paper need to be in the title .

To effectively address these issues the *EBSCO Business Source Complete* database was used. This is widely used database of business and professional articles that indexes more than 5,000 business journals. Whilst not as broad as Google Scholar it provides a range of advanced search capabilities and also contains appropriate metadata allowing searches within specific sections of the article, such as title or abstract. For each year from 2005 to 2015 the total number of articles featuring the term "market research" in either the abstract or title were selected. Only English language articles were selected, although in practice only a very small number of articles were published in languages other than English given the focus on publishing in

English within the international marketing literature. Finally, only articles that were published in peer reviewed journals were selected.

Analysis of Public Search Trends

Analysis of search trends gives some measure of popularity of a concept although actual search volume data is closely guarded by search companies. However, Google provides a means of getting a close approximation of this data through its Google Trends tool. Google Trends is a web service that provides some estimation of the volume of search terms on the Google Search Engine over time. There are two caveats that needed to be provided with use of this data. Firstly, only a normalised value is provided giving a number that reflects a proportion of searches over time rather than an absolute value. This is important as the value for a particular search term may fall over time even if the absolute number of searches increases, due to an increase in overall search volumes. Secondly, when searching for the term 'market research' some form of fuzzy matching is provided within the algorithm to associate misspelling and synonyms with the term. As such Google Trends also provides some contextual information when searching for words to ensure that an appropriate match is found. In this case two categories were returned "market research" [search term] and "market research" [industry]. Both terms were therefore used in this analysis.

Issues in analysis of historical data

The challenge of longitudinal analysis is in controlling for the many significant variables that could have influenced the analysis. Whilst longitudinal data was available for the analysis of publications and search trends it was not possible to analyse information available on market research company websites. Services such as the Internet Archive enable the access of historical information it relies on the original website having been available at the time. With changes in ownership, rebranding and technical changes to websites the availability of sufficiently comparable data was seen as too limited to allow for this analysis.

Findings

Analysis of Leading Firms

Whilst summary data is contained in this section the full dataset of firms listed and analysis on the core characteristics stated previously is contained in Appendix 1 (consolidated data set) and Appendix 2 (individual agency data set). Figure 1. shows the percentage of firms in the list for whom the term *market research* featured on the appropriate corporate website in relation to the criteria. An additional set of data is given in the fourth column shown the percentage of ‘Top 50’ research firms that use the term market research in a context that meets any of the criteria. One unexpected result was that the term *market research* was slightly more likely to be used on the websites of parent or holding companies than of individual agencies. One explanation for this is that holding company sites being more likely to be oriented toward a different set of stakeholders - job seekers and investors rather than potential clients and customers.

[Figure 1 goes about here]

This data provides only a partial picture in that it measures the presence or absence of the use of ‘market research’ in certain contexts. Taking the most positive view around half of firms use the term market research in some context to describe the activities of their firm. Bearing in mind an uneven distribution of revenue between firms figure 2 indicates the distribution if weighted for company size.

[Figure 2 goes about here]

Although there is some variance within results the data could be summarised by saying that around half of the leading market research firms do not mention the term market research in a core way in their website.

Additionally, no more than a third of leading firms, representing perhaps one-fifth of sector revenue, make prominent use of the term market research. However, it is necessary to acknowledge that on its own this is a crude classification. By looking simply at mentions of the term ‘market research’ the context in which the term was used is not captured, nor is the frequency of use.

Additional analysis was carried out to dig deeper into these findings. In these findings individual firms are *not* highlighted as it is not the intent of this paper to ‘call out’ firms for the way in which the term ‘market research’ is used. Firstly, for those firms that did not meet any of the criteria a more general search (using the Google *site:* search operator) was carried out to find out if the term appeared anywhere on their site. For all but three firms the term was identified on the website, and in the cases where it was not this is most likely to be a technical restriction where the full content of their site was not indexable rather than a reflection of site content. Where market research was mentioned it appear in three categories, all of which were secondary to the core services provided by the firm.

- In the context of detailing the Market Research Society Code of Conduct in the terms and conditions or other ‘small print’.
- In the context of a press release or announcement about being nominated or winning for a Market Research Society or other sector award.
- In the context of a job advertisement where prior skills in market research had been identified as part of the requirement for a role.

Secondly, for those firms where market research was mentioned the prominence or circumstances where it was mentioned were analysed. Of the 17 firms that met the first criteria of appearing on the home page or the page title seven only used the term market research in the title or meta-data rather than being visible. This suggests that the use of the phrase market research was for the purposes of search engine ranking and optimisation rather than a key description of business. Similarly, of the 17 firms that used the term market research in their about page or as a product description in only eight cases was it used as a primary identifier of the firms business.

Finally, we present a summary set of phrases that are used on websites as alternatives to the term market research. A number of duplicates have been removed from this list.

[Figure 3 goes about here]

Usage of the term in academic research

The data from use of the term in academic research are highlighted in figure 4. This chart provides data on peer-reviewed articles that were published between 2005 and 2010. Although this shows a slight upward trend this can be explained by an increase in the publication frequency of the *International Journal of Market Research*. In most years the range of publication is between 80 and 100 articles representing a total of 980 articles over the period. Through this eleven year period 166 articles (17% of the total) were published in the *International Journal of Market Research* and, with the exception of *Qualitative Market Research: An International Journal* (19 articles), the remaining articles were spread across more than 100 journals, most with fewer than five articles published in each. Whilst the search database allowed for the selection of content that appeared only in peer reviewed journals, it did not have the ability to delineate between peer reviewed and non-peer reviewed sections of articles. As a result many editorial, book review and non peer-reviewed content such as ‘viewpoint’ articles are also included, inflating the count. More than half of the articles assigned to the *International Journal of Market Research* are in this category. This issue did not appear to impact other journals. As with the analysis of text on company websites a challenge was created where the presence of text does not necessarily infer the same meaning of text. For example, many of the papers published used the term “market research” with the abstract even though the paper was tangential to the subject matter of market research, suggesting that it was a strategic choice to signal to an editor the relevance of the paper to their journal. One final piece of additional analysis was the number of articles with the term market research in the title, the total coming to 132 over the 11 year period. Of these articles 47

were published in the two ‘main’ market research journals *International Journal of Market Research* and *Qualitative Market Research: An International Journal* with the remaining number spread across a large number of journals, most with no more than one or two publications per journal.

[Figure 4 goes about here]

Overall, this suggests that the use of the term ‘market research’ within academic research has been relatively static over the last decade and concentrated within the two journals that have the phrase *market research* in the title. Whilst the number of articles appears steady in absolute terms this should be seen in the context of the relatively small number of articles published that have market research as a core premise in the title (c.10 per year, not dissimilar from the number published in the 1940’s) and the very large increase in the number of management journals over this period. For example, the Association of Business Schools Academic Journal Quality Guide increased the number of journals it ranked by 88% from 745 in 2010 to 1,401 in 2015 (ABS, 2015). In addition to this there many thousands of ‘unranked’ and lower quality journal. This suggests that the numbers presented above should be seen in the context of the many tens of thousands of articles published in management journals each year. In other words, in terms of academic publishing market research as a distinct focus can be seen as an increasingly niche activity.

Search Trend Analysis

Trend analysis from Google Trends is shown in Figure 5. The blue line refers to searches for the specific term ‘market research’ whilst the red line refers to the more general category of market research [Industry] that matches similar search terms. Whilst absolute data isn’t provided the numbers for *relative interest* can be

determined with the market research industry at 100 in February 2005 and 17 in December 2015 - meaning that *relative* search interest in December 2015 was approximately one-fifth of that 10 years previously².

[Figure 5. Goes about here]

As the data is relative a more useful comparison might be with some similar terms. For the purposes of comparison we also present a second graph for terms “analytics” (in red) and “big data” (in yellow) in figure 6.

[Figure 6. Goes about here]

Although caution must be exercised given the lack of absolute data it does give some indication to a significant, relative, decline in the use of the term market research in searches.

Discussion

Overall the findings point to a picture where a majority of firms in the study, at least when communicating to external stakeholders, seek to define themselves as something other than a market research firm. The question is why? This data suggests that this trend is unambiguous, but it is also something that has emerged

² Data from this search can be generated from the Google Trends site at <https://www.google.co.uk/trends/>

rather than been planned. As the purpose of this paper is to generate discussion rather than to pass judgement on the way that firms describe their business activity, a number of potential suggestions are now proposed.

Isomorphism

Isomorphism (Di Maggio & Powell, 1983) refers to the phenomenon whereby pressures within industries cause firms within the same industry to adopt similar behaviours. In this study the use of data from websites only shows one aspect of the way in which firms wish to portray themselves and, as we are not dealing with e-commerce firms, the customer relationship is likely to be primarily formed by other types of face to face interaction. Therefore, the website could be seen as performing a signalling role whereby smaller firms mimic the language and tone of larger firms in order to demonstrate that they are competitive. Such techniques have been shown to have an important role in the way that the positioning of firms is judged (Oberg et al. 2009). A qualitative observation from this analysis is that there is significant homogeneity within the ways that firms described themselves on their websites, as well as the structure, tone, and overall approach to the brand. Given the financial dominance of a small number of larger firms it is possible that only a smaller shift away from using the term market research by larger firms may have created wide isomorphic pressure.

Creating and Demonstrating Value

In relation to the question of value it is possible that the research sector has been a victim of its own success. The concept of evidence based decision making has spread throughout management, at least as an idea even if it is not widely put into practice. This is a parallel to the changes that have impacted marketing as a whole, as highlighted by the earlier comments on the diffusion of marketing (Webster et al. 2005). How many CEO's today would stand up and admit that they were more interested in operations and production than in customers? Some, perhaps - but not the majority. As the marketing concept has become more diffuse the professional identity of marketing has weakened. This is not by any means unique to marketing. Much contemporary management practice is built around the idea of agile organisations that are not hindered by previous organisational, professional and operational silos. What were previously thought of as departments

or functions, and by extension career paths, are now sets of professional skills. As a consequence the role of research as a creator of value has been subsumed within a more complex notion of insight.

The Changing Economic Context

One very practical explanation might be found in the economic context surrounding market research. In the first half of the 20th Century manufacturing was often concerned with producing enough to meet demand. The need for new markets was limited by the absence of sufficient production volume to meet the needs of existing markets. During the post-war period an improvement in production efficiency, and a nascent growth in a ability to export finished products rather than just raw materials, led to the pursuit of new markets becoming a key strategic goal. Thus, the term market research was closely aligned with the the strategic goals of organisations. As the scope and function of research has increased, and shifted, the term market research became overly associated with corporate strategies that have themselves become dated. The focus of the economic context within strategic decision making has therefore moved away from markets and towards individual consumers and the change in language used by firms reflects this.

Conclusion & Future Questions

"Short sighted managements often fail to understand that there is no such thing as a growth industry... The reason they defined their industry wrong is because they were product oriented rather than customer oriented" - Levitt, 1960:45.

In his classic paper "Marketing Myopia" (Levitt, 1960) the late Harvard academic Ted Levitt highlighted the strategic risks in being unable to answer the question of "what industry am I in?". More than half-a-century and thousands of citations later the central point of this paper remains clear and prescient. Managers who are unable to address this question define their industries too narrowly, become complacent over success and fail to respond and redefine their industries in the face of external change. Of course, there is a paradox in using this example in the context of market research. Levitt's paper has been said to have heralded the start of the modern marketing revolution - the idea that customer orientation was of strategic importance to

organizations. More than anyone, it might be said that this message enabled the widespread growth of market research through persuading senior managers of the importance of understanding customer needs and looking towards new markets.

What is its relevance in 2016? The evidence suggests that the use of the term market research today is as a placeholder or a descriptor of a certain set of skills and it appear to be largely used *within* the industry. The potential for research in commerce has, arguably, never been greater. However, the term market research is at the intersection of a number of declining factors - not least a perception in the decline in the value it can generate for its customers. This raises a number of important questions that need to be address by key stakeholders in research, including:

- Should universities continue to offer courses that are labelled 'market research'?
- Should new graduates and other young professionals seek skills to develop a career in market research?
- Should market research journals and professional associations consider renaming themselves?

At this stage it would be tempting to make a recommendation that the market research world needs to reinvent itself but the data analysed in this paper suggests that the industry is already doing so. In conclusion, the market research 'industry' has moved on and is increasingly defining itself in other ways - and in showing this flexibility helps to secure its future success.

Appendix 1. Consolidated List of Largest Market Research firms

2014 Ranking	Company Name:	2014 (£m.)	MR on Homepage / Title	MR in About Page	MR in Product Description
1	Kantar	464.172	X	X	X
2	Wood Mackenzie Research & Consulting	227.421	X	X	X
3	Dunnhumby	191.553	X	X	X
4	IpsosMORI	165.200	Y	Y	Y
5	Gartner	138.487	X	X	X
6	Gfk	136.579	X	X	Y
7	Nielsen	120.715	Y	X	X
8	Euromonitor	88.295	Y	Y	Y
9	Mintel Group	74.940	Y	Y	Y
10	Omnicom/DAS	74.021	X	X	Y
11	Ebiquity	68.452	X	X	X
12	Informa	66.932	X	X	X
13	Information Resources	39.107	X	X	X
14	Cello Group	38.001	X	Y	Y
15	IMS Health	36.167	X	X	X
16	Research Now	34.463	Y	X	X
17	NatCen	34.154	X	X	X
18	MMR Group	28.100	Y	X	X
19	Double Helix	27.500	Y	X	X
20	BDRC Group	24.654	Y	X	X
21	Creston Insight	23.127	X	Y	X
22	The Research Partnership	21.017	Y	Y	Y
23	Toluna	20.991	X	X	X
24	WorldOne Research	20.164	X	y	Y
25	Experian Consumer Insight	19.645	X	X	X

26	YouGov	19.400	X	Y	Y
27	Chime	18.897	X	X	X
28	Frost & Sullivan	18.824	X	Y	Y
29	SPA Future Thinking	16.896	X	X	X
30	Confirmit	16.354	Y	Y	Y
31	Forrester Research	16.080	X	X	Y
32	Hay Group Insight	15.000	X	X	X
33	IDC	14.790	X	X	X
34	MaritzCX	13.727	X	X	X
35	comScore	13.500	X	X	Y
36	Markit Economics	12.950	X	X	X
37	Incite Marketing Planning	12.620	X	X	X
38	Business Research Group	12.230	Y	Y	X
39	Populus Group	12.187	X	X	X
40	ORC International	12.119	X	X	X
41	Market Force Information	11.550	X	Y	Y
42	Quadrangle	11.509	X	X	X
43	Firefish	11.237	X	X	X
44	Gallup Organisation	11.117	Y	X	X
45	The Planning Shop International	11.079	X	Y	X
46	Footfall	10.630	X	X	X
47	Strategy Analytics	10.138	X	Y	Y
48	TTi Global Research	9.082	Y	X	Y
49	Brainjuicer	8.917	Y	Y	Y
50	KPMG Nunwood Consulting	8.422	X	X	X

Appendix 2. List of Largest Individual Agencies

2014 Ranking	Company Name:	2014 (£m.)	MR on Homepage / Title	MR in About Page	MR in Product Description
1	Wood Mackenzie Research & Consulting	227.421	X	X	X
2	TNS UK	195.334	Y	X	X
3	Dunnhumby	191.553	X	X	X
4	IpsosMORI	165.200	Y	Y	Y
5	Gartner	138.487	X	X	X
6	ACNielsen	101.534	Y	X	X
7	Millward Brown	101.101	X	X	X
8	Gfk NOP	94.096	Y	X	Y
9	Euromonitor	88.295	Y	Y	Y
10	Mintel Group	74.940	Y	Y	Y
11	Ebiquity	68.452	X	X	X
12	Kantar Media	52.730	X	X	X
13	Precise Media Monitoring	50.886	X	X	Y
14	Informa Telecoms & Media	42.104	X	X	X
15	Information Resources	39.107	X	X	X
16	IMS Health	36.167	X	X	X
17	Lightspeed Research	35.869	Y	Y	X
18	Research Now	34.463	Y	X	X
19	NatCen	34.154	X	X	X
20	Hall & Partners	27.727	X	X	X
21	Double Helix	27.500	Y	X	X
22	Datamonitor	24.848	X	X	X
23	Flamingo Research	24.044	X	X	X
24	Gfk Retail & Technology	23.828	X	X	Y
25	The Research Partnership	21.017	Y	Y	Y

26	Toluna	20.991	X	X	X
27	MMR Research Worldwide	20.200	Y	X	X
28	WorldOne Research	20.164	X	y	Y
29	Experian Consumer Insight	19.645	X	X	X
30	YouGov	19.400	X	Y	Y
31	Frost & Sullivan	18.824	X	Y	Y
32	SPA Future Thinking	16.896	X	X	X
33	Confirmit	16.354	Y	Y	Y
34	Cello Health Insight	16.228	X	Y	Y
35	Forrester Research	16.080	X	X	Y
36	Hay Group Insight	15.000	X	X	X
37	IDC	14.790	X	X	X
38	MaritzCX	13.727	X	X	X
39	Nielsen Media Research	13.671	Y	X	X
40	comScore	13.500	X	X	Y
41	BDRC Continental	13.155	Y	X	X
42	Markit Economics	12.950	X	X	X
43	Incite Marketing Planning	12.620	X	X	X
44	Business Research Group	12.230	Y	Y	X
45	Populus Group	12.187	X	X	X
46	ORC International	12.119	X	X	X
47	Market Force Information	11.550	X	Y	Y
48	Quadrangle	11.509	X	X	X
49	2CV	11.359	Y	X	X
50	Firefish	11.237	X	X	X

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Criteria	% of firms in Consolidated Table (<i>n</i> = 50)	% of firms in Individual Table (<i>n</i> = 50)
Presence of the term 'market research' in a description of the firm on the page title or home page	28%	32%
Presence of the term in about / core activities page.	30%	24%
Presence of the term in product description	34%	30%
Presence of the term in <i>any of the above criteria</i>	56%	50%

Figure 1. Usage of the term market research by leading firms

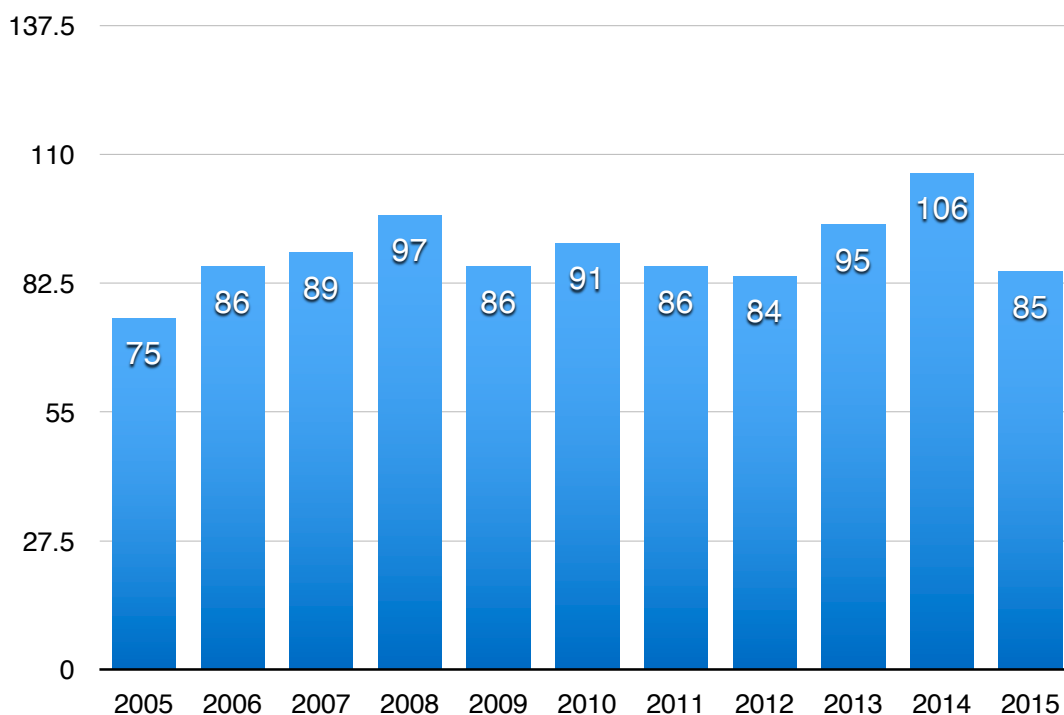
Criteria	% of firms in Consolidated Table (<i>n</i> = 50)	% of firms turnover in Individual Table (<i>n</i> = 50)
Presence of the term 'market research' in a description of the firm on the page title or home page	26% (£642m)	40% (£925m)
Presence of the term in about / core activities page.	21% (£539m)	22% (£500m)
Presence of the term in product description	27% (£625m)	28% (£650m)
Presence of the term in <i>any of the above criteria</i>	41% (£1035m)	54% (£1.255 bn)

Figure 2. Usage of the term by leading firms (weighted for revenue)

Research, Data & Insight	Social research
commercial intelligence, research and consulting.	understanding of consumer decision making
Customer Science	Generating insight
Business Intelligence	Insight
Technology Research	Research
Intelligence & Analytics	consumer insight
marketing analytics	emerging markets research
Analytics and Advice	survey research
Market Insights & Intelligence	market intelligence
strategic insight	customer experience

Figure 3. Descriptions of core business activity

Figure 4. Number of articles published in academic journals that feature the term market research (or



equivalent) in title



Figure 5. Google Trends Analysis of the Term Market Research

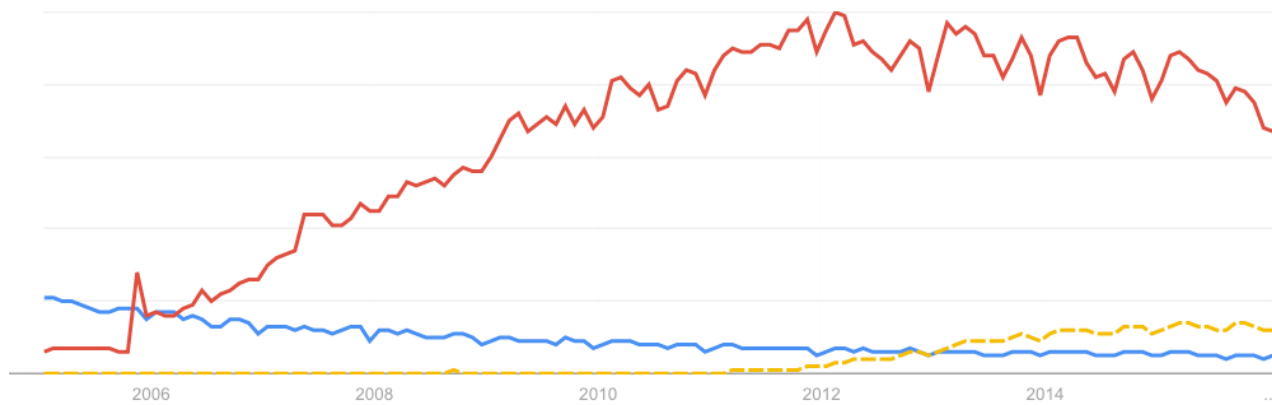


Figure 6. Google Trends Comparative Analysis