

***Marketing Information
&
Marketing Research***



Lesson 3

Marketing Info. System

Marketing Information System (MIS)

- Consists of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers.

Marketing Info. System

Begins and Ends with Information Users:

- Interacts with information users to assess information
- Develops needed information from internal and external sources
- Helps users analyze information for marketing decisions
- Distributes the marketing information and helps managers use it for decision making

Assessing Marketing Information Needs

- The MIS serves company managers as well as external partners
- The MIS must balance needs against feasibility:
 - Not all information can be obtained.
 - Obtaining, processing, sorting, and delivering information is costly



Developing Marketing Information

Sources of Info

Internal data

Marketing intelligence

Marketing research

Marketing research

- Internal data is gathered via customer databases, financial records, and operations reports.
- Advantages include quick/easy access to information.
- Disadvantages stem from the incompleteness or inappropriateness of data to a particular situation.

Developing Marketing Information

Sources of Info

Internal data

Marketing intelligence

Marketing research

- *Marketing intelligence* is the systematic collection and analysis of publicly available information about competitors and trends in the marketing environment.
- Competitive intelligence gathering activities have grown dramatically.
- Many sources of competitive information exist.



Sources of Competitive Intelligence

- **Company employees**
- **Internet**
- **Garbage**
- **Published information**
- **Competitor's employees**
- **Trade shows**
- **Benchmarking**
- **Channel members and key customers**



Developing Marketing Information

Sources of Info

Internal data

Marketing intelligence

Marketing research

Marketing research is the systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization.

Steps in the Marketing Research Process:

- 1. Defining the problem and research objectives.**
- 2. Developing the research plan for collecting information.**
- 3. Implementing the research plan – collecting and analyzing the data.**
- 4. Interpreting and reporting the findings.**

Step 1: Defining the problem and research objectives

- The manager and the researcher must work together.
- These objectives guide the entire process.
- Exploratory, descriptive, and causal research which fulfil different objectives.



Step 2: Developing the Research Plan

- The research plan is a written document that outlines the type of problem, objectives, data needed, and the usefulness of the results.

Includes:

- Secondary data: Information collected for another purpose that already exists.
- Primary data: Information collected for the specific purpose at hand.

Secondary Data

Secondary data sources:

- Government information
- Internal, commercial, and online databases
- Publications

Advantages:

- Obtained quickly
- Less expensive than primary data

Disadvantages:

- Information may not exist or may not be usable



Primary Data

Primary research decisions:

- Research approaches
- Contact methods
- Sampling plan
- Research instruments

Primary Data

Decisions

Research Approach

Contact Method

Sampling Plan

Research Instrument

Observation research using people or machines

- Discovers behaviour but not motivations.

Survey research

- Effective for descriptive information.

Experimental research

- Investigates cause and effect relationships.

Primary Data

Decisions

Research Approach

Contact Method

Sampling Plan

Research Instrument

Key Contact Methods Include:

- Mail surveys
- Telephone surveys
- Personal interviewing:
 - Individual or focus group
- Online research

Primary Data

Decisions

Research Approach

Contact Method

Sampling Plan

Research Instrument

Sample: subgroup of population from whom information will be collected

Sampling Plan Decisions:

- Sampling unit
- Sample size
- Sampling procedure:
 - Probability samples
 - Non-probability samples

Primary Data

Decisions

Research Approach

Contact Method

Sampling Plan

Research Instrument

- **Questionnaires**
 - *Include open-ended and closed-ended questions*
 - *Phrasing and question order are key*
- **Mechanical instruments**
 - *Nielsen's people meters*
 - *Checkout scanners*
 - *Eye cameras*

Step 3: Implementing the Research Plan

- Data is collected by the company or an outside firm
- The data is then processed and checked for accuracy and completeness and coded for analysis
- Finally, the data is analyzed by a variety of statistical methods

Step 4: Interpreting and Reporting the Findings

- The research interprets the findings, draws conclusions and reports to management
- Managers and researchers must work together to interpret results for useful decision making

Distributing and Using Marketing Information

- Routine reporting makes information available in a timely manner.
- User-friendly databases allow for special queries.
- Intranets and extranets help distribute information to company employees and value-network members.

Other Considerations

- **Marketing research in small businesses and not-for-profit organizations**
- **International marketing research**
- **Public policy and ethics**
 - **Consumer privacy issues**
 - **Misuse of research findings**