

# *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

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*Internal data*

*Marketing intelligence*

*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

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*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

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*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 each 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

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*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**