

# Marketing research and information system

presented by: Mehdi Alvandi

from principles of marketing book, chap.4  
Kotler & Armstrong



# Key words

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- Marketing research
- Information
- MIS
- Internal data
- Marketing intelligence
- Research plan
- Exploratory research
- Descriptive research
- Causal research
- Secondary data
- Primary data
- Observational research
- Survey research
- Experimental research



# The coca-cola company

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- Introduce new coke
- Costumer's reaction
- What was the reason



# Need to information

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- Not just as an input
- An important strategic asset
- An important competitive advantage
- Competitors can not duplicate it



# Information gathering

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- Classic gathering and today's marketing
- Very much and very fast
- Lack of right information



# Marketing Information System (MIS)

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- People, equipments and procedures to gather, sort, analyze, evaluate and distribute needed, timely and accurate information to marketing decision makers
- Assessing information needs
- Developing information



# Assessing information needs

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- Distinguish between information that managers like to have and information that they really need
- MIS should prepare benefits of having information and the costs of providing them



# Developing information

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- Internal data
- Marketing intelligence
- Marketing research





# Internal data

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- Internal databases
  - Computerized collection of information obtained from data sources within the company.
- Examples
  - Mead paper
  - USSA



# Internal data

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- Pro's
  - Quick
  - Cheap
- Con's
  - For other purposes
  - Incomplete
  - Are not classified



# Marketing intelligence

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- Every day information about development in the marketing environment that helps managers prepare and adjust marketing plans.



# Sources of marketing intelligence

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- Company own personnel
- Suppliers
- Resellers
- Key customers
- Observing competitor's products
- Competitor's garbages
- Governmental agencies
- Annual reports of competitors
- Trade show exhibits
- Advertisement of competitors
- Web pages and internet
- Trade associations
- Internet search engines like yahoo



# Marketing research

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- The systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization.



# Information analysis

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- More analysis to help managers
- Their reliability
- Sometimes by analytical models
- To answer questions such as what if, which is best,...



# Distributing information

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- To the right marketing managers
- At the right time
- Routine information
- Non routine information



# The marketing research process

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- Defining the problem and research objectives
- Developing the research plan
- Implementing the research plan
- Interpreting and reporting the findings





# Defining the problem and research objectives

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- Defining the problem
  - Often the hardest step
  - Both marketing managers and the researchers must define the problem
- Research objective
  - Exploratory research
  - Descriptive research
  - Causal research



# Exploratory research

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- Marketing research to gather preliminary information that will help define problems and suggest hypotheses.



# Descriptive research

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- Marketing research to better describe marketing problems, situations or markets, such as the market potential for a product or the demographics and attitudes of consumers.



# Causal research

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- Marketing research to test hypotheses about cause-and-effect relationships.



# Developing the research plan

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- Determining the information needed, developing a plan for gathering it efficiently, and presenting the plan to marketing management
- Methods and instruments



# Determining specific information needed

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- An example
  - Campbell Co.



# Gathering secondary information

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- Secondary data
  - Information that already exist somewhere, having been collected for another purpose
- Primary data
  - Information collected for the specific purpose at hand



# Secondary information sources

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- Internal sources
- Governmental publication
- Books and magazines
- Commercial data sources
- Online databases and internet sources





# Advantages and disadvantages of secondary information

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- Adv

- More quickly
- More cheaply
- Good for starting research

- Disadv

- The needed information may not exist
- They may not be very usable
- They may not be relevant, accurate, up to date, and impartial



# Research approaches (for gathering primary data)

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- Observational research
- Survey research
- Experimental research



# Observational research

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- The gathering of primary data by observing relevant people, actions, and situations
- Mechanical observation
  - People meters
  - Checkout scanners
- For unwilling or unable people
- Some things can not be observed such as attitude, motives, feelings,...



# Survey research

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- The gathering of primary data by asking people questions about their knowledge attitudes, preferences, and buying behavior
- Pro & Con
  - Flexible, quick, lower cost
  - Some body are unable to answer
  - Some body are unwilling to answer
  - Some body give pleasure answer
- Direct or indirect



# Experimental research

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- The gathering of primary data by selecting matched groups of subjects, giving them different treatments, controlling related factors, and checking for differences in group responses
- The best method for causal information
- Tries to explain cause-and-effect relationships
- Observations and surveys may be used for it
- An example
  - McDonalds



# Contact methods

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- Mail
- Telephone
- Personal interviewing
  - Individual
  - Focus Group
- online



# Sampling plan

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- Sample
  - A segment of the population selected for marketing research to represent the population as a whole
- Who (sampling unit)
- How many (sample size)
- How (sampling procedure)



# Research instruments

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- Questionnaire
- Mechanical devices





# questionnaire

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- Most common instrument
- Very flexible
- Is Prepared very carefully
- Is tested before using it
- Close-end questions
- Open-end questions
- Care in the wording and ordering
- The first question



# Mechanical devices

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- People meter
- Scanner
- Galvanometer
- Tachistoscope
- Eye cameras



# Presenting the research plan

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- Should be a written proposal
- Should cover
  - The management problems
  - Research objectives
  - Information to be obtained
  - Source of the secondary information
  - Methods of collection primary data
  - Research costs



# Implementing the research plan

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- Includes collecting, processing, and analyzing the information to
  - Make sure that the plan is implemented correctly
  - Check data for accuracy and completeness to code for computer analysis



# Interpreting and reporting the findings

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- Important findings that are useful in the major decisions
- Managers and researchers should interpret it together



# Other marketing research consideration

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- Marketing research in small businesses and nonprofit organizations
- International marketing research



# Marketing research in small businesses and nonprofit orgs

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- Observing research in small businesses
- Survey
- Experiments
- Secondary datas



# International marketing research

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- Follow the same steps in marketing research processes
- More and different problems
- Different economic developments, cultures, languages, buying patterns and...
- No research services for secondary data in same countries
- Telephone limits in some countries
- Unreliable postal system
- False claims in order to appear well off

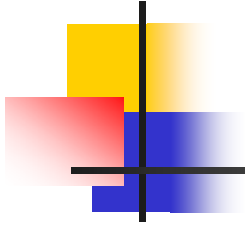




# Public policy and ethics in marketing research

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- Use or abuse the information
- People attitudes
- solutions



# The end

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Thanks  
For  
Your  
attention