Capturing market insights
Marketing Management (MKT600)
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Marketing Information System (MIS)

- consists of
  - people,
  - equipment, and
  - procedures
- that are used to
  - gather,
  - sort,
  - analyze,
  - evaluate, and
  - distribute

- to marketing decision makers
- information that is
  - needed,
  - timely, and
  - accurate
Marketing Research Overview

- **problem definition**
  - EXPLORATORY
  - secondary data
  - qualitative
- **sampling**
- **fieldwork**
- **data analysis**
  - consumer surveys
  - trade surveys
  - observations
  - experiments
  - causal models
- **research design**
  - DESCRIPTIVE
  - experiments
  - causal models
- **measurement / scaling**
- **instrument design**
  - CAUSAL
- **REPORTING**
Environment scanning

- Business
- Legal
- Economic
- Political
- Cultural

C/B/G

no business is an island
marketing research Q&A - consumers

ição Planning

- Customer base
  - who buys our products? – demographic profile (coupons & competitions)
  - why do they buy our products? – psychographic profile (ZARRA)
- Current Market trends - +/- (reduced music CD sales)
- New markets to enter
  - segments (anti-ageing face creams for men)
  - regions /countries/ country clusters (Δωδώνη in Australia)

■ Problem solving

- product attractiveness (Kagome/Starbucks “bejuicy”)
- quality / price balance (laptops/netbooks)
- place – network development (mystery shoppers - Wii)
- promotion - ad effectiveness (Lipton black tea in Australia)

■ Control

- Customer satisfaction (Product use, attribute evaluation and satisfaction)
marketing research ethics

- **Responsibilities to respondents**
  - Preservation of respondent anonymity
  - Avoidance of mental stress of respondents
  - Avoidance of questions detrimental to the respondent (conflict with self-interest)
  - Avoidance of the use of dangerous equipment or techniques and full information on risks
  - Avoidance of deception – declaration of purpose or debriefing
  - Avoidance of coercion or harassment

- **Responsibilities to clients**
  - Confidentiality
  - Technical integrity – undue expense or complexity, accurate reporting
  - Administrative integrity – fair pricing and hidden charges
  - Provision of guidance on research usage

- **Responsibilities to team members and subordinates**
  - Ethical work environment
  - Avoidance of opportunities for unethical behavior
  - Respect for personal values
Exercises

to be discussed in class next time we meet
internet exercise

- visit the corporate web-sites
- look for the mission statement
- look for claims of
  - strengths (investors section) and
  - distinctive competencies (customer sections)
- link them to
  - product lines
  - business units
market research exercise

pillow design

- Research question
- Methodology
  - qualitative
  - quantitative
- Data collection (10 consumers)
- Analysis and report
- Application