

MARKETING RESEARCH



1

Introduction to Marketing Research

Learning by Doing: Let's Apply Marketing to a Restaurant

- Target market segment?
- Marketing strategy
 - Location?
 - Menu?
 - Prices?
 - Type?
 - Advertising?

Restaurant Marketing Decisions

- What if you owned a restaurant located in the center of Ekaterinburg near the Ural state University of Economics?
- What would be your marketing strategy?
- How certain are you that you made the right decisions?

Restaurant Marketing Decisions

- What if the restaurant was located near a university in a foreign country like China, Thailand, Italy, Iceland, or Peru?
- What would be your decisions?
- How certain are you that you made the right decisions now?
- So, what's going on? Class comments?

Key Point

- To practice marketing; to implement the marketing concepts; to implement marketing strategy, managers must make decisions.
- Many decisions require additional information and marketing research is needed in order to supply that information.

We need Marketing Research to:

- Make the “right” decisions to
- Implement marketing
- Practice the marketing concept and
- Make the right decisions to select the right marketing strategy

What is Marketing Research?

(Burns and Bush Definition)

- **Marketing research** is the process of designing, gathering, analyzing, and reporting information that may be used to solve a specific marketing problem.

What is Marketing Research?

AMA definition

- **Marketing research:** the **function** that links the consumer, customer, and public to the marketer through information – information **used** to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve the understanding of marketing as a process.

Market Research vs. Marketing Research

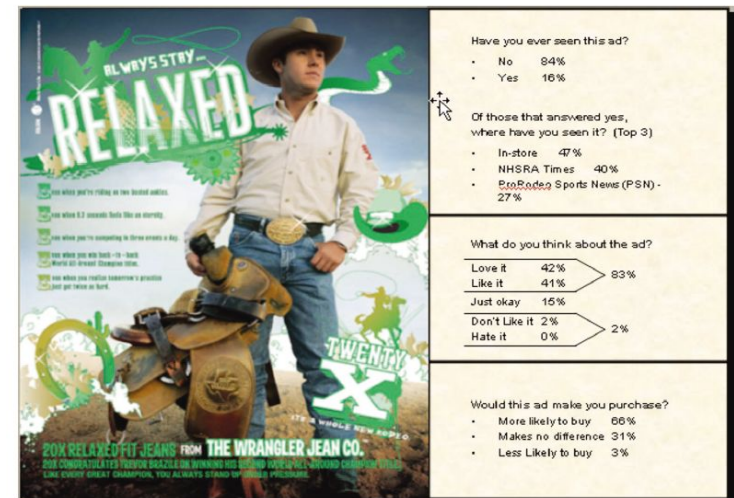
- **Market research:** the “systematic gathering, recording, and analyzing of data with respect to a *particular market, where ‘market’ refers to a specific group in a specific geographic area.*”

What is the purpose of Marketing Research?

- To link the consumer to the marketer by providing information that can be used in making marketing decisions

What are the uses of Marketing Research?

- Identify marketing opportunities and problems
- Generate, refine, and evaluate potential marketing actions
- Monitor marketing performance
- Improve marketing as a process



Classifying Marketing Research Studies

- Identifying marketing opportunities and problems
 - Market-demand determination
 - Market segments identification
 - Marketing audits SWOT analysis

Classifying Marketing Research Studies

- Generating, refining, and evaluating potential marketing actions
 - Proposed marketing-mix evaluation testing
 - New-product prototype testing
 - Advertising pretesting...

Classifying Marketing Research Studies

- Monitoring marketing performance
 - Image analysis...**bank image analysis**
 - Tracking studies...**sales, market shares of all brands in our category**
 - Customer satisfaction studies

Classifying Marketing Research Studies

- Improving marketing as a process
 - The purpose of these studies is to expand knowledge (basic research) of marketing as a process rather than to solve a specific problem facing a company...How does background music affect perceptions of products...How preshopping information affects product returns...Understanding cultural differences in consumer impatience...all in *Journal of Marketing*.

The Marketing Information System

- An **MIS** is a structure consisting of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers.

Components of an MIS

- Internal Reports System...
Accounting information system...data from income statement, etc.
- Marketing Intelligence System...
Information coming from outside the firm...
- Marketing Decision Support System (DSS)...database with analytical tools
- Marketing Research System

The Marketing Research System has a role in MIS because...

- It gathers information not gathered by the other MIS component subsystems.
- Marketing research studies are conducted for a specific situation facing the company. *People Magazine study* – which of three different cover stories should we use?
- Marketing research projects unlike other MIS components are not continuous – they have a beginning and an end. *Ad hoc studies/Projects*

Hot Topics in Marketing Research

- Online Marketing Research
- Growing Consumer/Respondent Resentment
- Globalization

Hot Topics – Online Marketing Research

- **Online research:** the use of computer networks, including the Internet, to assist in any phase of the marketing research process including development of the problem, research design, data gathering, analysis, and report writing and distribution.

Hot Topics – Online Marketing Research

- **Web-based research:** research that is conducted on web applications; may use traditional methods as well as on-line research methods in conducting research on web-based applications... **Usability studies**
- **On-line survey research:** collection of data using computer networks... **Ordering samples online via Survey Sampling, Inc.**

Hot Topics – Online Marketing Research

- On-line survey research: collection of data using computer networks...
Ordering samples online via Survey Sampling, Inc.

Hot Topics – Growing Consumer/ Respondent Resentment

- Marketing research is invasive.
- Telemarketers and direct marketers have abused “marketing research.”
- The marketing research industry is so far excluded from the ban of the “do not call” regulations.

Hot Topics – Globalization

- As marketing firms spread globally, so did marketing research firms.
- According to Jack Honomichl, 48% of U.S. marketing research firms' revenues were generated outside of U.S.
- The top 25 marketing research firms in the world earn 67% of their revenues outside their own country.