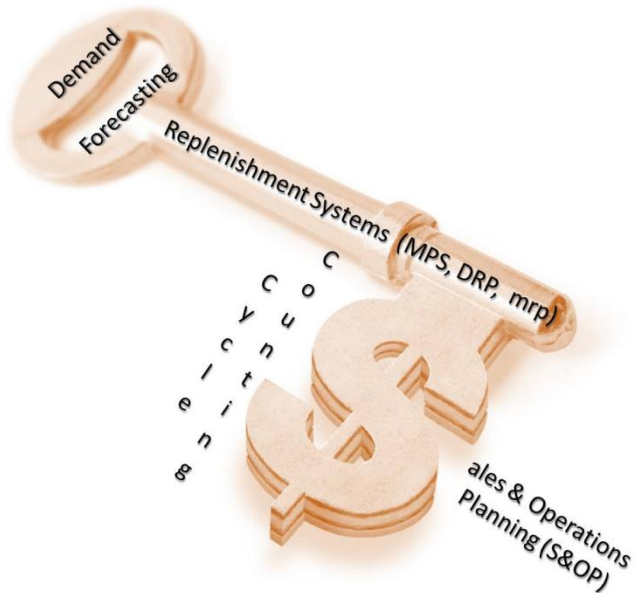# 2. CAPTURING MARKETING INSIGHT:

COLLECTING INFORMATION AND FORECASTING DEMAND, CONDUCTING MARKETING RESEARCH

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Dosen: Farah Oktafani S.E., M.M.

COLLECTING INFORMATION AND FORECASTING DEMAND

What is a Marketing Information System?

A **marketing information system** consists of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers.

It relies on:
- internal company records
- marketing intelligence activities
- Marketing research

Case Study: MEDC

The Michigan Economic Development Corporation (MEDC) studied the demographic information of its visitors and those of competing cities to create a new marketing message and tourism campaign

1. Internal Records

- Order-to-payment cycle

- Sales information system

- Databases, warehousing, data mining

internal records system supplies *results data*

seven years of data on 75 million households

2. Marketing Intelligence System

A **marketing intelligence system** is a set of procedures and sources that managers use to obtain everyday information about developments in the marketing environment.

the marketing intelligence system supplies happenings data

Steps to Quality Marketing Intelligence

- Train sales force to scan for new developments

- Motivate channel members (***distributors, retailers, and other intermediaries)*** to share intelligence

- Hire external experts to collect intelligence

- Network externally and internally

- Utilize a customer advisory panel

- Utilize government data sources

- Purchase information from outside research firms and vendors

Collecting Marketing Intelligence on the Internet

- Independent customer goods and service review forums

- Distributor or sales agent feedback sites

- Combination sites offering customer reviews and expert opinions

- Customer complaint sites

- Public blogs

Analyzing the Macroenvironment:

Needs and Trends

Fad
unpredictable, short-lived, and without social, economic, and political significance

Trend
A direction or sequence of events with momentum and durability

Megatrend
A large social, economic, political, and technological change [that] is slow to form, and once in place, influences us for some time (between seven and ten years, or longer)

Major Forces in the Environment

Demographic

Political-legal

Economic

Technological

Socio-cultural

Natural
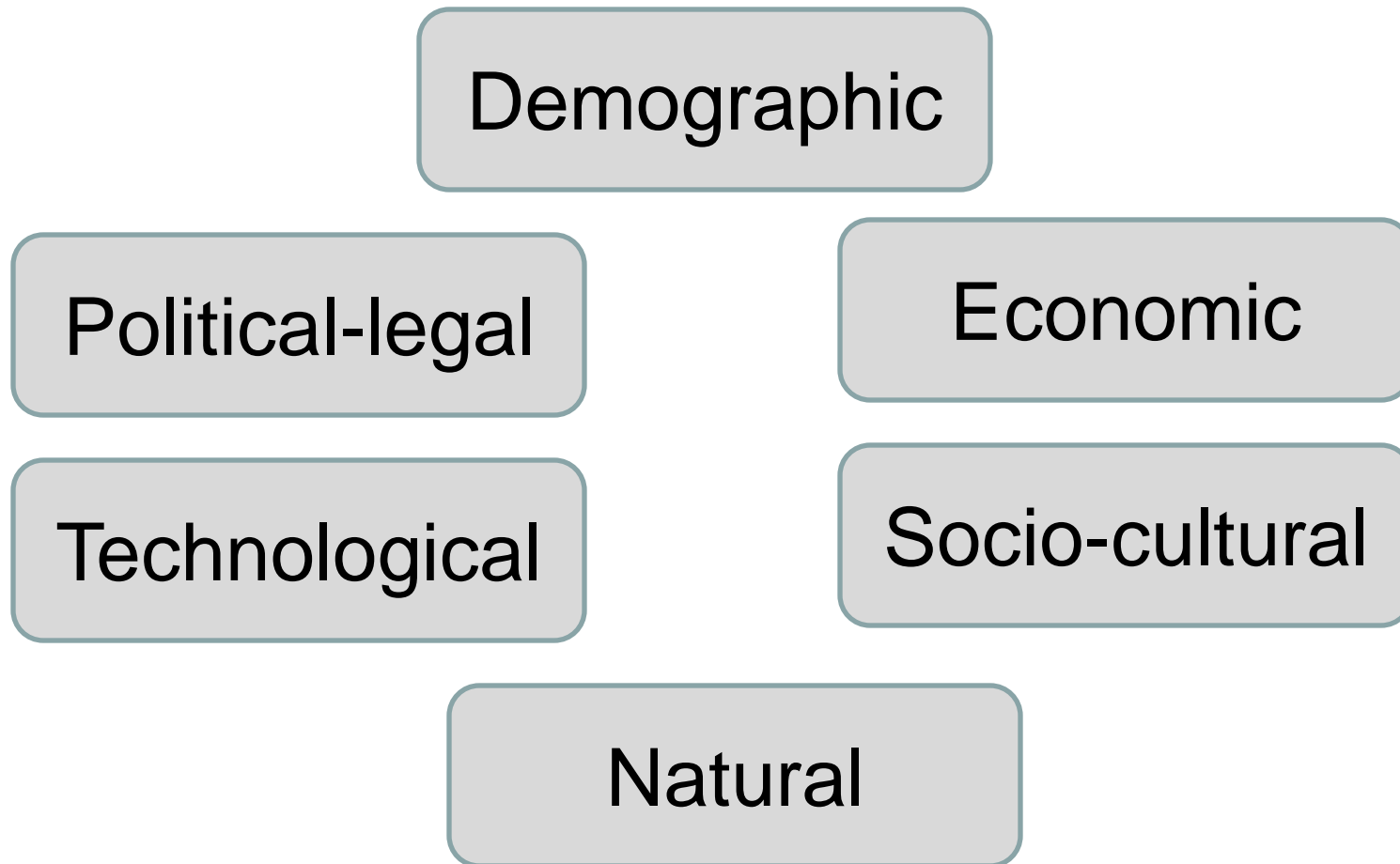
Population and Demographics

- Population growth
- Population age mix
- Ethnic markets
- Educational groups
- Household patterns

Perspective on the Global Demographic Environment

If the world were a village of 100 people:

- 61 villagers would be Asian (of that, 20 would be Chinese and 17 would be Indian), 14 would be African, 11 would be European, 8 would be Latin or South American, 5 would be North American, and only one of the villagers would be from Australia, Oceania, or Antarctica.

- At least 18 villagers would be unable to read or write but 33 would have cellular phones and 16 would be online on the Internet.

- 18 villagers would be under 10 years of age and 11 would be over 60 years old. There would be an equal number of males and females.

- There would be 18 cars in the village.

- 63 villagers would have inadequate sanitation.

- 32 villagers would be Christians, 20 would be Muslims, 14 would be Hindus, 6 would be Buddhists, 16 would be non-religious, and the remaining 12 would be members of other religions.

Economic Environment

Consumer Psychology

Income Distribution

Income, Savings, Debt, Credit

Social-Cultural Environment

- Views of themselves
- Views of others
- Views of organizations
- Views of society
- Views of nature
- Views of the universe

Table 3.4 Most Popular American Leisure Activities

- Reading
- TV Watching
- Spending time with family
- Going to movies
- Fishing

- Computer activities
- Gardening
- Renting movies
- Walking
- Exercise

Natural Environment

- Shortage of raw materials
- Increased energy costs
- Anti-pollution pressures
- Governmental protections

Consumer Environmental Segments

- Genuine Greens
- Not Me Greens
- Go-with-the-Flow Greens
- Dream Greens
- Business First Greens
- Mean Greens

Technological Environment

- Pace of change

- Opportunities for innovation

- Varying R&D budgets

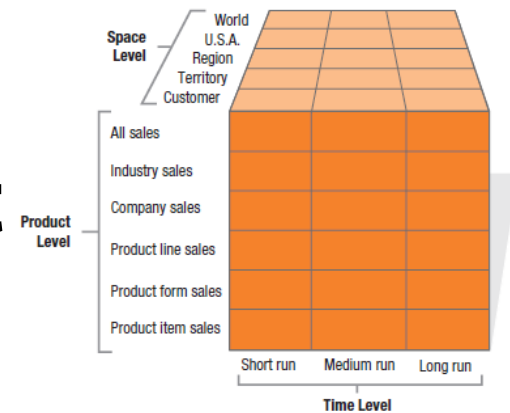- Increased regulation of change

The Political-Legal Environment

Business Legislation

Growth of Special Interest Groups

Forecasting and Demand Measurement

How can we measure market demand?

- **Potential market**: set of consumers with a sufficient level of interest in a market offer

- **Available market**: set of consumers who have interest, income, *and access to a* particular offer

- **Target market**: part of the qualified available market the company decides to pursue

- **Penetrated market**: set of consumers who are buying the company's product
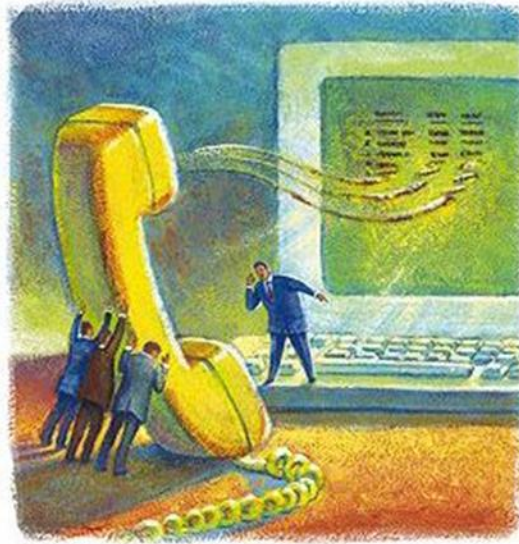
A Vocabulary for Demand Measurement

Market Demand

Market Forecast

Market Potential

Company Demand

Company Sales Forecast

Company Sales Potential

CONDUCTING MARKETING RESEARCH

What is Marketing Research?

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

The Marketing Research Process

Define the problem

Develop research plan

Collect information

Analyze information
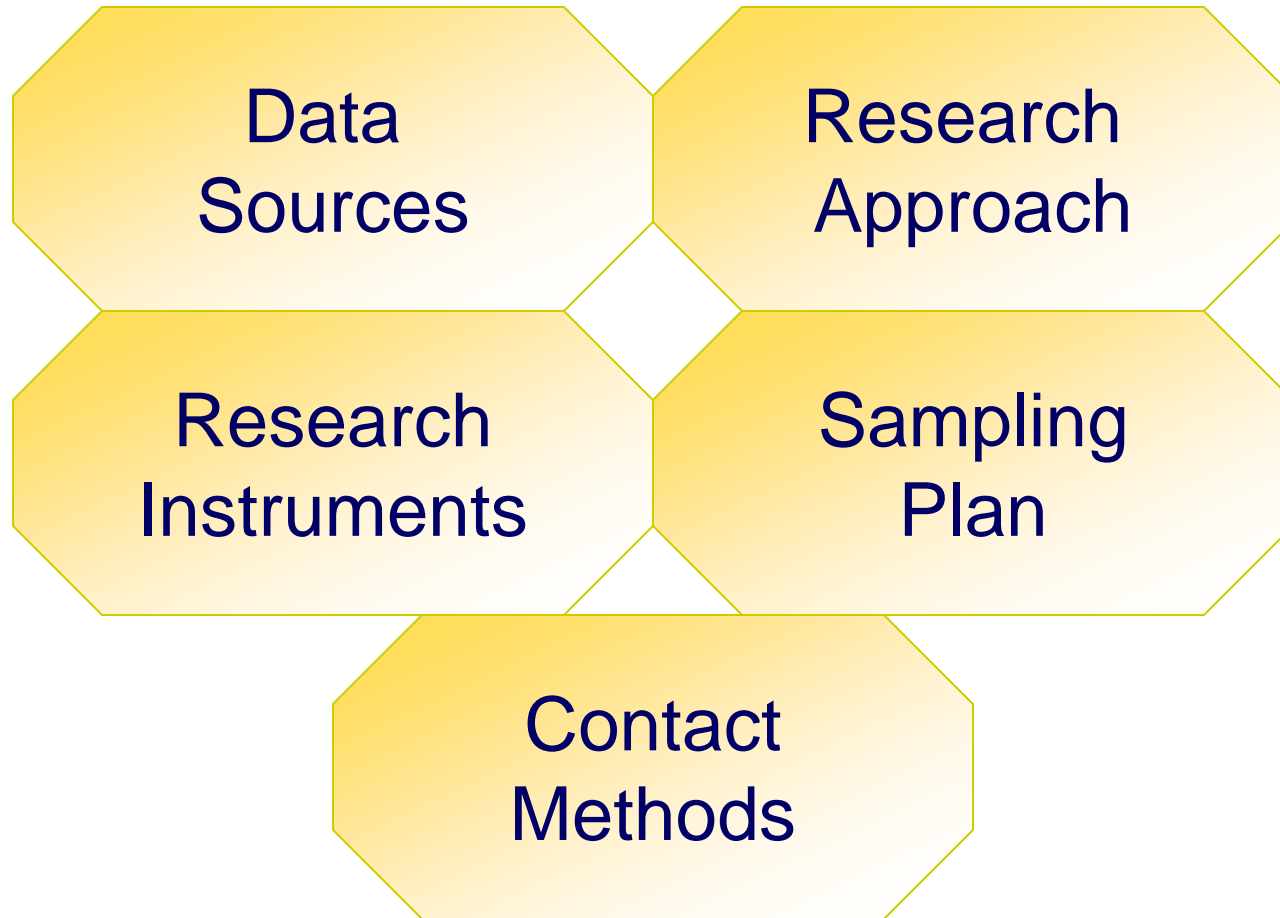
Present findings

Make decision

Step 1: Define the Problem

- Define the problem
- Specify decision alternatives
- State research objectives

Step 2: Develop the Research Plan

Data
Sources

Research
Approach

Research
Instruments

Sampling
Plan

Contact
Methods

Data Sources

	Internal	External
Secondary Data (Already Exists)		
Primary Data (Freshly Gathered For A Specific Purpose)		

Types of Research

Exploratory

Descriptive
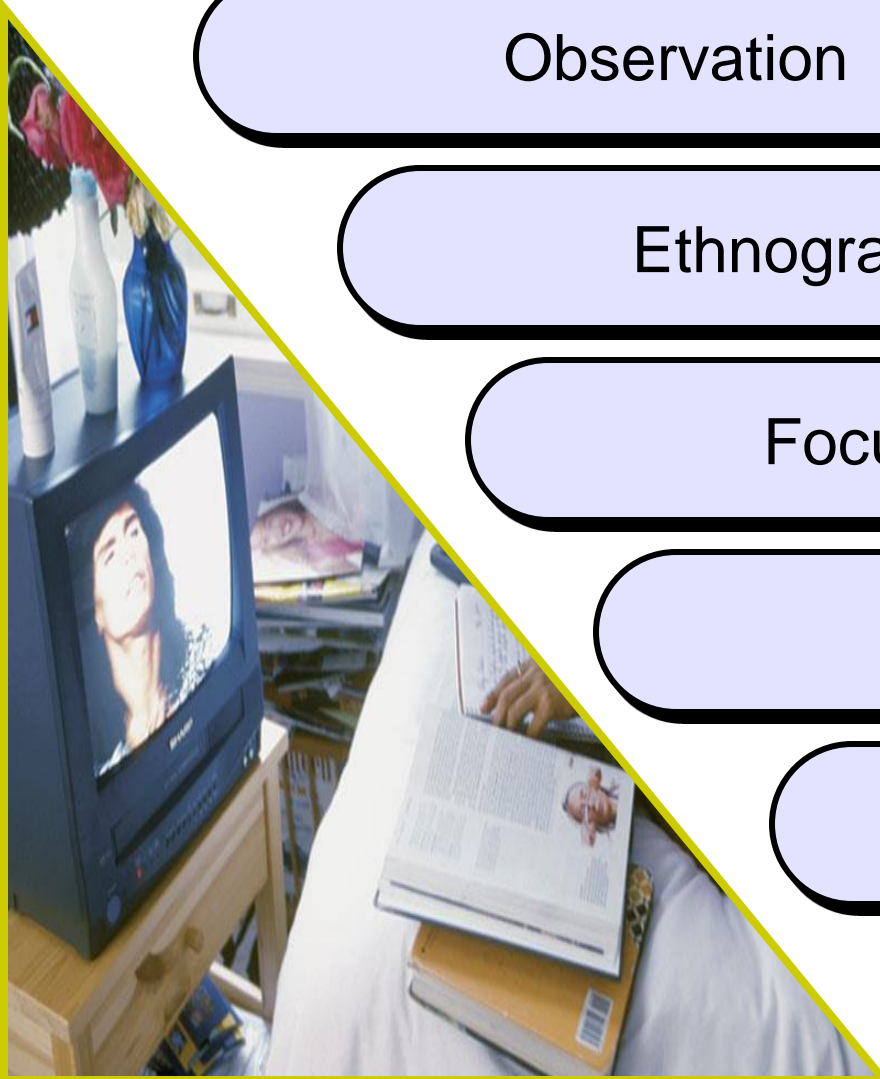
Causal

Research Approaches

Observation

Ethnographic

Focus Group

Survey

Behavioral Data

Experimentation

Focus Groups

Question Types - Dichotomous

In arranging this trip, did you contact American Airlines?

☐ Yes   ☐ No

Question Types – Multiple Choice

With whom are you traveling on this trip?

☐ No one

☐ Spouse

☐ Spouse and children

☐ Children only

☐ Business associates/friends/relatives

☐ An organized tour group

Question Types – Likert Scale

Indicate your level of agreement with the following statement: Small airlines generally give better service than large ones.

☐ Strongly disagree

☐ Disagree

☐ Neither agree nor disagree

☐ Agree

☐ Strongly agree

Question Types – Semantic Differential

American Airlines

Large ………………………………..……Small

Experienced……………….………Inexperienced

Modern…………………….………..Old-fashioned

Question Types – Importance Scale

Airline food service is _____ to me.

☐ Extremely important

☐ Very important

☐ Somewhat important

☐ Not very important

☐ Not at all important

Question Types – Rating Scale

American Airlines' food service is _____.

☐ Excellent

☐ Very good

☐ Good

☐ Fair

☐ Poor

Question Types – Intention to Buy Scale

How likely are you to purchase tickets on American Airlines if in-flight Internet access were available?

☐ Definitely buy

☐ Probably buy

☐ Not sure

☐ Probably not buy

☐ Definitely not buy
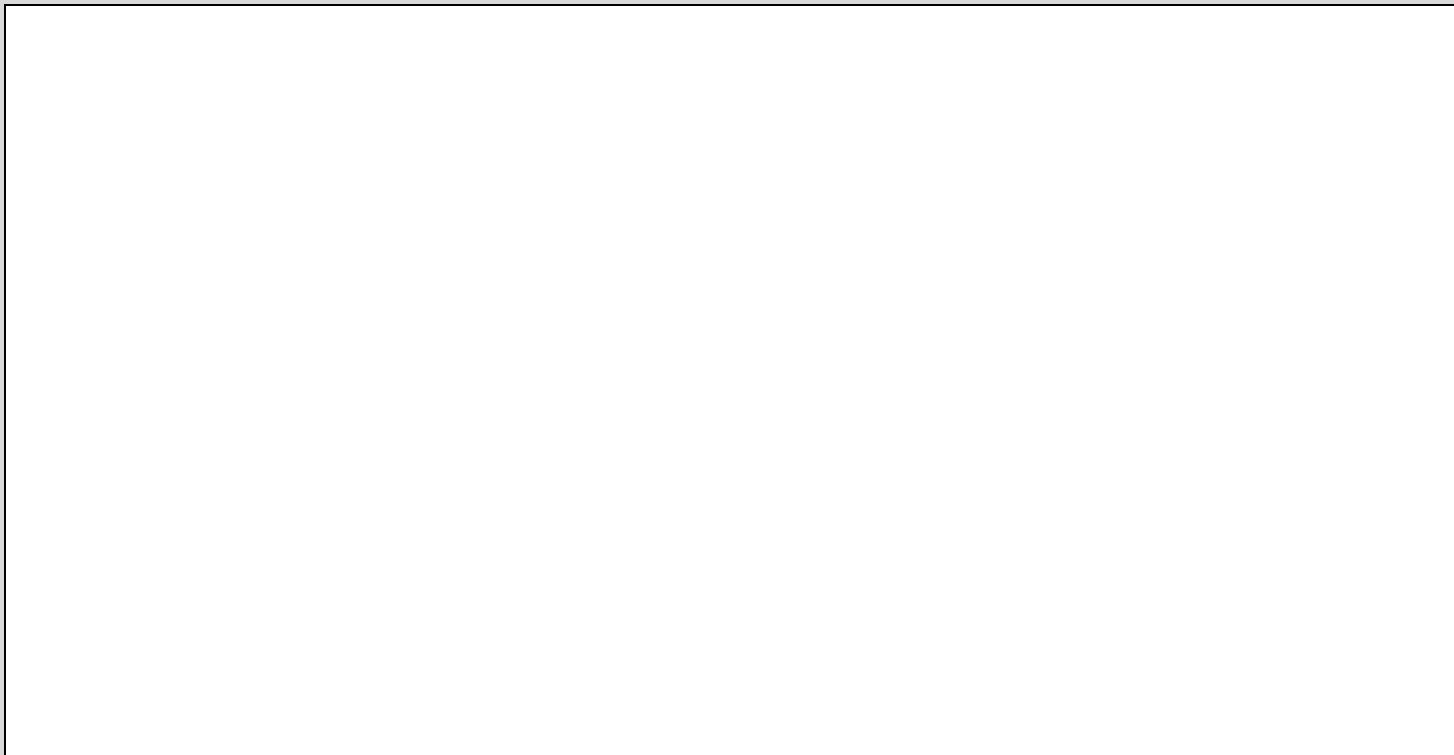
Question Types – Intention to Buy Scale

How likely are you to purchase tickets on American Airlines if in-flight Internet access were available?

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☐ Not sure

☐ Probably not buy

☐ Definitely not buy

Question Types – Completely Unstructured

What is your opinion of American Airlines?

Question Types – Word Association

What is the first word that comes to your mind when you hear the following?

Airline _____

American _____

Travel _____

Question Types – Sentence Completion

When I choose an airline, the most important consideration in my decision is:

_____

_____

_____

_____

_____

_____.

Question Types – Story Completion

"I flew American a few days ago. I noticed that the exterior and interior of the plane had very bright colors. This aroused in me the following thoughts and feelings." Now complete the story.

_____

_____

_____

_____

_____

Sampling Plan

- Sampling unit: Who is to be surveyed?

- Sample size: How many people should be surveyed?

- Sampling procedure: How should the respondents be chosen?

Contact Methods

Mail Questionnaire

Telephone Interview

Personal Interview

Online Interview

This Week's Poll

Now that Ashley knows the truth about Gloria, what should she do next?

○ Go straight to John and tell him the truth. Ashley was right all along; Gloria is a lying, manipulating, gold-digger!

○ Give Gloria the opportunity to tell John the truth herself.

○ Stay out of it! John is happy with Gloria -- why ruin his marriage over who her sons are?

○ Not sure.

[Submit your Vote!]

Pros and Cons of Online Research

Advantages

- Inexpensive
- Fast
- Accuracy of data
- Versatility

Disadvantages

- Skewed samples
- Technological problems
- Inconsistencies