A marketing information system has been defined as:

“A system in which marketing information is formally gathered, stored, analysed and distributed to managers in accord with their informational needs on a regular planned basis“
Marketing information system

- **Data** = the most basic form of knowledge
  (who bought milk in billa today?)

- **Information** = combination of data
  (how many people, aged 15-45 bought meggle milk in billa today?)

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**Marketing information system**

**Internal continuous data**
- conversion of financial data and salesforce management

**Internal ad hoc data**
- data used for a specific purpose

**Environmental scanning**
- Economical, social, legal, technological and physical forces

**Marketing research**
- external continuous data
- external ad hoc data
Approaches to conducting marketing research:

- Do it yourself – personally
- Do it yourself – using a marketing research department
- Do it yourself – using a fieldwork agency
- Use the full services of a marketing research agency

Types of marketing research

AD HOC RESEARCH

(collects data at one point in time, from one sample of respondents)
- Custom-designed studies
- Omnibus studies

CONTINUOUS RESEARCH

(gathers information from external sources on an ongoing basis.)
- Consumer panels
- Retail audits
- Television viewership panels
- Marketing databases
- Customer relationship management systems
- Website analysis
Research planning

- Initial contact
  - Realization of a problem and contact of internal marketing research staff or an outside agency

- Research brief
  - Background information
  - Sources of information
  - The scale of the project
  - The timetable

- Research proposal
  - A statement of objectives
  - What will be done
  - Timetable
  - Costs
**Exploratory research**

- involves the preliminary exploration of a research area prior to the main quantitative data-collection stage.

Purpose of exploratory research is to guard against:

- **Sin of omission:**
  - not researching a topic in enough detail

- **Sin of admission:**
  - collecting irrelevant data

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**Secondary research**

- internal records
- past marketing research reports
- government and EU statistics
- market reports
- directories
- newspapers, journals, magazines etc.

**Qualitative research**

- focus groups
- depth interviews

**Consultation with experts**

- practitioner experts
- financial experts
- university-based experts
- journalists

**Observation**

- watching purchasing behaviour
- ethnography
Main quantitative data collection

- Descriptive research
- Experimental research
- The sampling process
- The survey method
- Questionnaire design

Types

Descriptive Research
descriptions of consumers' awareness, beliefs, attitudes, preferences, behaviour etc.

Experimental Research
setting up control procedures to measure cause and effect
Research design

The sampling process
- population definition
- sampling frame
- sampling method
- sample size

The survey method
- face-to-face interviews
- telephone interviews
- mail surveys
- internet surveys

Questionnaire design
- planning
- design
- piloting

The sampling process

Define the population

Search for sampling frame

Specify sampling method

Determine sample size

Select the sample
Stages in development of a questionnaire

Planing stage

- Definition of the research problem
- Exploratory research

Information required
- Definition of population
- Target groups
- Survey method

Design stage

- Ordering of topics
- Type of question
- Wording and instructions
- Layout
- Scaling
- Probes and prompts
- Coding

Pilot stage

- Pilot testing
- Redesign

Final questionnaire

Ethical issues in marketing research

These are potential problems relating to:

- Intrusions on privacy
- Misuse of marketing research findings
- Competitive information gathering
- Selling under guise of marketing research
References:


Thanks for your attention