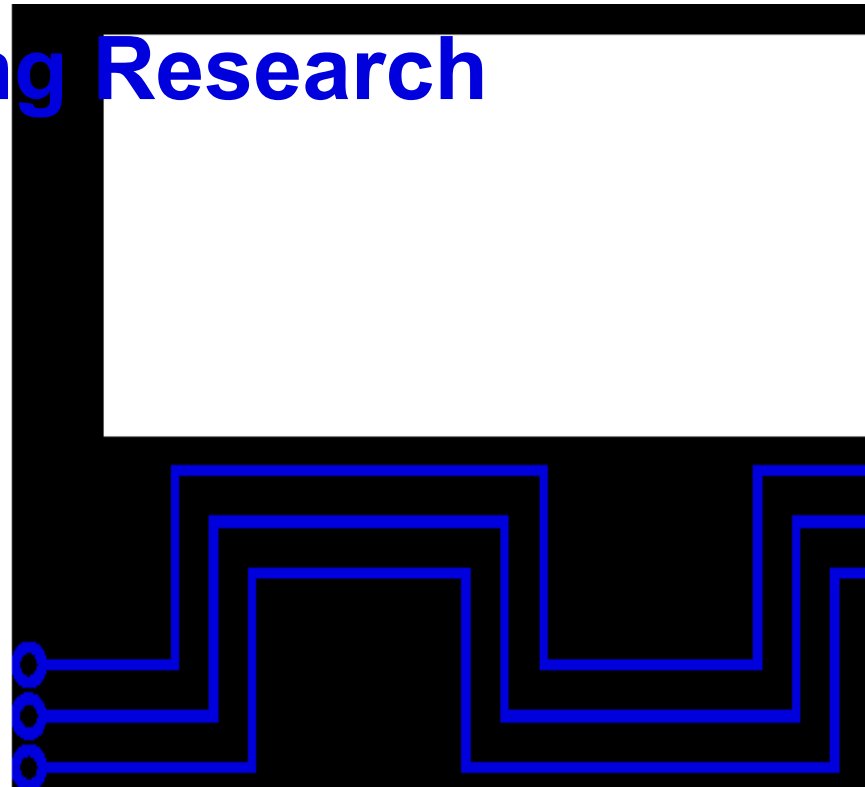


Introduction to Marketing Research

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Why do we need marketing research?

To evaluate our ideas

To get a feedback from customers

To find issues, gaps or vulnerabilities

To promote our products and services

To learn from our competitors

To find what we can do better

Definition of Marketing Research

Marketing research is
the systematic and
objective

identification,
collection,
analysis,
dissemination, and
use of information

for the purpose of
improving decision
making related to the

identification and
solution of problems and
opportunities in marketing.

Market Research

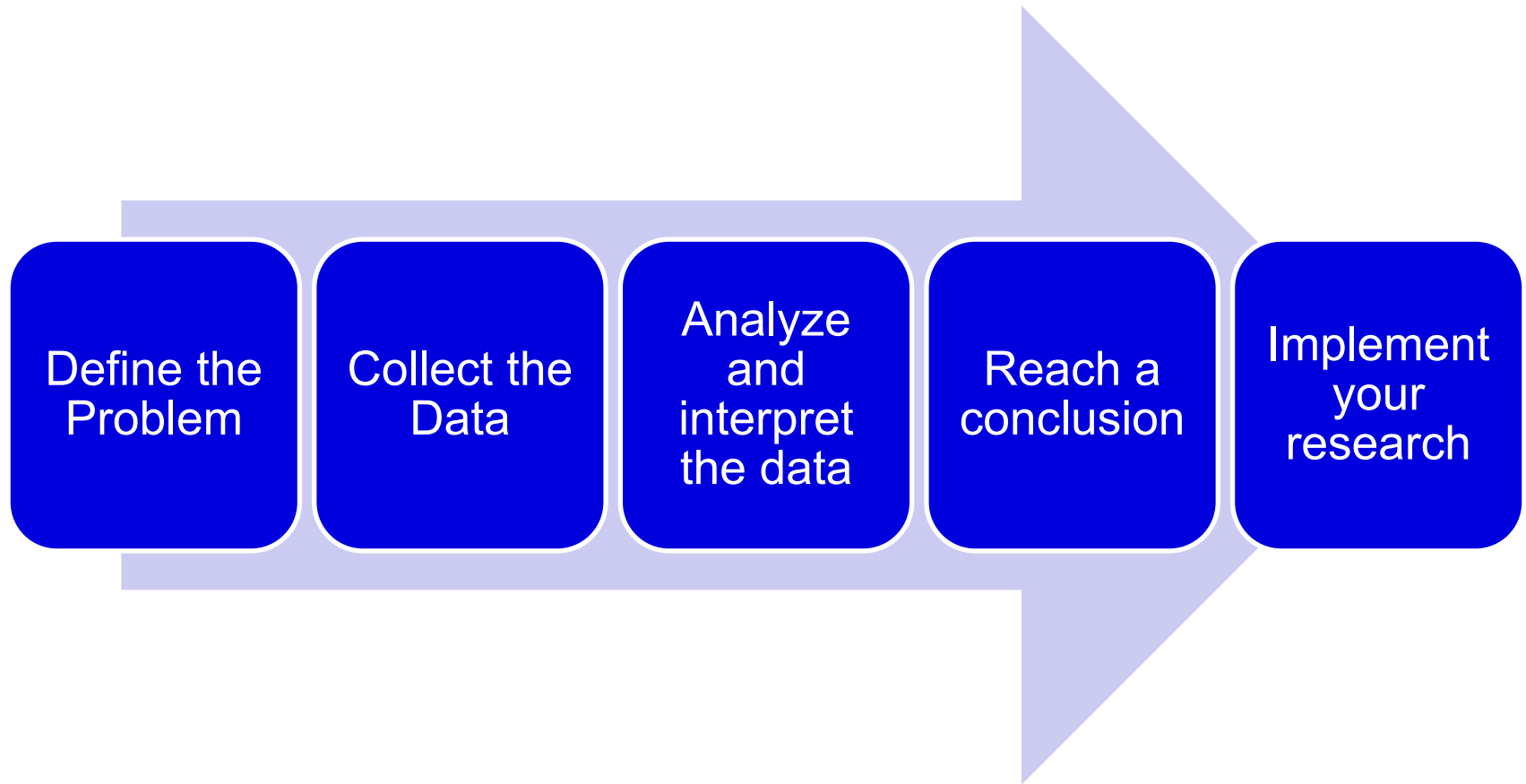
Specifies the information necessary to address issues

Manages and implements the data collection process

Analyzes the results

Communicates the findings and their implications

5 key steps in Marketing Research



Define the Problem

In this stage you need to identify the actual problems that are relating to the apparent symptoms.

What information is needed in order to solve the problem?

For example, poor sales within a business are not the problem, they are the symptom of a larger issue such as a weak marketing strategy.

Further business problems may include:

Who are your target customers?

What method could be implemented to reach these customers?

Who are your customers and what advantages and disadvantages do they have over your business?

What size is the consumer market you are trying to engage?

Collect the Data

Primary research

- involves collecting information from sources directly by conducting interviews and surveys, and by talking to customers and established businesses.

Secondary research

- involves collecting information from sources where the primary research has already been conducted. Such information includes industry statistics, market research reports, news paper articles, etc.

Collection methods and techniques

Qualitative research

- is where you seek an understanding of why things are a certain way. For example, a researcher may stop a shopper and ask them why they bought a particular product or brand.

Quantitative research

- refers to measuring market phenomena in a numerical sense, such as when a bank asks consumers to rate their service on a scale of one to ten.

Analyse and interpret the data

You must attach meaning to the data you have collected during your market research to make sense of it and to develop alternative solutions that could potentially solve your business problem.

You should determine how the knowledge you have gained through researching your market can be applied and used to develop effective business strategies.

Reach a conclusion

With the alternatives you have developed to solve your problem in mind, perform a cost-benefit analysis of each alternative keeping in mind the potentially limited resources available to your business.

You may also need to perform further investigation into each alternative solution to arrive at the best decision for your business in regards to meeting consumer demands.

Implement your research

Put your final solution into practice.

Without completing this step your research could potentially have been a waste of your time and resources.

Classification of Marketing Research

Problem Identification Research

- Research undertaken to help identify problems which are not necessarily apparent on the surface and yet exist or are likely to arise in the future. Examples:
 1. Why we have still so small market share?
 2. What is the future of the market?

Problem Solving Research

- Research undertaken to help solve specific marketing problems. Examples:
 1. Finding proper segmentation.
 2. Testing new pricing policy

A Classification of Marketing Research



Problem Identification Research

Market Potential Research

- The estimated maximum total sales revenue of all suppliers of a product in a market during a certain period

Market Share Research

- Percentage of the target market

Image Research

- What is the image of the company on the market?

Problem Identification Research

Market Characteristics Research

- What are differences of the market?

Forecasting Research

- Exploring trends on the market

Business Trends Research

- Exploring trends in the branch

Problem solving research

Segmentation research

- Determine the basis of segmentation
- Establish market potential and responsiveness for various segments
- Select target markets
- Create lifestyle profiles: demography, media, and product image characteristics

Product research

- Test concept
- Determine optimal product design
- Package tests
- Product modification
- Brand positioning and repositioning
- Test marketing
- Control score tests

Problem solving research

Pricing research

- Pricing policies
- Importance of price in brand selection
- Product line pricing
- Price elasticity of demand
- Initiating and responding to price changes

Promotional research

- Optimal promotional budget
- Sales promotion relationship
- Optimal promotional mix
- Copy decisions
- Media decisions
- Creative advertising testing
- Evaluation of advertising effectiveness
- Claim substantiation

And what if we use customer oriented marketing mix?

Customer research

- To identify customer needs and requests
- To specify „the language“ of customer
- To know special ways of the customer

Cost research

- The structure of the customer's payments
- What affects the final price for customer
- How sensitive is the customer to each element of the price?

Convenience research

- What does the customer appreciate on our products/services/company?
- How satisfied he/she is?
- What motivates him/her to return?

Communication research

- How do we communicate with customer?
- How much money can/must we invest into the communication?
- How do we ensure the communication will be double sided?

Problem solving research

Distribution research

- Types of distribution
- Attitudes of channel members
- Intensity of wholesale & resale coverage
- Channel margins
- Location of retail and wholesale outlets

7C marketing mix

Community

- Who belongs into our Community?
- How do we build the Community?
- On what platforms?

Channels

- Related to the distribution (previous slide)
- Investigate also information role of the channels
- Virtual channels – their importance

Co-creation

- More than communication
- How the customer is involved into value creation process?
- How do we process the feedback?
- How do we foster our development?

Marketing Research Process



Conclusion

Marketing research – definition

Process of marketing research

Classification of research