



**MANAGING MARKETING
INFORMATION
MARKETING RESEARCH**

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MARKETING RESEARCH

NINTH EDITION



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Plan:

1. Managing marketing information
2. Marketing research
3. Research approaches
4. Contact methods



Managing marketing information

- A marketing information system (MIS) consists of people, equipment and procedures to gather, sort, analyze, and distribute needed, timely and accurate information to marketing decision makers.
- The MIS helps information users to:
 - Assessing marketing information needs;
 - Develop needed information;
 - Analyzing marketing information;
 - Distribute information.



Marketing research

- Marketing research involves collecting information relevant to a specific marketing problem facing the company. Marketing research can be done by an internal department or it can be done by an outside firm.
- Companies undertake marketing research for a number of reasons:
 - Marketing research helps the managers to understand customer satisfaction and purchase behavior;
 - It can help them assess market potential and determine market share, or measure the effectiveness of pricing, product, distribution, and promotion activities.

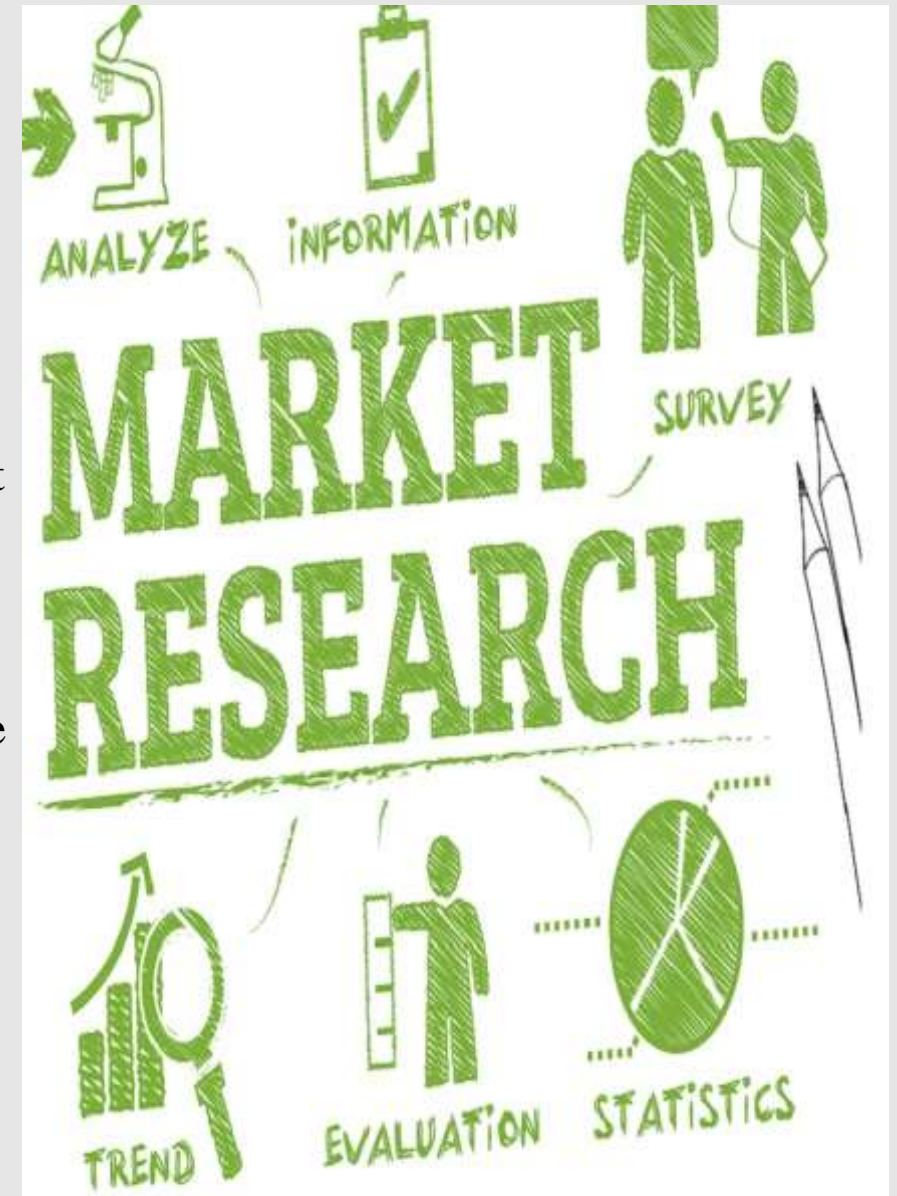
Marketing research process

- The marketing research process consists of 4 steps:
 - a) defining the problem and research objectives;
 - b) Developing the research plan;
 - c) Implementing the research plan;
 - d) Interpreting and reporting the findings.



RESEARCH

- Observational research – this involves gathering primary data by observing relevant people, actions and situations. For example, researcher might visit shopping center to make actual observation of consumer buying behavior.
- Survey research – it is ideal for company in ascertaining consumer’s knowledge, attitudes, preferences or buying behavior by asking them directly. The biggest advantage of this method is its flexibility – it can be used obtain different kinds of information in many different situations.
- Experimental research – this is not ideal for gathering casual information, in an attempt to explain the cause and effect relationships. Experiments involve selecting matched groups of subjects, giving them different treatments, controlled unrelated factors and checking for differences in group responses.



Contact methods

- Information may be collected by mail, telephone, personal interview, or online.
- ❖ **Mail questionnaire** – is a popular method. It is a widely used and can be used to collect large amount of information at a low cost.
- ❖ **Telephone interviewing** – is most ideal for gathering information quickly, and it offers greater flexibility than mail questionnaires. Interviewers have the opportunity to explain and clarify the questions or doubts from the respondents.
- ❖ **Personal interviewing** – can be directed at the individual or in the form of a group interviewing. Group interviewing or “Focus group study” consists of inviting 6 to 10 people into a room for discussion on a particular topic. The objective is to seek the opinion of the target market and gain an insight into the behavior and attitude.
- ❖ **Online research** – with the age of I.T., online marketing research in the form of Internet surveys, experiments, and online focus studies are gaining widespread usage. They are low cost, easy to access to respondents, and information can be gathered within a short space of time.

