



Chapter Four

Managing Marketing Information to Gain Customer Insights

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Learning Objectives

Topic Outline

- **Marketing Information and Customer Insights**
- **Assessing Marketing Information Needs**
- **Developing Marketing Information**
- **Marketing Research**



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Marketing Information and Customer Insights



Customer Insights are:

- Fresh and deep insights into customers needs and wants
- Difficult to obtain
 - Not obvious
 - Customer's unsure of their behavior
- Better information and more effective use of existing information



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Marketing Information and Customer Insights

Customer Insights

- Companies are forming customer insights teams
 - Include all company functional areas
 - Collect information from a wide variety of sources
 - Use insights to create more value for their customers



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Marketing Information and Customer Insights

Marketing Information Systems (MIS)

Marketing information system (MIS)

consists of people and procedures for:

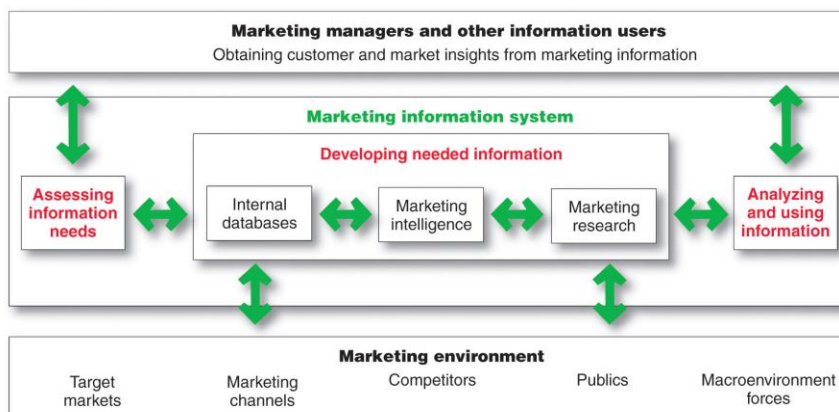
- Assessing the information needs
- Developing needed information
- Helping decision makers use the information for customer



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Marketing Information System



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Assessing Marketing Information Needs

MIS provides information to the company's marketing and other managers and external partners such as suppliers, resellers, and marketing service agencies



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Developing Marketing Information

Marketers obtain information from

Internal data

Marketing intelligence

Marketing research



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Developing Marketing Information

Internal Data

Internal databases are electronic collections of consumer and market information obtained from data sources within the company network



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Developing Marketing Information

Competitive Marketing Intelligence

The systematic collection and analysis of publicly available information about consumers, competitors and developments in the marketplace



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Developing Marketing Information

Marketing Research

- **Marketing research** is the systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization



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Developing Marketing Information

Steps in the Marketing Research Process



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Developing Marketing Information

Marketing Research

Defining the Problem and Research Objectives

Exploratory research

Descriptive research

Causal research



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Developing Marketing Information

Marketing Research

Developing the Research Plan

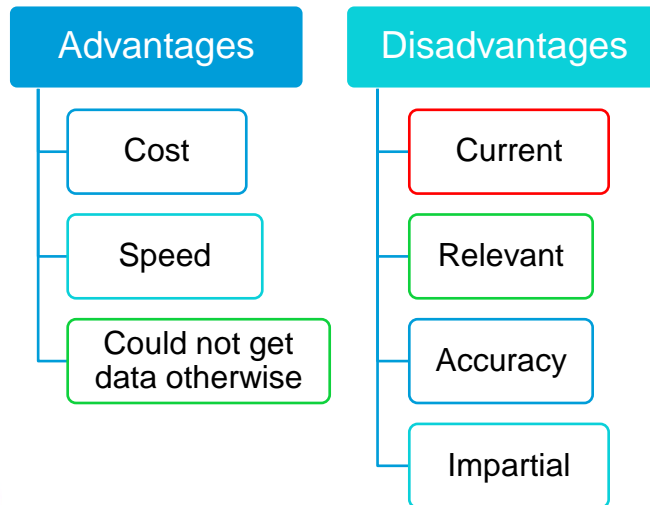
Secondary data consists of information that already exists somewhere, having been collected for another purpose



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Developing Marketing Information Secondary Data



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Developing Marketing Information

Marketing Research Developing the Research Plan

Primary data consists of information gathered for the special research plan



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Developing Marketing Information

Marketing Research

Planning Primary Data Collection

Research
approaches

Contact methods

Sampling plan

Research
instruments



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Planning Primary Data Collection

Research Approaches	Contact methods	Sampling Plan	Research Instruments
Observation	Mail	Sampling Unit	Questionnaires
Survey	Telephone	Sample size	Mechanical
Experiment	Personal	Sampling procedure	Instruments
	Online		



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Developing Marketing Information

Market Research Research Approaches

Observational research involves gathering primary data by observing relevant people, actions, and situations

Ethnographic research involves sending trained observers to watch and interact with consumers in their natural environment



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Developing Marketing Information

Market Research Research Approaches

Survey research is the most widely used method and is best for descriptive information—knowledge, attitudes, preferences, and buying behavior

- Flexible
- People can be unable or unwilling to answer
- Gives misleading or pleasing answers
- Privacy concerns



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Developing Marketing Information

Market Research Research Approaches

Experimental research is best for gathering causal information—cause-and-effect relationships



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Developing Marketing Information

Marketing Research Implementing the Research Plan

Collecting the information

Processing the information

Analyzing the information

Interpret findings

Draw conclusions

Report to management



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