



# Principles of Marketing by Philip Kotler and Gary Armstrong



## Chapter 4

### Managing Marketing Information to Gain Customer Insights

# Objective Outline

1

## Marketing Information and Customer Insights

Explain the importance of information in gaining insights about the marketplace and customers.

2

## Assessing Marketing Information Needs Developing Marketing Information

Define the marketing information system and discuss its parts.

# Objective Outline

3



## Marketing Research

Outline the steps in the marketing research process.

4



## Analyzing and Using Marketing Information

Explain how companies analyze and use marketing information.

# Objective Outline

5



## Other Marketing Information Considerations

Discuss the special issues some marketing researchers face, including public policy and ethics issues.

# Marketing Information and Customer Insights



# Marketing Information and Customer Insights

- The customer understanding of the marketplace

Customer insights teams

Customer insights groups collect customer and market information from



# Marketing Information and Customer Insights

- A **marketing information system (MIS)** consists of people and procedures dedicated to assessing information needs, developing the needed information, and helping decision makers use the information to generate and validate actionable customer and market insights.



This chapter is all about managing marketing information to gain customer insights. And this important figure organizes the entire chapter. Marketers start by assessing user information needs. Then they develop the needed information using internal data, marketing intelligence, and marketing research processes. Finally they make the information available to users in the right form at the right time.



# Assessing Marketing Information Needs

- The marketing information system primarily serves the company's marketing and other managers.
- A good MIS balances the information users would like to have against what they really *need* and what is *feasible* to offer.
- The company must decide whether the value of insights gained from additional information is worth the costs of providing it, and both value and cost are often hard to assess.



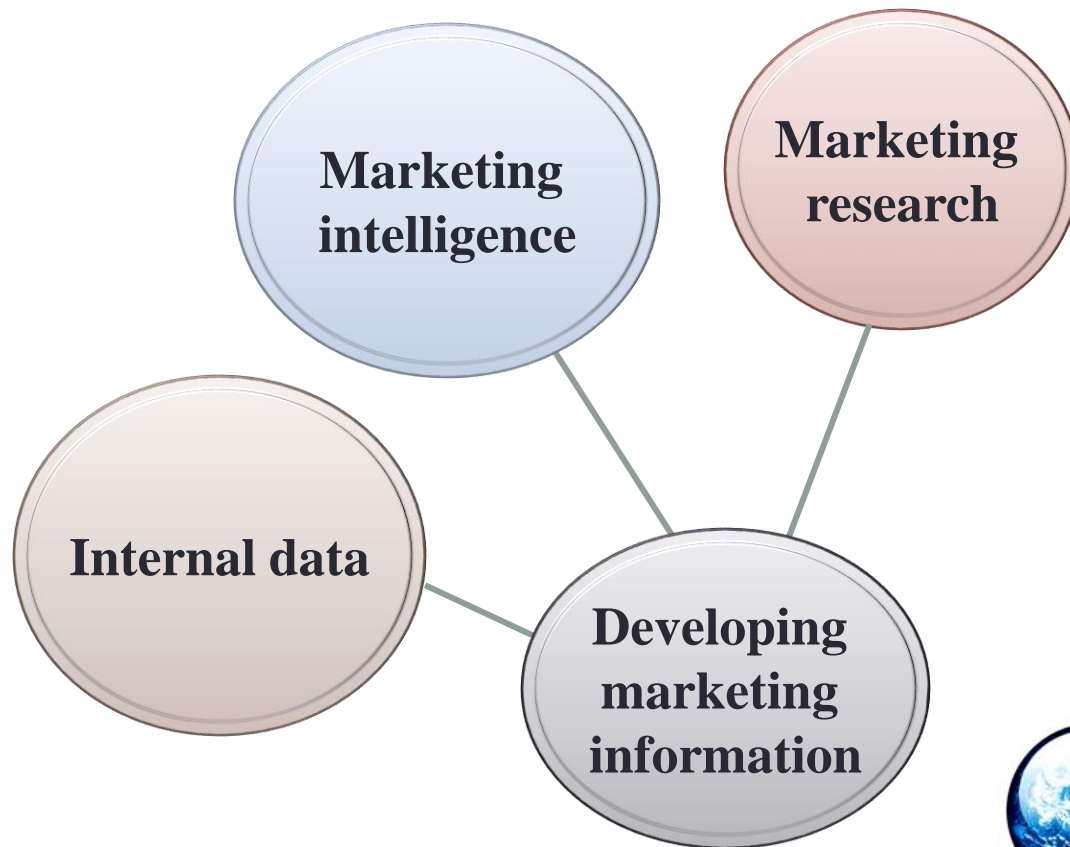
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# Developing Marketing Information



# Internal Data



# Competitive Marketing Intelligence





# Marketing Research

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



This first step is probably the most difficult but also the most important one. It guides the entire research process. It's frustrating to reach the end of an expensive research project only to learn that you've addressed the wrong problem!



# Defining the Problem and Research Objectives

- A marketing research project might have one of three types of objectives:

## Exploratory research

Gather preliminary information that will help define problems and suggest hypotheses.

## Descriptive research

Describe marketing problems, such as the market potential for a product or the demographics and attitudes of consumers.

## Causal research

Test hypotheses about cause-and-effect relationships.

# Developing the Research Plan

- The research plan outlines sources of existing data and spells out the specific research approaches, contact methods, sampling plans, and instruments that researchers will use to gather new data.





資料庫查詢

ProQuest  
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使用單位名單

消息報導

使用統計

討論區

CONCERT首頁

本中心首頁

## 系統簡介

ProQuest 資料庫系統為美國 ProQuest (2007 年由 ProQuest 和 CSA 兩個公司合併而成) 製作之網際網路資訊系統，提

CONCERT 自 2000 年起陸續引進 ABI/INFORM、Academic and Technical Education、ProQuest Education Journals、Dissertations & Theses: A&I 等資料庫。

## 資料庫簡介

- 以 National Academic License 方式引進

Dissertations & Theses: A&I (簡稱 PQDT, Formerly: ProQuest

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### Secondary data:

Consist of information that already exists somewhere, having been collected for another purpose

### Primary data:

Consist of information collected for the specific purpose at hand



# Gathering

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## ■ Understand ■ Communicate ■ Measure

For over 60 years, marketing professionals have relied on Experian<sup>SM</sup> Simmons<sup>SM</sup> as the reliable source of marketing information. Experian Simmons provides the most comprehensive view of the American consumer. Our full spectrum of consumer studies includes:

### Simmons National Consumer Study

- First syndicated national study launched in the U.S.
- Provides over 60,000 data variables to choose from, and usage behavior for all major media, 450+ product categories and 8,000+ brands on 25,000 U.S. adults
- Media Ratings Council accredited

### Simmons National Hispanic Consumer Study

- First syndicated national study for U.S. Hispanic adults
- Surveys over 8,000 Hispanic adults annually providing Hispanic-only information on media, acculturation, language usage and preference, nativity, and country of origin as well as culturally-relevant measures on psychographics, lifestyles, attitudes and opinions
- Media Ratings Council accredited

### Simmons Teens Study

- Surveys approximately 2,300 teens between the ages 12 and 17
- Bi-annual release with measures of major media usage, product consumption, demographics, lifestyle/psychographic characteristics as well as information on ownership, purchase, and usage of brands, products and services in the financial, entertainment and consumer package good sectors

### Simmons Kids Study

- Surveys approximately 2,200 kids
- Provides insight into the brands and products they prefer and how much of each they consume plus in-depth media information

### SimmonsLOCAL<sup>SM</sup>

- the power of Simmons at the local level.
- Reports the unique nuances of all of America's 209 media markets
- Study is integrated into various platforms (i.e. Nielsen Station Index<sup>®</sup> and Microsoft MapPoint<sup>®</sup>) which enables users additional ways to analyze data

### Simmons Multi-Media Engagement Study

- Provides ratings on the cognitive, behavioral and emotional involvement consumers have with media vehicles
- The only syndicated, cross-channel engagement measurement tool available



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# Primary Data Collection

● **Table 4.1** | **Planning Primary Data Collection**

<b>Research Approaches</b>	<b>Contact Methods</b>	<b>Sampling Plan</b>	<b>Research Instruments</b>
Observation	Mail	Sampling unit	Questionnaire
Survey	Telephone	Sample size	Mechanical instruments
Experiment	Personal Online	Sampling procedure	

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# Research Approaches

## ● *Observational Research.*

- It involves gathering primary data by observing relevant people, actions, and situations.
- Researchers often observe consumer behavior to glean customer insights they can't obtain by simply asking customers questions.



# Research Approaches

## ● *Ethnographic research.*

- It is a form of observational research that involves sending trained observers to watch and interact with consumers in their “natural environments.”
- Observational and ethnographic research often yield the kinds of details that just don’t emerge from traditional research questionnaires or focus groups.





# Research Approaches



## ● *Survey Research.*

- It gathers primary data by asking people questions about their knowledge, attitudes, preferences, and buying behavior.
- It is the best suited for gathering descriptive information.
- The major advantage of survey research is its flexibility; it can be used to obtain many different kinds of information in many different situations.
- Surveys addressing almost any marketing question or decision can be conducted by phone or mail, in person, or online.



# Research Approaches

## ● *Experimental Research.*

- It gathers primary data by selecting matched groups of subjects, giving them different treatments, controlling related factors, and checking for differences in group responses.
- It is best suited for gathering casual information.



# Contact Methods





# Sampling Plan

## Three decisions of

 **Table 4.3** | **Types of Samples**

### Probability Sample

Simple random sample	Every member of the population has a known and equal chance of selection.
Stratified random sample	The population is divided into mutually exclusive groups (such as age groups), and random samples are drawn from each group.
Cluster (area) sample	The population is divided into mutually exclusive groups (such as blocks), and the researcher draws a sample of the groups to interview.

### Nonprobability Sample

Convenience sample	The researcher selects the easiest population members from which to obtain information.
Judgment sample	The researcher uses his or her judgment to select population members who are good prospects for accurate information.
Quota sample	The researcher finds and interviews a prescribed number of people in each of several categories.

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*sampling procedure)?*

# Research Instruments



# Implementing the Research Plan

- Data collection can be carried out by the company's marketing research staff or outside firms.
- Researchers should watch closely to make sure that the plan is implemented correctly.
- They must guard against problems of interacting with respondents, with the quality of participants' responses, and with interviewers who make mistakes or take shortcuts.



# Interpreting and Reporting the Findings

- The researcher should not try to overwhelm managers with numbers and fancy statistical techniques.
- Similarly, managers may be biased. They might tend to accept research results that show what they expected and reject those that they did not expect or hope for.
- In many cases, findings can be interpreted in different ways, and discussions between researchers and managers will help point to the best interpretations.





# Analyzing and Using Marketing Information

- This help may include advanced statistical analysis to learn more about the relationships within a set of data.
- Information analysis might also involve the application of analytical models that will help marketers make better decisions.



# Customer Relationship Management

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# Distributing and Using Marketing Information



Dedication at every turn.

## Does Your Business Depend on Key Fleet Information?

We offer a one-stop online fleet management solution.

### Full-Service Lease

Financing and Cost Control

Maintenance

Managing Vehicle Lifecycle

Operational Support

Safety and Compliance

Onboard Technology

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### Manage Your Fleet More Quickly and Easily

Through My Fleet, you have access to your fleet data so you no longer have to track it yourself.





# Other Marketing Information Considerations

- This section discusses marketing information in two special contexts:



**Small  
businesses and  
nonprofit  
organizations**

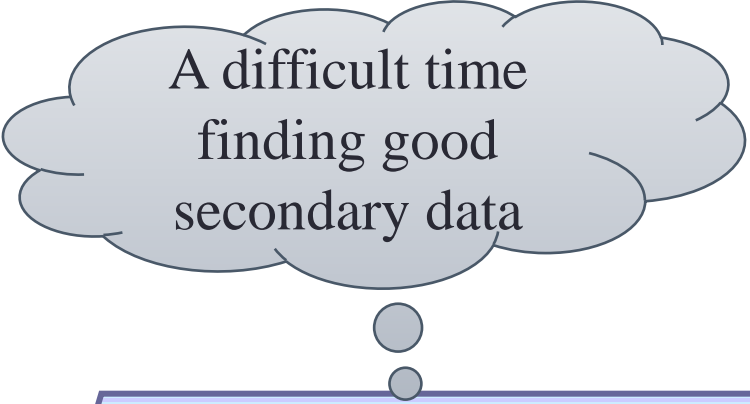


**International  
marketing  
research**

# Marketing Research in Small Businesses and Nonprofit Organizations



# International Marketing Research



A difficult time  
finding good  
secondary data

## Domestic researchers

Deal with fairly  
homogeneous markets  
within a single country

## International researchers

Deal with diverse markets in  
many different countries. These  
markets often vary greatly in  
their levels of economic  
development, cultures and  
customs, and buying patterns.

# International Marketing Research

- Cultural differences from country to country cause additional problems for international researchers. Language is the most obvious obstacle.
- Responses then must be translated back into the original language for analysis and interpretation. This adds to research costs and increases the risks of error.





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- Once re international avoided



Nielsen Pop Quiz #19

## HOW MANY COUNTRIES DOES IT TAKE TO BE THE WORLD'S LEADING GLOBAL INFORMATION COMPANY?

WANT THE ANSWER?  
JUST ASK NIELSEN.

We know you're hard at work trying to navigate the global economy. You've got a company to run, or a division to overhaul, or a new product to launch, or an old product to revamp. You need information and insight that will help your business perform more successfully, whether it's in your backyard or the Kingdom of Bhutan.

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ANSWER: E) Nielsen has more than 11,000 employees and serves clients in more than 100 nations. That's why Nielsen is proud to be considered the world's leading global information and media company.

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# Public Policy and Ethics in Marketing Research

## ● *Intrusions on Consumer Privacy.*

- Many consumers feel positive about marketing research and believe that it serves a useful purpose.
- Some consumers fear that researchers might use sophisticated techniques to probe our deepest feelings, peek over our shoulders as we shop, or track us as we browse and interact on the Internet and then use this knowledge to manipulate our buying.
- The best approach is for researchers to ask only for the information they need, use it responsibly to provide customer value, and avoid sharing information without the customer's permission.



# Public Policy and Marketing

## ● Misuse of

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- Few advertisements blatantly
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tend to



**ERROR!**



# The End

