

**CHAPTER 4:
MANAGING MARKETING
INFORMATION
TO GAIN CUSTOMER
INSIGHTS**

**MARKETING
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MARKETING INFORMATION AND CUSTOMER INSIGHTS



<https://www.youtube.com/watch?v=ufS-BZAo-yY>

Sistema de informação de marketing

- Marketing Information System (MIS)

Marketing information system (MIS) refers to the people and procedures dedicated to assessing information needs, developing the needed information, and helping decision makers to use the information to generate and validate actionable customer and market insights.



Marketing Information and Customer Insights

MANAGING MARKETING INFORMATION

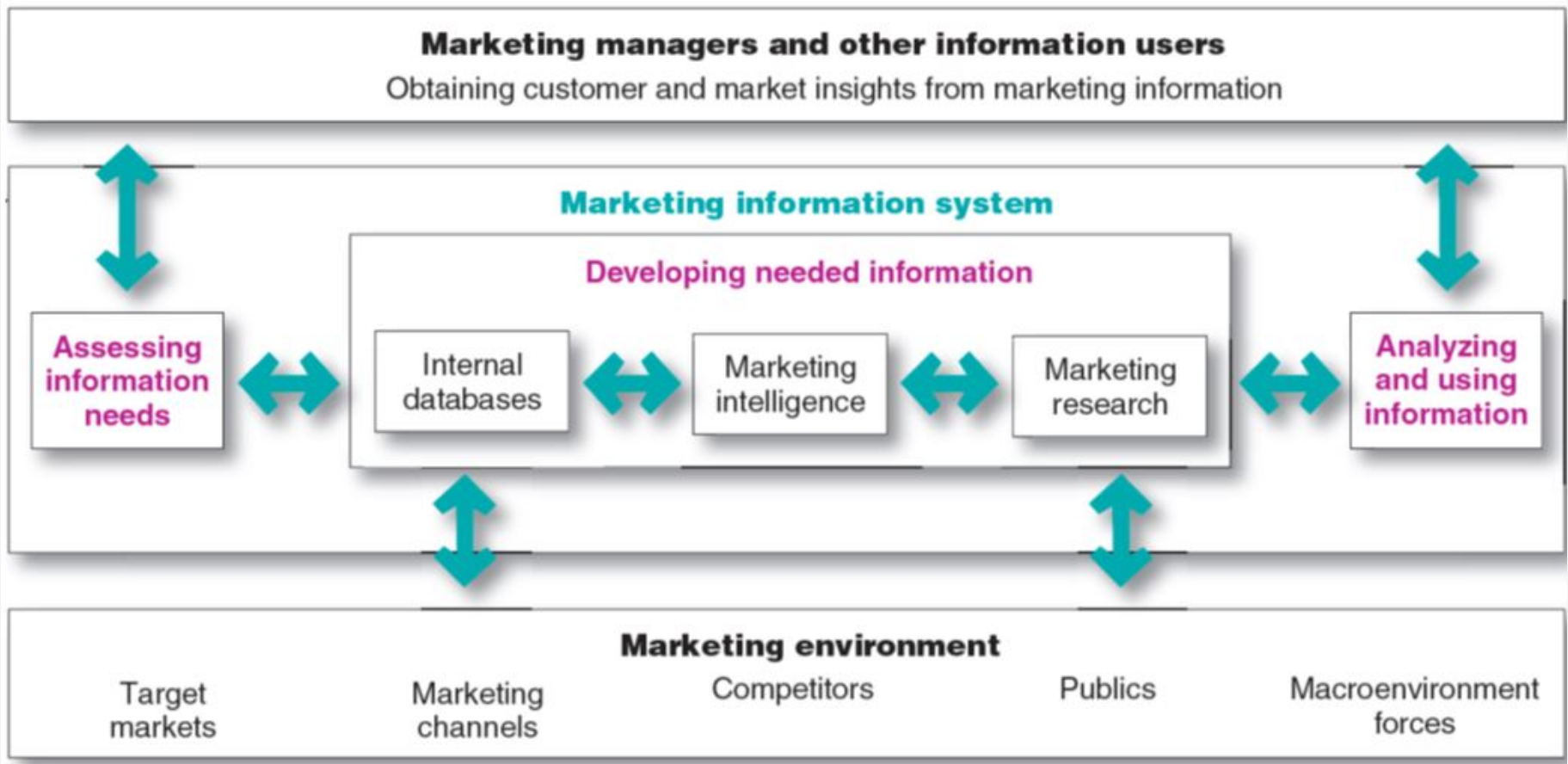
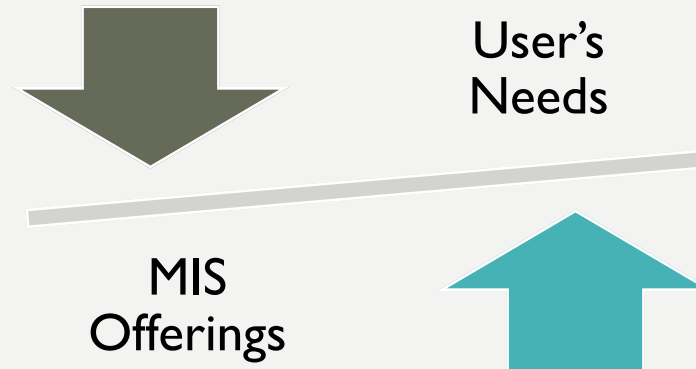


FIGURE | 4.1 The Marketing Information System

ASSESSING MARKETING INFORMATION NEEDS

Characteristics of a Good MIS

- Balancing the information users would like to have against what they need and what is feasible to offer



DEVELOPING MARKETING INFORMATION

Marketers obtain information from

Internal data

Marketing intelligence

Marketing research

Internal Data

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

As informações no banco dos dados internos podem incluir:

informações sobre as características do cliente

transações de vendas

visitas ao site

dados de satisfação do cliente e registros de serviço

registros de vendas, custos e fluxos de caixa

relatórios sobre produção, remessas e estoques

relatórios sobre reações de revendedores e atividades de concorrentes

dados dos transações nos pontos de venda

Inteligência de marketing competitiva

- Competitive Marketing Intelligence

Competitive marketing intelligence is the systematic collection and analysis of publicly available information about consumers, competitors, and developments in the marketing environment.

- As técnicas de inteligência de marketing incluem vários elementos:
- observação dos consumidores em primeira mão
 - entrevistas com os funcionários da empresa
 - *benchmarking* de produtos concorrentes
 - pesquisa da Internet

MARKETING RESEARCH

Whereas marketing intelligence involves actively scanning the general marketing environment, marketing research involves more focused studies to gain customer insights relating to specific marketing decisions.

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

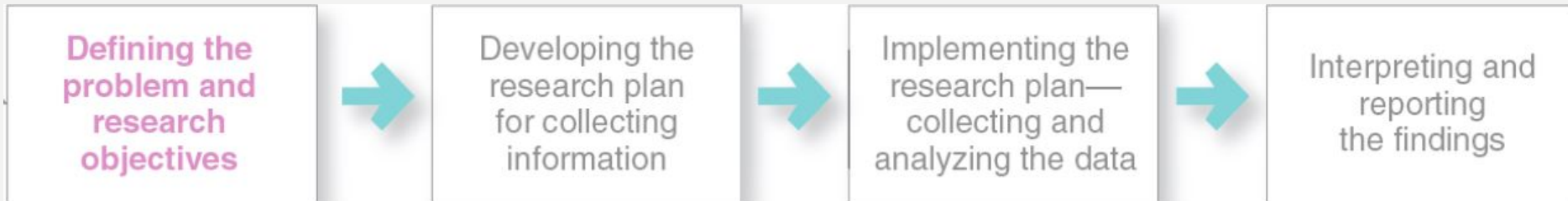
As empresas usam pesquisa de marketing em uma ampla variedade de situações. Por exemplo, a pesquisa de marketing permite que os profissionais de marketing:

- obter insights sobre as motivações do cliente, comportamento de compra e satisfação
- avaliar o potencial de mercado e a quota de mercado
- medir a eficácia das atividades de preço, produto, distribuição e promoção

MARKETING RESEARCH

Steps in the Marketing Research Process

FIGURE | 4.2 The Marketing Research Process



MARKETING RESEARCH

Defining the Problem and Research Objectives

Exploratory research

Descriptive research

Causal research

O objetivo da **pesquisa exploratória** é reunir informações preliminares que ajudem a definir o problema e sugerir hipóteses.

Pesquisa descritiva descreve problemas de marketing, situações ou mercados, como o potencial de mercado de um produto ou a demografia e atitudes dos consumidores.

Pesquisa causal testa hipóteses de relações de causa e efeito.

MARKETING RESEARCH

Developing the Research Plan

Plano de pesquisa:

- Descreve as origens dos dados existentes
- Descreve as abordagens de pesquisa específicas, métodos de contato, planos de amostragem e instrumentos para coletar dados

Questionnaires

Key points of a good questionnaire

How old are you?

How old are you?

under 18 years 18 - 30 years over 30 years

Don't you agree that watching too much TV is bad for you?

yes no

Watching too much TV is bad for you.

strongly disagree disagree agree strongly agree

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Types of Data

Secondary data is information that already exists somewhere, having been collected for another purpose.

Primary data is information collected for the specific purpose at hand.

To meet the manager's information needs, the research plan can call for gathering secondary data, primary data, or both.

GATHERING SECONDARY DATA

Advantages

Lower cost

Obtained quickly

Cannot collect otherwise

Disadvantages
- data may not be

Relevant

Accurate

Current

Impartial

MARKETING RESEARCH

Primary Data Collection

Os dados secundários fornecem um bom ponto de partida para pesquisa e geralmente ajudam a definir problemas e objetivos de pesquisa. Na maioria dos casos, no entanto, a empresa também deve coletar dados primários. A elaboração de um plano para coleta de dados primários exige uma série de decisões sobre abordagens de pesquisa, métodos de contato, plano de amostragem e instrumentos de pesquisa.

Research Approaches

Contact Methods

Sampling Plan

Research Instruments

MARKETING RESEARCH

Primary Data Collection

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

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

Primary Data Collection

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 environments.”

Os pesquisadores geralmente observam o comportamento do consumidor para coletar insights dos clientes que não conseguem obter simplesmente fazendo perguntas aos clientes.

Com a pesquisa observacional, os profissionais de marketing não apenas observam o que os consumidores fazem e dizem.

Os observadores podem ser treinados antropólogos e psicólogos ou pesquisadores e gerentes da empresa.

Observational research



Ethnographic research



Primary Data Collection

Research Approaches

Survey research involves gathering primary data by asking people questions about their knowledge, attitudes, preferences, and buying behavior.

HOW DO YOU AGREE SURVEY...	Strongly Agree	Agree	Disagree	Strongly Disagree
Store hours are convenient.		✓		
A good selection of products.	✓			
Merchandise sold is of the highest quality.	✓			
Stores are conveniently located.		✓		
Store atmosphere and decor are appealing.		✓		
Advertised merchandise was available.	✓			
Merchandise displays are attractive.	✓			
(Store) has the lowest prices.	✓			
The merchandise sold is a good value for the money.			✓	
Overall, I am very satisfied with the store.	✓			

Questionnaire Design

Primary Data Collection

Research Approaches

Experimental research involves gathering primary data by selecting matched groups of subjects, giving them different treatments, controlling related factors, and checking for differences in group responses.



Primary Data Collection

Table 4.2 | Strengths and Weakness of Contact Methods

	Mail	Telephone	Personal	Online
Flexibility	Poor	Good	Excellent	Good
Quantity of data collected	Good	Fair	Excellent	Good
Control of interviewer effects	Excellent	Fair	Poor	Fair
Control of sample	Fair	Excellent	Good	Excellent
Speed of data collection	Poor	Excellent	Good	Excellent
Response rate	Poor	Poor	Good	Good
Cost	Good	Fair	Poor	Excellent

Primary Data Collection

Focus Group – Personal Contact Method

- Six to 10 people
- Trained moderator
- Challenges
 - Expensive
 - Difficult to generalize from small group
 - Consumers not always open and honest



● New focus group environments: Lexus USA general manager Mark Templin hosts “An Evening with Lexus” dinners with luxury car buyers to figure out why they did or didn’t become Lexus owners.

Courtesy of Lexus

Primary Data Collection

Online Contact Methods

Advantages

- Low cost
- Speed
- Higher response rates
- Good for hard to reach groups

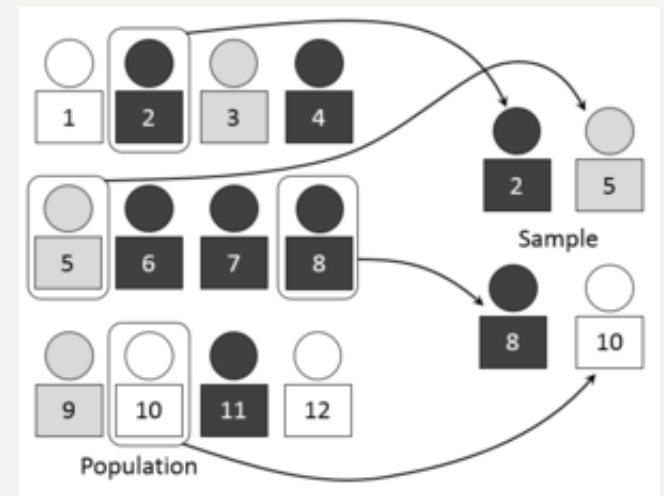


Primary Data Collection

Sampling Plan

A **sample** is a segment of the population selected for marketing research to represent the population as a whole.

- Who is to be studied?
- How many people should be studied?
- How should the people be chosen?



Primary Data Collection

Sampling Plan – Types of Samples

- Amostra aleatória simples
- Amostra aleatória estratificada
- Amostra de cluster (área)

- Amostra de conveniência
- Amostra de julgamento
- Amostra de cota

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 and random samples are drawn from each group
Cluster (area) sample	The population is divided into mutually exclusive groups and the researcher draws a sample
Nonprobability Sample	
Convenience sample	The research selects the easiest population members
Judgment sample	The researcher uses their judgment to select population members
Quota sample	The researcher finds and interviews a prescribed number of people in each of several categories

Primary Data Collection

Research Instruments—Questionnaires

- Most common
- In person, by phone, or online
- Flexible
- Researchers must be careful with wording and ordering of questions
 - Closed-ended
 - Open-ended
- Useful in exploratory research

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
The salesperson was courteous and professional.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1 Access

How do you personally evaluate the importance of the following aspects of coordinated care?

How important is.....?	very important	important	so-so	less important	not important
The surgery hours of the doctor/service provider are flexible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The doctor/service provider takes a proactive approach with me (far-sighted, preventative) and agrees check-up appointments or reminds me that an appointment is due.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My doctor/service provider is available around the clock in case of emergencies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The health insurer actively supports me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The interfaces between GP, specialist and hospital are not perceptible to me. There are no problems at these interfaces in the case of referral from GP to specialist or admission to hospital (loss of information)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Escala de Likert

Estou satisfeito com esse produto da Apple:

- Discordo totalmente
- Discordo parcialmente
- Não concordo, nem discordo
- Concordo parcialmente
- Concordo totalmente

Semantic Differential Scale

For each pair of adjectives place a cross at the point between them which reflects the extent to which you believe the adjectives describe policemen

clean	:	:	:	:	:	:	:	:	dirty
honest	:	:	:	:	:	:	:	:	dishonest
kind	:	:	:	:	:	:	:	:	cruel
helpful	:	:	:	:	:	:	:	:	unhelpful
fair	:	:	:	:	:	:	:	:	biased
strong	:	:	:	:	:	:	:	:	weak
foolish	:	:	:	:	:	:	:	:	wise
energetic	:	:	:	:	:	:	:	:	lazy
unreliable	:	:	:	:	:	:	:	:	reliable

(Robson, 1993)

Research Instruments – Mechanical Devices

Monitors consumer's behavior

–Examples:

- » People put electronic devices in their TVs to record certain programs
- » Checkout scanners record shopper's purchases
- » Advertisers use eye cameras to study viewers' eye movements while watching ads
- » Neuromarketing measures brain activity to learn how consumers feel and respond





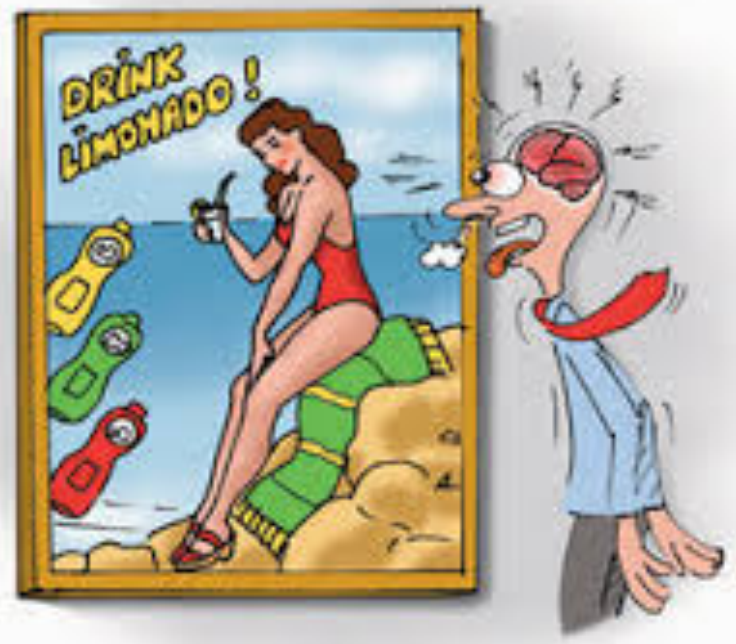


NEUROMARKETING

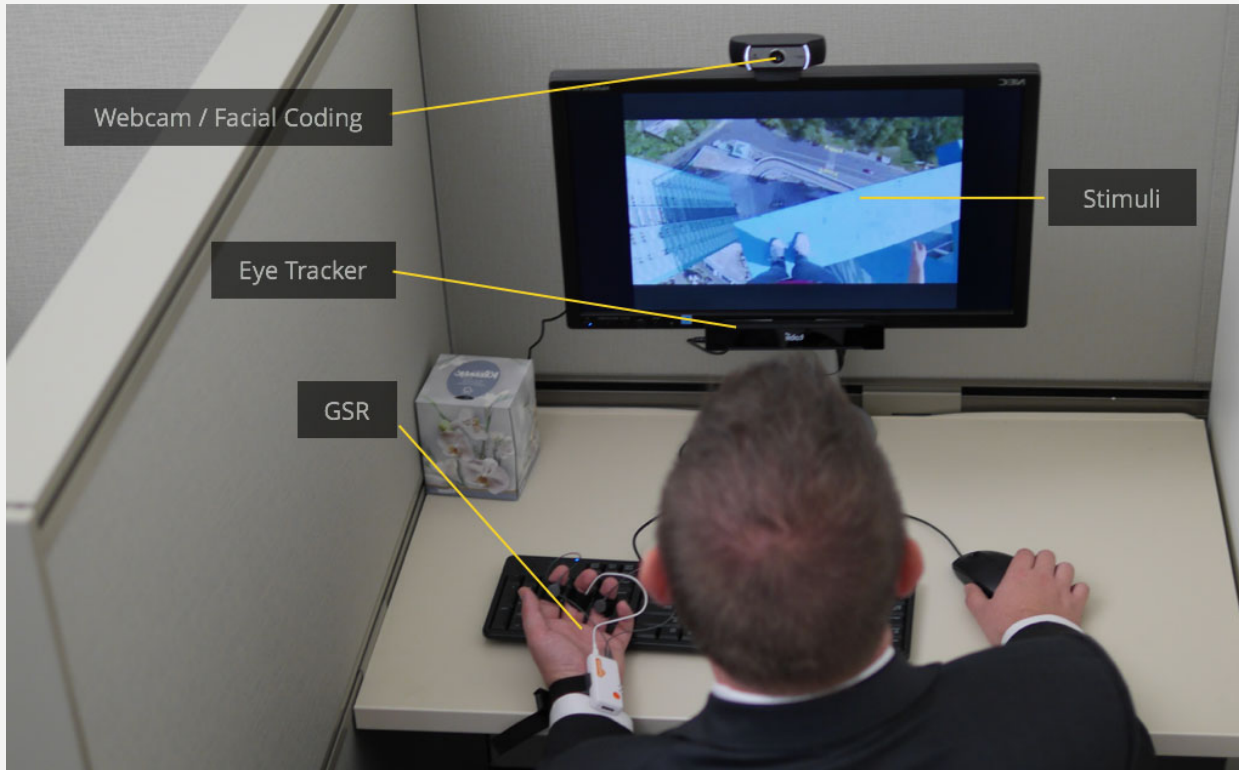
<http://www.youtube.com/watch?v=bzy8BwHccBM>



Neuromarketing is measuring brain activity to learn how consumers feel and respond



<http://www.youtube.com/watch?v=M8K2iG6IgTQ>



Customer Relationship Management

The question of how best to analyze and use individual customer data presents special problems. Most companies are awash in information about their customers. In fact, smart companies capture information at every possible customer *touch point*.

CRM Touch Points



By using CRM to understand customers better, companies can provide higher levels of customer service and develop deeper customer relationships. They can use CRM to pinpoint high-value customers, target them more effectively, cross-sell the company's products, and create offers tailored to specific customer requirements.

DISTRIBUTING AND USING MARKETING INFORMATION

Information distribution involves making information available in a timely, user-friendly way.

- Intranet
- Extranet

Many firms use company *intranet* and internal CRM systems to facilitate information distribution. These systems provide ready access to research and intelligence information, customer contact information, reports, shared work documents, and more.

In addition, companies are increasingly allowing key customers and value-network members to access account, product, and other data on demand through *extranets*. Suppliers, customers, resellers, and select other network members may access a company's *extranet* to update their accounts, arrange purchases, and check orders against inventories to improve customer service.