

Marketing Information System : MKIS



Marketing information systems and market research.

A marketing information system refers to the process of systematically collecting, storing, classifying, analyzing, and disseminating all types of marketing-related information for use in decision-making and marketing operations to satisfy market demands.

A marketing information system comprises elements such as personnel, machinery, and processes that facilitate the movement of data collected from internal and external sources. This data is then used as a basis for decision-making within the scope of marketing management responsibility.



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Characteristics of Marketing Information:

1. The system concept applies to data collection.
2. It's a matter of the future.
3. It's a system that requires continuous operation.
4. It would be a waste of money and resources if the data wasn't used.

The necessity and benefits of marketing information systems.

1. Managers have less time to make decisions.
2. Market activities are becoming more complex and broader in scope.
3. Shortages of energy or other raw materials, or limited resources, are a concern.
4. Increasing consumer dissatisfaction is also a factor.
5. Knowledge of information systems poses a challenge to managers' abilities.



Market research

Philip Kotler defined "marketing research" as follows: "Marketing research is the systematic conduct of research involving the design, collection, analysis, and reporting of data to determine what kind of market situation a company is facing."

Types of market research.

1. Advertising research
2. Business economics and corporate research
3. Corporate Responsibility Research
4. Product Research
5. Sales and Marketing Research
6. Distribution-Channel Studies

Types of market research.

1. Advertising research comprises the following:
 - 1.1 Motivation research
 - 1.2 Copy research
 - 1.3 Media research
 - 1.4 Studies of ad effectiveness
 - 1.5 Studies of competitive advertising

Types of market research.

2. Business Economics and Corporate Research

2.1 Short-range forecasting (up to one year)

2.2 Long-range forecasting (over one year)

2.3 Business trend studies

2.4 Pricing studies

2.5 Plant and warehouse location studies

2.6 Business asset acquisition studies

2.7 Export and international market studies

2.8 Marketing information system

2.9 Operations research

2.10 Internal company employees

Types of market research.

3. Corporate Responsibility Research

3.1 Consumers 'right to know' Studies

3.2 Ecological Impact Studies

3.3 Studies of Legal Constraints on Advertising and Promotion

3.4 Social Value and Policies Studies



Types of market research.

4. Product Research

4.1 New Product Acceptance and Market Potential

4.2 Competitive Product Studies

4.3 Testing of Existing Products

4.4 Packaging Research: Design or Physical Characteristics

Types of market research.

5. Sales and Marketing Research

5.1 Measurement of Market Potential

5.2 Market Share Analysis

5.3 Determination of Marketing Characteristics

5.4 Sales Analysis

5.5 Establishment of Sales Quotas and Territories



Types of market research.

6. Distribution Channel Studies

6.1 Market Testing and Store Audits

6.2 Consumer Panel Operations

6.3 Sales Compensation Studies

6.4 Promotional Studies of Premiums, Coupons, Sampling Deals, etc.