

# **INFORMATION BASE FOR GLOBAL MARKETING**

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# MARKETING INFORMATION

Information and market data gathered to support marketing decision making. Information can be consisted of:

- Culture
- Economics
- Social
- Politics
- Laws

Ex KFC in Brazil , ketchup in Japan

# TYPES OF MARKETING INFORMATION

**1.Primary data** – Collecting data manually, whether based on basic surveys or market research

**2.Secondary data**– Information from the database that is already collected

## **Information for International Marketing**

1. Data to support market entry decision
2. Data for market expansion
3. Information to coordinate worldwide.

# 1. Data to Support Market Entry Decision

## 1.1 Information about the business environment in general

### Politics factor

- Political system
- Government stability
- Frequency of protest and strike
- Attitudes toward international business

### Financial factor

- Inflation rate
- Capital investment restrictions
- Investment Liabilities
- Stability of monetary value

### Law factor

- Restrictions on import and export
- Restrictions on the investment of foreign business
- Laws related to business operations.
- price control
- Laws related to copyright and enforcement

### Demographics

- Number of population
- Average population growth rate
- Ratio of the population age
- Population age structure

# 1. Data to Support Market Entry Decision

## Geography

- Size
- Climate
- Rain fall or snow per year

## Economic factor

- GNP per capita
- Income Per Capita
- Business growth rate
- Energy and resources

## Social factor

- Living conditions in general
- Minority population
- Languages
- Religion
- Density of physicians (doctor per 1000 population)

## Education and Technology factor

- Scientific skills
- Technological products
- Literacy rate of the population
- Personal computers per capita
- Number of people with PhD

# 2. DATA FOR MARKET EXPANSION

## Market research must be aware of several issues

- Secondary data from local agencies may have different quality, standards, and level of credibility
- Ease of gathering information of each country are not the same
  - ex telephone survey
- Cautious researches can produce comparable results
  - ex language(translation equivalent)
- Researchers need to be careful about sampling equivalent
  - ex gender, age, educational background
- Variables in each country may have effect on market research results
  - ex exchange rate

# 2.DATA FOR MARKET EXPANSION

## 1.2 Information about the products that the company will expand the market.

### Product Distribution

- Sales of products
- frequency of purchase
- expansion of sales

### Competition

- Number of businesses that are direct competitors
- Expansion of competitors
- Market share of major competitors

# 3. INFORMATION TO COORDINATE WORLDWIDE

- Global information data base
  - Demand and expanding markets in different countries
  - Obstacles and opportunities on products
- Efficiency in the operations of the various countries in each region
- Comparing marketing data from different regions and researches

# PRIMARY SOURCES FOR INTERNATIONAL MARKETING

## 1. Governments Sources

- [www.moc.go.th](http://www.moc.go.th)
- [www.thaitrade.com](http://www.thaitrade.com)

## 2. International Organizations Sources

- WTO, OECD, European Union, G-20, G-8

## 3. Trade Association - Chamber of Commerce

## 4. Consulting Firms - High cost

## 5. World Almanac – U.S.-published reference book

## 6. International Market Research Resources

- [www.marketingpower.com](http://www.marketingpower.com)
- Google's Insights Databoard
- American Fact Finder

# PRIMARY SOURCES FOR INTERNATIONAL MARKETING

## 7. Internet and Electronic Information

- [www.eib.org](http://www.eib.org)
- [www.ebrd.com](http://www.ebrd.com)
- [www.eurunion.org](http://www.eurunion.org)
- [www.un.org](http://www.un.org)
- [www.intracen.org](http://www.intracen.org)
- [www.usitc.gov](http://www.usitc.gov)
- [www.apecsec.org.sg](http://www.apecsec.org.sg)
- [www.asean.or.id](http://www.asean.or.id)
- [www.exim.gov](http://www.exim.gov)
- [www.imf.org](http://www.imf.org)
- [www.ustr.gov](http://www.ustr.gov)
- [www.usa.gov](http://www.usa.gov)

# MARKETING ANALYSIS FROM RESEARCH DATA

## 1. Analogy method

- Comparison

## 2. Trend analysis

- Time series, regression analysis, multivariate

## 3. Feasibility study

3.1 Environmental scanning

3.2 Marketing screening

- country screening
- segment screening

## 4. Financial and economic forces

- Market factor, market indicators
- Market size = population that live in city + resource & power assumption
- Market growth = average growth rate of electricity consumption + growth of GDP

# MARKETING ANALYSIS FROM RESEARCH DATA

## 5. Political and legal forces

- Entry barrier
- Advertising prohibition

## 6. Sociocultural forces

## 7. Competitive forces

- Direct competitors
- Financial strength
- Marketing strategies