

Chapter 3

Marketing Information Systems and Marketing Research

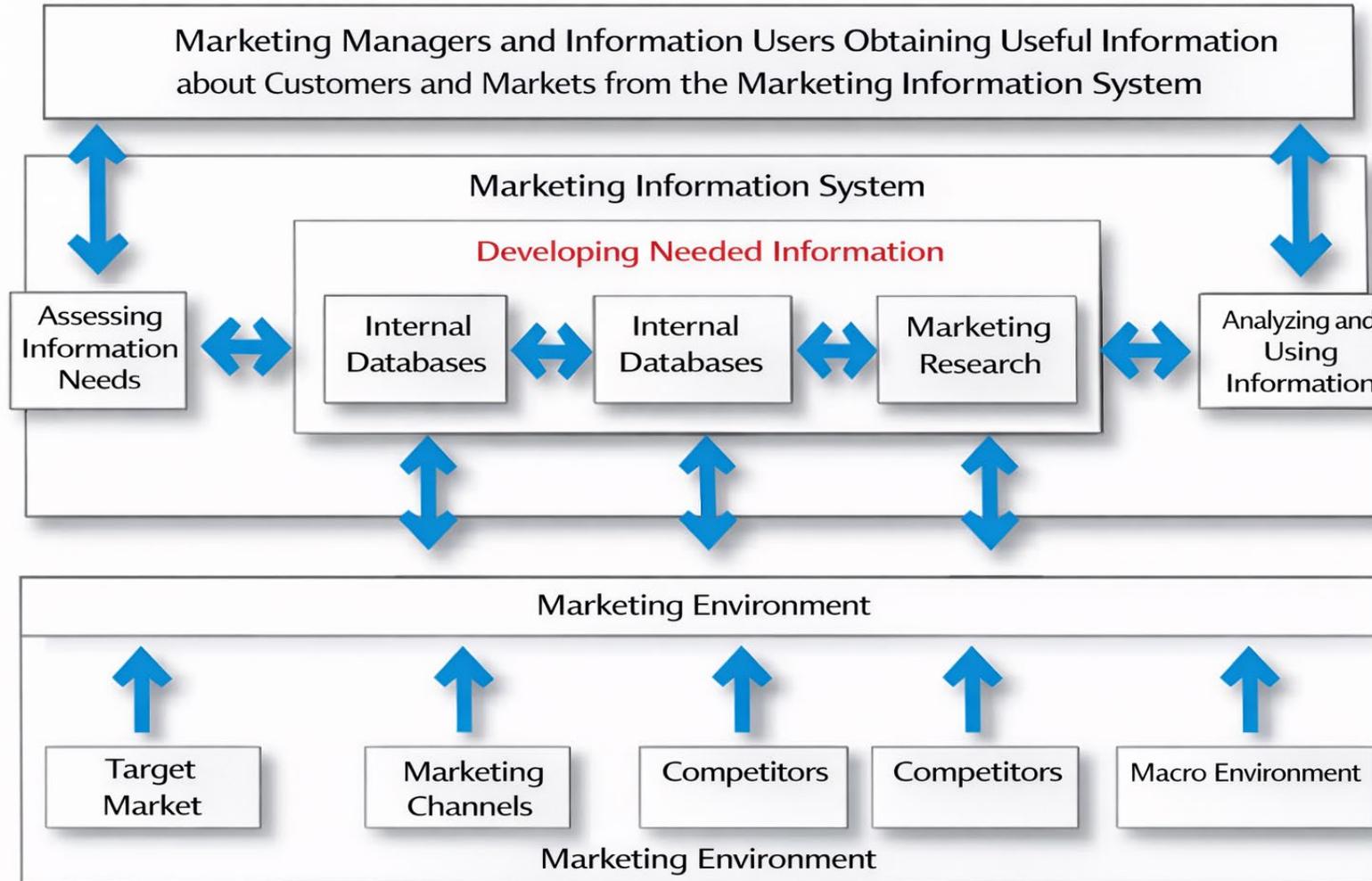
Contents

- Importance of Marketing Information Systems
- Components of Marketing Information Systems
- Development of Marketing Information Systems
- Marketing Research
- Primary Data Collection
- Analysis and Use of Marketing Information
- Consideration of Other Marketing Information Source

Importance of Marketing Information Systems

- ▶ **Marketing Information System (MKIS)** refers to the continuous operation of personnel, tools, equipment, and processes that interact with one another to collect data and then classify, analyze, and evaluate various types of data in order to obtain accurate and relevant information that meets needs and can be used to solve marketing problems in a timely manner.
- ▶ **Importance of Marketing Information Systems**
 1. Businesses can expand from local markets to national and global markets.
 2. Consumers develop from purchasing based on needs to selecting products and services based on wants.
 3. It serves as an important marketing tool that enhances effectiveness and efficiency.
 4. Information can be used for analyzing marketing opportunities, conducting research and selecting target markets, designing marketing strategies, planning marketing programs, implementation, and marketing control.

Components of the Marketing Information System



► Figure 3.1 Marketing Information System

1. Internal Records System

An internal data recording system that stores basic organizational information used for marketing activities. It is divided into two subsystems:

1.1 **Sales Information System** - focuses on reporting the organization's sales performance over a given period of time.

1.2 **Customer Relationship Management System** - collects and stores customer-related information, including sales transactions, after-sales service, and customer contact history.

2. Marketing Intelligence System

Information related to competitors and the marketing environment, including technology, customers, economic conditions, and society.

3. Marketing Research System

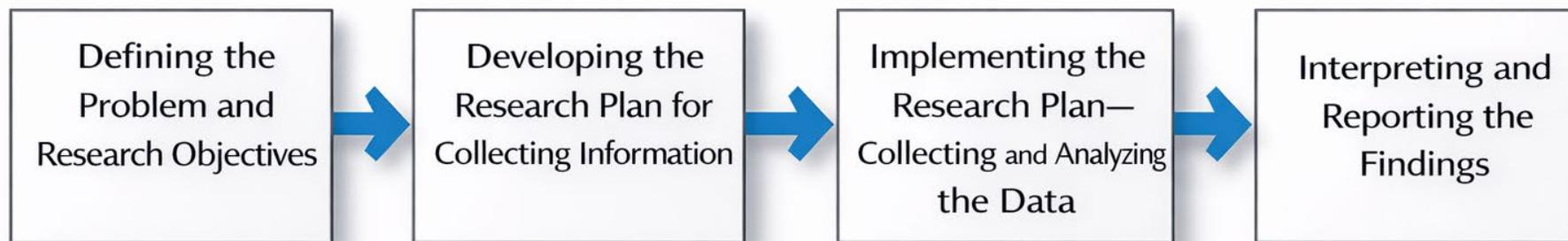
Supports marketing research activities in order to find answers to specific situations or to identify approaches for solving marketing problems.

4. Marketing Decision Support System

A computer-based process used to collect and analyze data systematically and according to established principles to support marketing decision-making.

Marketing Research

- ▶ Marketing research refers to the systematic design, collection, analysis, and reporting of data related to marketing situations that an organization is facing.
- ▶ The marketing research process consists of four steps, as shown in Figure 3.2



- ▶ Figure 3.2 The Marketing Research Process

- ▶ **Defining the research problem and research objectives**
Defining the research problem and objectives is the most important step in the research process. The stated research problem and objectives guide the entire research process.
- ▶ **Developing the research plan**
This step identifies the sources of existing data and specifies the research approach, contact methods, sampling plan, and research instruments to be used for collecting new data. The research plan is usually presented in the form of a research proposal and may involve the use of secondary data, primary data, or both.
- ▶ **Implementing the research plan**
This step involves collecting, processing, and analyzing data in order to extract important information and findings from the research.
- ▶ **Interpreting and reporting the research results**
This step focuses on presenting the research findings and significant information that are useful for management decision-making.

Primary Data Collection

Research approaches for collecting primary data include observation research, survey research, and experimental research.

- 1. Observation Research**
- 2. Ethnographic Research**
- 3. Survey Research**
- 4. Experimental Research**

► Table 3.1 Planning Primary Data Collection

Research Approach	Contact Method	Sampling Plan	Data Collection Instruments
Observation Survey Experiment	Mail Telephone interview In-depth interview Online questionnaire	Sampling unit Sample size Sampling method	Questionnaire Use of tools or equipment Data collection

► Table 3.2 Planning Primary Data Collection

Types of Sampling	Sampling Method
Probability Sampling	
Simple Random Sampling	All members of the population have an equal chance of being selected.
Stratified Random Sampling	The population is divided into groups with shared characteristics (e.g., age groups), and samples are randomly selected from each group.
Cluster (Area) Sampling	The population is divided into groups based on geographic areas; the researcher then selects samples from each area for interviews.

Types of Sampling	Sampling Method
Probability Sampling	
convenience Sampling	The researcher selects samples from the population that are easiest or most accessible for data collection.
Judgment Sampling	The researcher uses personal judgment to select units of the population that have characteristics relevant to the data needed.
Quota Sampling	The researcher selects samples according to predetermined quotas for each subgroup, based on desired characteristics.

Marketing Information Analysis and Utilization

Data collected from internal company databases, marketing activities, and marketing research must be analyzed to make them more useful. Managers may require assistance in applying marketing data to create insights into customer information and market conditions in order to enhance the effectiveness of marketing decision-making. This may involve advanced statistical analysis to gain deeper understanding of relationships within the data. Data analysis may also involve the application of analytical models to support better marketing decisions. Once data have been processed and analyzed, they must be delivered to decision-makers accurately and in a timely manner.

Consideration of Other Marketing Information Issues

1. Marketing research in small businesses and non-profit organizations
Unlike large companies, small businesses must closely monitor changes in customer needs, responses to new products, and changes in the competitive environment.
2. International marketing research
The research process is similar to domestic research, beginning with problem definition and research plan development, followed by data analysis and presentation of research results.
3. Public policy and ethics in marketing research
Public responsibility and ethical issues in marketing research include two main concerns: invasion of consumer privacy and misuse of research findings.