

# Marketing Research – Ch. 28

Function: Marketing Information Management

Utility: Information Utility



## What You'll Learn...

- Why is marketing research important?
- How does a marketing information system work?
- What is the difference between the four types of marketing research?

## Vocabulary...

Marketing research, marketing information system, database, attitude research, market research, media research, product research, test marketing

# Defining Marketing Research

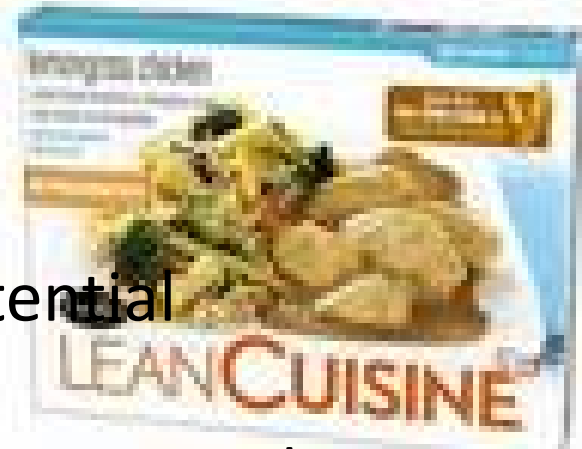
- Marketing Research links the consumer, customer, and public to the marketer through information
- That information is used to:
  - Identify marketing opportunities
  - Solve marketing problems
  - Implement marketing plans
  - Monitor marketing performance
- Marketing research involves methods used to:
  - Gather information
  - Analyze information
  - And report findings

# Why is Marketing Research important?

- Major goal of business to increase sales and profits
- If companies don't pay attention to what customers are buying, they may make costly mistakes
- MR helps to plan for the future
  - What should we produce?
  - Where should we sell our products?
  - How will we promote our products?
  - What price should we charge for our products?
  - **THE 4 P'S!!!**

# Stouffer's Lean Cuisine

MR also helps anticipate market potential



- Stouffer's did 13 years of marketing research to start the Lean Cuisine product line
- Stouffer's studied consumers' interests in health and dieting
- Consumer panels on likes/dislikes on new entrees
- Developed its product, tested its package design and piloted sales in large cities before national distribution
- Result: \$125 million in sales in the first year

# Who Uses Marketing Research?

- Organizations of any size
- The size of the business can affect how research is done
  - Smaller companies, less or informal research
  - Larger companies, separate departments, formal research
- Businesses aren't the only groups to use research:
  - Government groups and departments
  - Trade associations



# Marketing Information Systems

- After data is collected, it must be sorted and stored for use. How? A Marketing Information System! (database)
- A set of procedures and methods that regularly generates, stores , analyzes and distributes information to be used for marketing decisions
- What's included?
  - Company sales records
  - Competitors' records (prices, products, locations)
  - Customer profile data
  - Government data (regulations and laws, trends)



# Types of Marketing Research

- **Attitude Research** (aka opinion research)
- Measures how people feel about products, ideas or companies
- Example: knowing the attitude of Americans who currently wear glasses but would consider laser surgery is important information for companies considering a marketing strategy for corrective laser surgery





# Types of Marketing Research

- **Market Research**
- Systematic gathering, recording, analyzing, and presentation of information related to marketing goods and services
- Concerned with size, location and makeup of the market (who buys our product?)



# Types of Marketing Research

- **Media Research** focuses on issues of media selection and frequency
- Where and how often should we advertise?
- Effectiveness of different types of media
- How can we most effectively reach our target market?

# Types of Marketing Research

- **Product Research** centers on evaluating product design, package design, product usage, and consumer acceptance of new and existing products
- Also used to research competitors' products
- How to test new products? Test marketing! Giving the product to a certain group of consumers and having them try it, then give feedback.



# Practice

- Go back to slide #2. Write the answers to the What You'll Learn questions.
- Write a definition in your own words for each of the vocabulary words.
- Complete Workbook page 242. This will help you understand the difference between the types of research.
- Turn it all in!