Fundamentals of Marketing

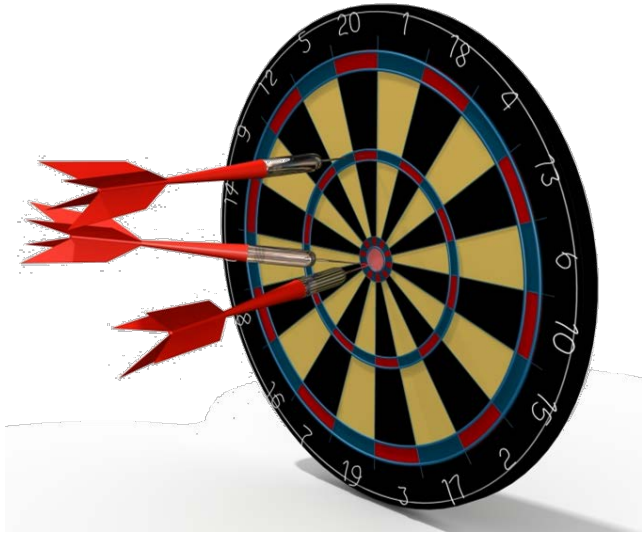
Instructor's Handouts

Capítulo 4

Investigación Comercial y Sistemas de Información de Marketing

Chapter Objectives

- Discuss the bases of marketing research
- Underline the importance of a thorough knowledge of the market
- Present the different research techniques and their methodology

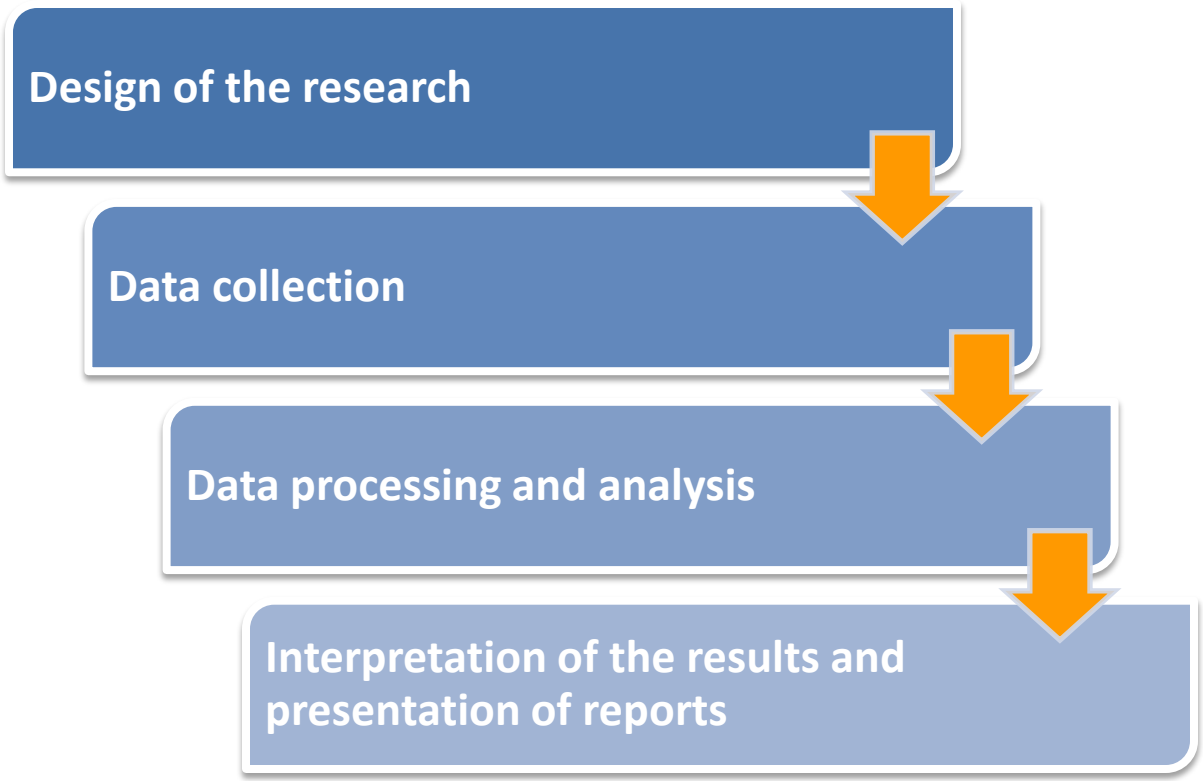


4.1 What is Marketing Research? Concepts and Features

- Marketing Research is the function that:
  - Links the consumer, customer, and public to the marketer through information
  - Generates and evaluates marketing actions
  - Monitors marketing performance
  - Improves understanding of marketing as a process
  - Specifies the information required to address these issues
  - Designs the method for collecting information
  - Manages and implements the data collection process
  - Analyses the results
  - Communicates the findings and their implications

4.1 What is Marketing Research? Concepts and Features

- **The stages of marketing research**



4.1 What is Marketing Research? Concepts and Features

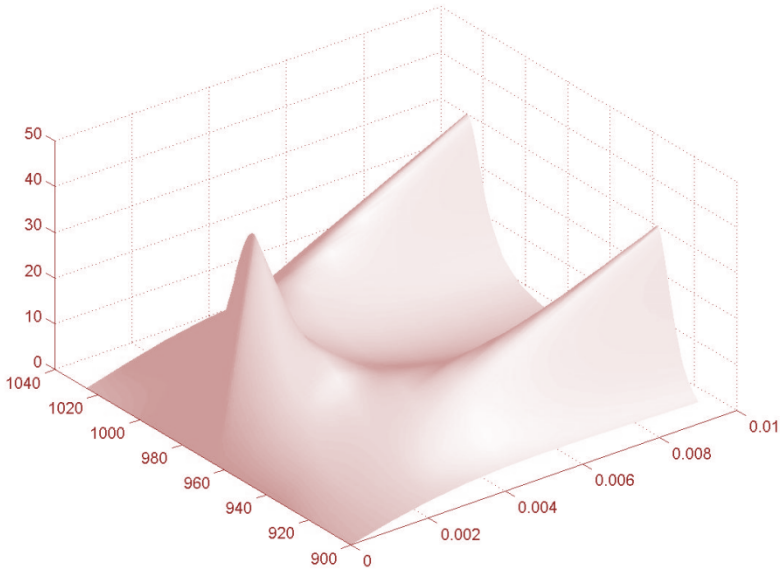
- **Types of studies in Marketing Research**

Exploratory studies

Descriptive studies

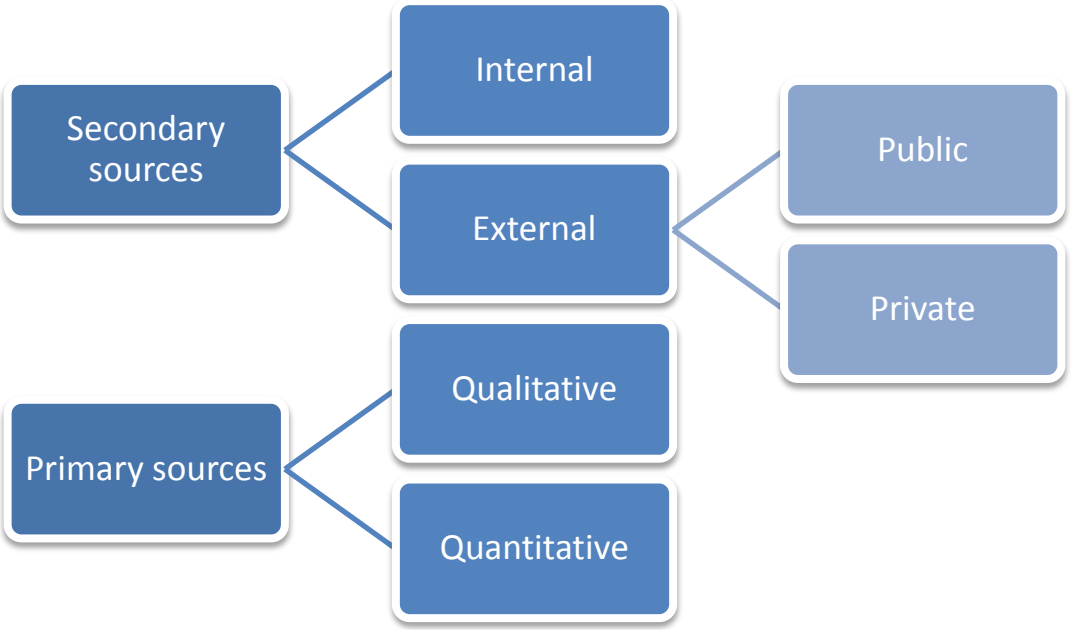
- Cross Sectional
- Longitudinal

Causal studies

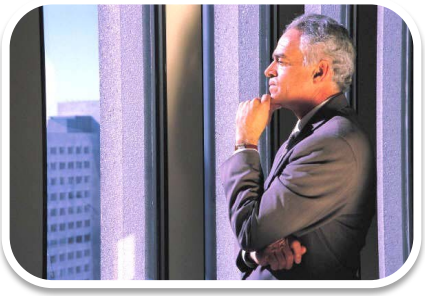


4.2 Information Sources in Marketing

- **Information Sources**



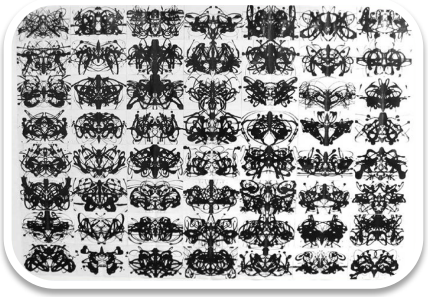
4.3 Qualitative Primary Sources



In-Depth Interview

Focus Group

Observation



Projective Techniques

4.4 Quantitative Primary Sources

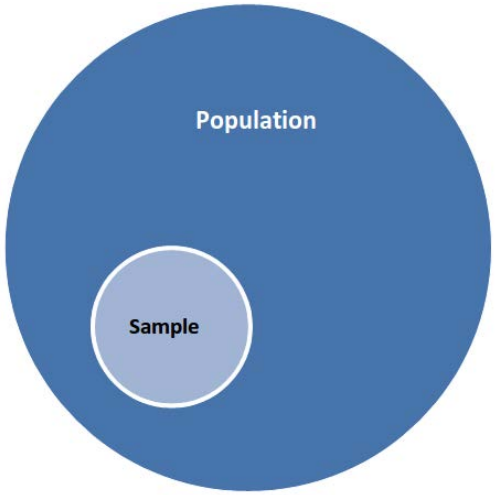
- Surveys are a key means for the obtaining of information in marketing research. There are a few basic methods for carrying out a survey:
  - Direct Survey
  - Mail
  - Telephone
  - Internet and E-mail based surveys

4.4 Quantitative Primary Sources

- A sample is a set of population or universe elements from which we want to obtain information.

- The sampling process requires the carrying out of the following tasks:

  - Defining the survey's focus group.
  - Selecting the structure of the sample (lists, directories, etc.).
  - Specifying the sample unit.
  - Selection the sampling method (probability, non-probability).
  - Determining sample size.
  - Designing the sampling plan
  - selecting the sample.



4.4 Quantitative Primary Sources

Probability Sampling

- Simple random sampling
- Systematic sampling
- Stratified sampling
- Cluster (area) sampling

Non-probability sampling

- Convenience sampling
- Purposive sampling
- Quota sampling

4.5 Data Processing and Analysis

- The application of statistical data analysis techniques, especially the more sophisticated ones, has undergone considerable growth in marketing research.

- Data analysis techniques used in marketing research come from, mostly, other disciplines such as statistics, psychology or sociology and are generally used in social research.

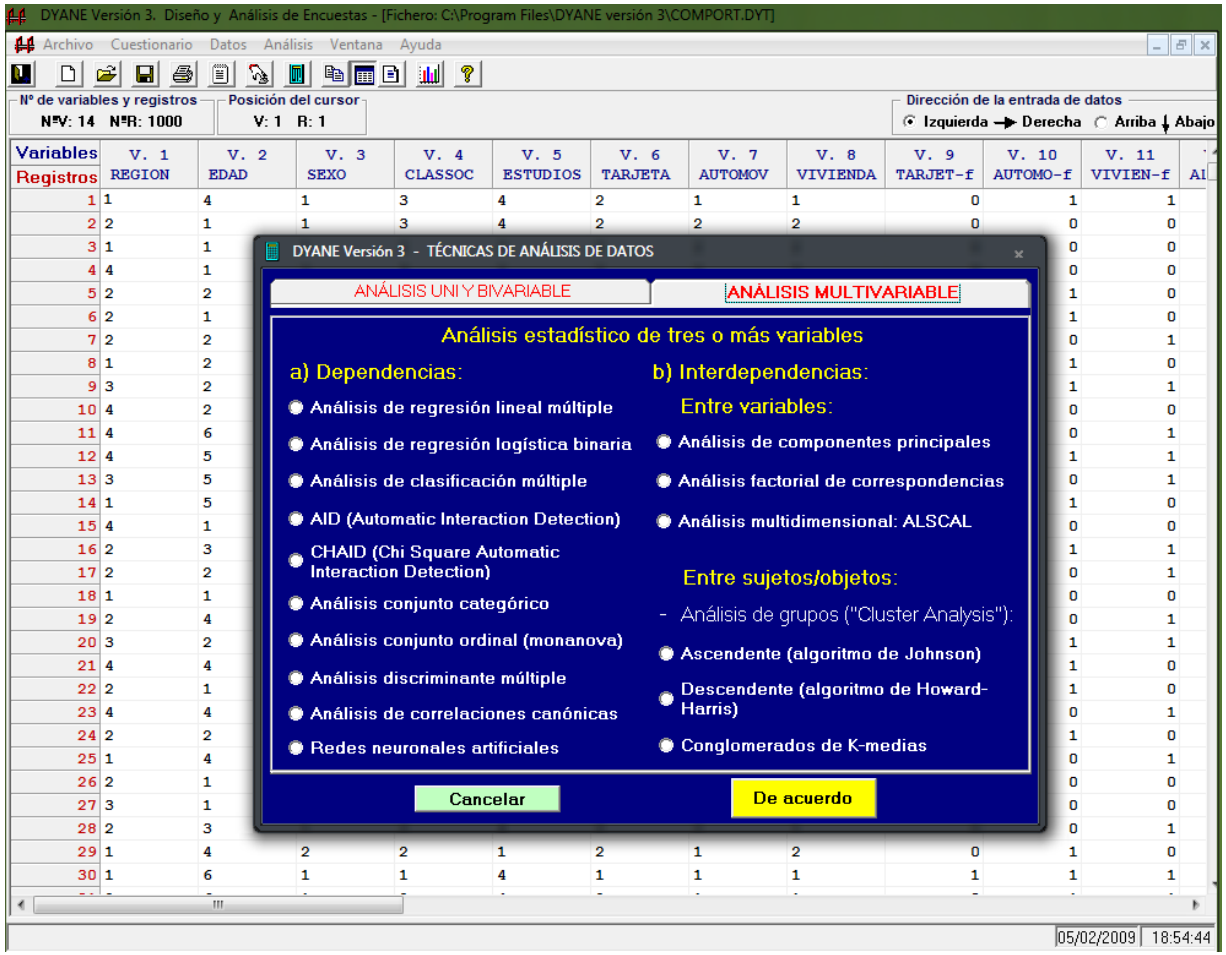
- In order to study them, data analysis techniques can be divided into:

  - Univariate
  - Bivariate
  - Multivariate

4.5 Data Processing and Analysis

- **DYANE versión 3**

(Santesmases M. 2005)



4.6 Drawing up of Reports and Presentation of Results

- The **final stage of the research is the interpretation** of the **collected data**, from the tabulations as well as the multivariable analysis techniques carried out.

- These results will **confirm or refute the hypotheses** offered, will provide specific conclusions and will show the need for further research.

- Every research process, will be included in a written report, which will **synthesize all of the research** process and which will be presented to the Marketing management of the company or organization.

4.7 The Marketing Information System (MIS)

- Subsystem of Internal Reports
- Market Research Subsystem
- Analytical Marketing Subsystem
- Marketing Intelligence Subsystem