

RISET PEMASARAN



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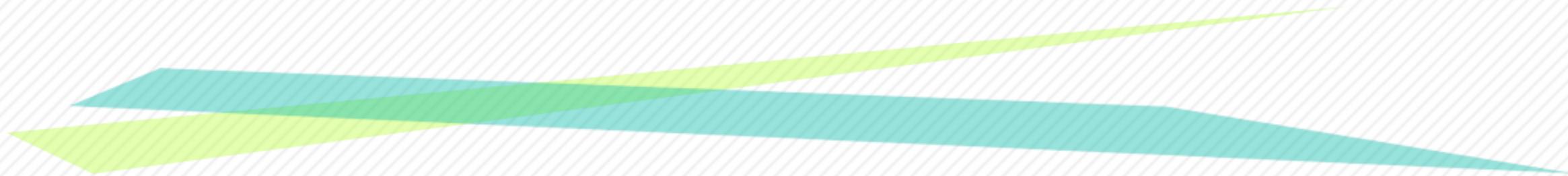
The Marketing Information System and Marketing Intelligence

Every firm must organize and distribute a continuous flow of information to its marketing managers. A marketing information system (MIS) consists of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers.



Internal Records and Database Systems

To spot important opportunities and potential problems, marketing managers rely on internal reports of orders, sales, prices, costs, inventory levels, receivables, and payables.



Marketing Intelligence

A marketing intelligence system is a set of procedures and sources that managers use to obtain everyday information about developments in the marketing environment



The internal records system supplies results data, but the marketing intelligence system supplies happenings data.

Marketing managers collect marketing intelligence by reading books, newspapers, and trade publications; talking to customers, suppliers, distributors, and other company managers; and monitoring online social media

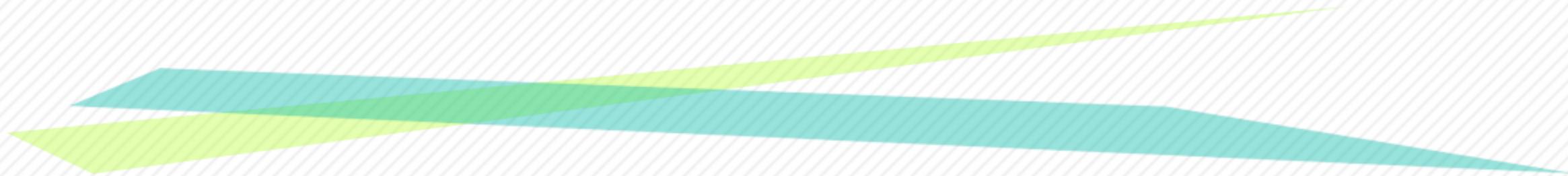


TABLE 3.1**Improving Marketing Intelligence****Action****Example**

Train and motivate the sales force to spot and report new developments.

Have sales representatives observe how customers use products in innovative ways, which can lead to new product ideas.

Motivate distributors, retailers, and other intermediaries to pass along important intelligence.

Intermediaries are closer to the customer and can offer helpful insights, such as observing that certain consumers switch to different products during specific seasons.

Hire external experts to collect intelligence.

Use mystery shoppers to uncover problems with quality, services, and facilities.

Network internally and externally.

Buy competitors' products, attend open houses and trade shows, read competitors' published reports, and collect competitors' ads.

Set up a customer advisory panel.

Invite the company's largest, most outspoken, most sophisticated, or most representative customers to provide feedback.

Take advantage of government data.

Check U.S. Census Bureau data to learn about population swings, demographic groups, regional migrations, and changing family structure.

Buy information from outside research firms and vendors.

Obtain data from well-known suppliers such as Nielsen and NPD.

Collect marketing intelligence on the Internet.

Check online forums, distributor feedback sites, customer complaint sites, blogs, and social media for comments and opinions about competing goods and services.



Defining Marketing Research

The American Marketing Association defines marketing research as “the function that links the consumer, customer, and public to the marketer through information—information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

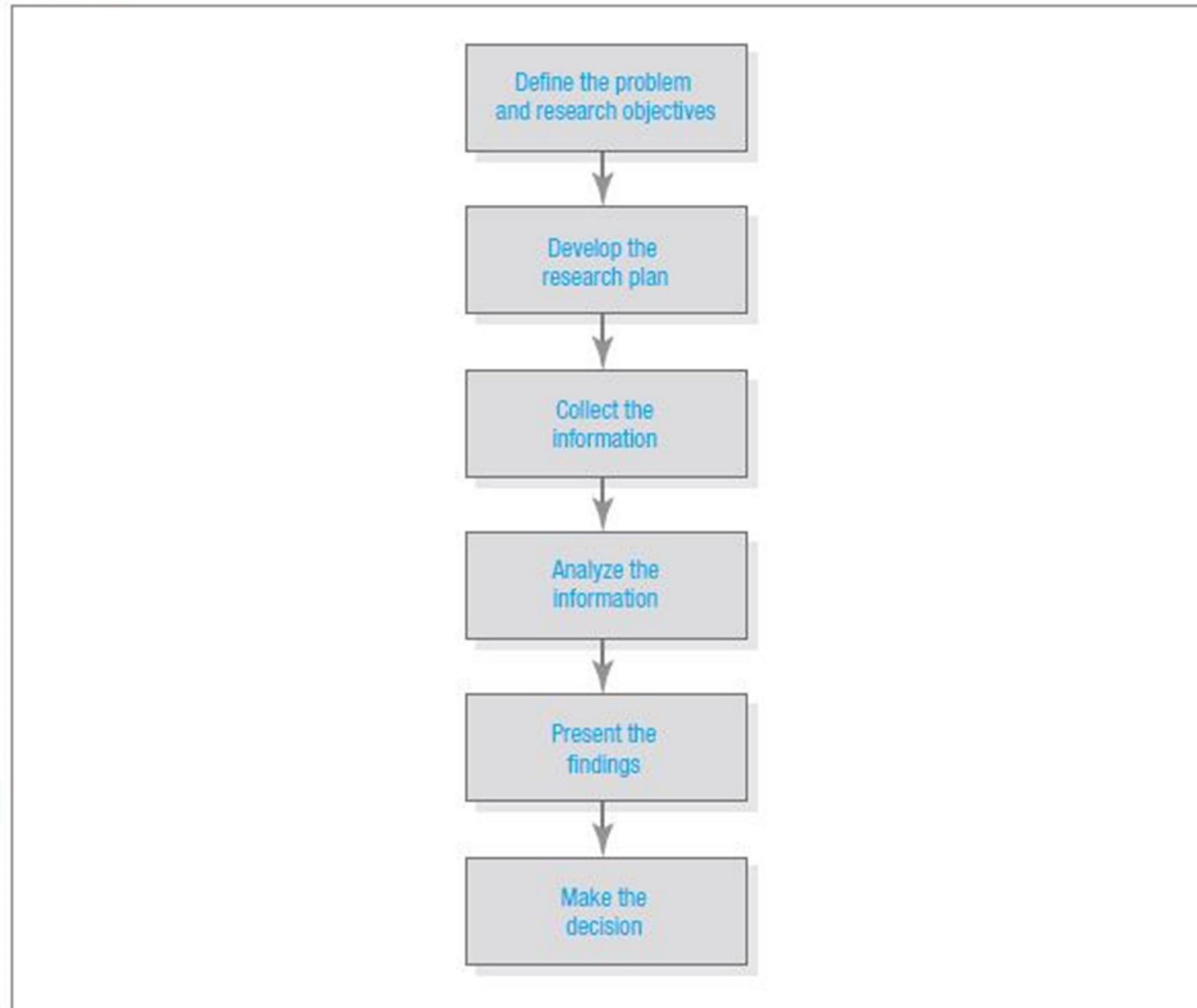


Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications



The Marketing Research Process

FIGURE 3.1 The Marketing Research Process



Develop the Research Plan

Data Sources

The researcher can gather secondary data, primary data, or both. Secondary data are data that were collected for another purpose and already exist somewhere. Primary data are data freshly gathered for a specific purpose or project. Researchers usually start by examining secondary data. If the needed data don't exist or are dated, inaccurate, incomplete, or unreliable, the researcher will need to collect primary data.



Research Approaches

Marketers collect primary data in five main ways: through observation, focus groups, surveys, behavioral data, and experiments.



TABLE 3.2 Marketing Research Contact Methods

Contact Method	Advantages	Disadvantages
By mail	Good for reaching people who would not give personal interviews or whose responses might be biased or distorted by the interviewer.	Response rate is usually low or slow.
By telephone	Good for gathering information quickly and clarifying questions if respondents do not understand. Response rate is typically higher than for mailed questionnaires.	Interviews must be brief, not too personal. Telephone contact getting more difficult because of consumers' growing antipathy toward telemarketers.
In person	Most versatile because researcher can ask more questions and record additional observations about respondents, such as dress and body language.	Most expensive method, subject to interviewer bias, and requires more planning and supervision.
Online	Inexpensive, fast, versatile. Responses tend to be honest and thoughtful. Firms can post questionnaires online, host a consumer panel or virtual focus group, sponsor a chat room or blog, analyze clickstream data, use text messaging.	Samples can be skewed and small. Online research can suffer from technological problems and inconsistencies. Online panels can suffer from excessive turnover.

Forecasting and Demand Measurement

Conducting marketing research and collecting marketing intelligence can help to identify marketing opportunities. The company must then measure and forecast the size, growth, and profit potential of each new opportunity. Sales forecasts prepared by marketing are used by finance to raise cash for investment and operations; by manufacturing to establish capacity and output; by purchasing to acquire the right amount of supplies; and by human resources to hire the needed workers.

The Measures of Market Demand

There are many productive ways to break down the market:

- The **potential market** is the set of consumers with a sufficient level of interest in a market offer. However, their interest is not enough to define a market unless they also have sufficient income and access to the product.
- The **available market** is the set of consumers who have interest, income, and access to a particular offer. Eligible adults constitute the qualified available market—the set of consumers who have interest, income, access, and qualifications for the market offer.
- The **target market** is the part of the qualified available market the company decides to pursue.
- The **penetrated market** is the set of consumers who are buying the company's product.

TABLE 3.4 Major Forces in the Macroenvironment

Force	Key Elements to Monitor
Demographic environment	<ul style="list-style-type: none">• Worldwide population growth• Population age mix• Diversity within markets• Educational groups• Household patterns
Economic environment	<ul style="list-style-type: none">• Consumer psychology• Income distribution• Income, savings, debt, and credit
Sociocultural environment	<ul style="list-style-type: none">• World views• Core cultural values• Subcultures
Natural environment	<ul style="list-style-type: none">• Shortage of raw materials• Increased cost of energy• Increased pollution levels• Changing role of governments• Corporate environmentalism
Technological environment	<ul style="list-style-type: none">• Accelerating pace of change• Unlimited opportunities for innovation• Varying research and development budgets• Regulation of technological change
Political-legal environment	<ul style="list-style-type: none">• Increase in business legislation• Growth of special-interest groups



REFLEKSI

- Informasi penting hari ini
- Manfaat penting dari informasi penting hari ini
- Tindak lanjut yang dapat saudara lakukan





Thank You! 😊

Any Questions?