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Notes: Consumer-generated media (CGM) is that media that consumers generate themselves and share among themselves. 2015. Explain their benefits in marketing research. 39 Scanner-Based ResearchChapter 9 Decision Support Systems and Marketing Research Scanner-Based Research BehaviorScan With such a measure of household purchasing, it is possible to manipulate marketing variables, such as television advertising or consumer promotions, or to introduce a new product and analyze real changes in consumer buying behavior. InfoScan Retail sales, detailed consumer purchasing information (including measurement of store loyalty and total grocery basket expenditures), and promotional activity by manufacturers and retailers are monitored and evaluated for all bar-coded products. 28 © Cengage Learning Inc. As changes occur in the firm's external environment, marketing managers must decide on changes to the existing marketing mix. 21 22 © Cengage Learning Inc. 2 © Cengage Learning Inc All Rights Reserved. 34 Advantages of Online Focus GroupsChapter 9 Decision Support Systems and Marketing Research Advantages of Online Focus Groups Ease of Use Better participation rates Cost-effectiveness Broad geographic scope Accessibility Honesty Notes: Ease of use: the respondent does not have to do any work to see the stimuli Better participation rates: Conducted over the course of days, participants less likely to pull out. 37 Discuss the growing importance of scanner-based researchChapter 9 Decision Support Systems and Marketing Research Scanner-Based Research Discuss the growing importance of scanner-based research 4 © Cengage Learning Inc All Rights Reserved. Page 5 Page 6 2015 Faculty Bookshelf DOWNLOADS Since March 28, 2016 CoInS Page 7 2015 Faculty Bookshelf DOWNLOADS Since March 28, 2016 CoInS Page 8 2015 Faculty Bookshelf DOWNLOADS Since March 10, 2017 CoInS Page 9 2015 Faculty Bookshelf DOWNLOADS Since January 27, 2016 CoInS Page 10 2015 Faculty Bookshelf DOWNLOADS Since January 15, 2016 CoInS Page 11 2015 Faculty Bookshelf DOWNLOADS Since January 19, 2016 CoInS Page 12 2015 Faculty Bookshelf DOWNLOADS Since March 28, 2016 CoInS 1 Marketing Research Chapter 9 Lamb, Hair, McDaniel 2014-2015Chapter 9 Decision Support Systems and Marketing Research Marketing Research Chapter 9 Lamb, Hair, McDaniel © Cengage Learning All Rights Reserved. Research program that tracks the purchases of 3,000 households through store scanners in each research market Sales-tracking service for the consumer packaged-goods industry 4 © Cengage Learning Inc All Rights Reserved. 1 © Cengage Learning Inc All Rights Reserved. Accessibility: Give access to participants who might otherwise be difficult to recruit. © Cengage Learning Inc All Rights Reserved. Field service firms conduct interviews, provide focus-group facilities, mall intercept locations, test product stores, and kitchen facilities to prepare test food products. Notes: A nonprobability sample is a sample where little or no attempt is made to get a representative cross section of the population. All Rights Reserved.Chapter 9 Decision Support Systems and Marketing Research Probability Samples Probability Sample A sample in which every element in the population has a known statistical likelihood of being selected. Mail Surveys: Benefits are the low cost, elimination of interviews, centralized control, and anonymity for respondents. Today, more and more firms are using the latest technology to collect, analyze, and make strategic and tactical decisions. 20 Non-Probability SamplesChapter 9 Decision Support Systems and Marketing Research Sampling Procedure Universe Sample Probability Samples Non-Probability Samples Notes: Once the researchers decide how to collect primary data, the next step is to select the sampling procedures being used. All Rights Reserved.Chapter 9 Decision Support Systems and Marketing Research Observation Research A research method that relies on four types of observation: People watching people People watching an activity Machines watching people Machines watching an activity Notes: Observation research is the systematic process of recording the behavioral patterns of people, objects, and occurrences without questioning them. A form of observation marketing research that uses data mining coupled with identifying Web surfers by the IP addresses. Data are collected weekly from more than 70,000 supermarkets, drugstores, and mass merchandisers. All Rights Reserved.Chapter 9 Decision Support Systems and Marketing Research Survey Research The most popular technique for gathering primary data, in which a researcher interacts with people to obtain facts, opinions, and attitudes. Thank you for your participation! 2015 Faculty Bookshelf DOWNLOADS Since November 19, 2015 CoInS Page 2 2015 Faculty Bookshelf DOWNLOADS Since August 17, 2015 CoInS Page 3 2015 Faculty Bookshelf DOWNLOADS Since October 28, 2015 CoInS Page 4 The information explosion has made us information rich, but wisdom poor. Many of these groups are well represented online. A market researcher using the observation technique witnesses and records information as events occur or compiles evidence from records of past events. 41 Competitive Intelligence (CI)Chapter 9 Decision Support Systems and Marketing Research Competitive Intelligence (CI) An intelligence system that helps managers assess their competition and vendors in order to become more efficient and effective competitors. 12. Monitoring social media and tracking shopping behavior online are only two inputs into the new era of big data. All Rights Reserved.Chapter 9 Decision Support Systems and Marketing Research Define marketing research and explain its importance to marketing decision making Describe the steps involved in conducting a marketing research project Discuss the profound impact of the Internet on marketing research Discuss the growing importance of scanner-based research Explain when marketing research should be conducted Explain the concept of competitive intelligence © Cengage Learning Inc All Rights Reserved. 2015 Faculty Bookshelf. 33 Methods of Conducting Online SurveysChapter 9 Decision Support Systems and Marketing Research Methods of Conducting Online Surveys Web Survey Systems Survey Design and Web Hosting Sites Online Panel Providers 3 © Cengage Learning Inc All Rights Reserved. 18 Chapter 9 Decision Support Systems and Marketing ResearchExperiments Experiments are used by researchers to gather primary data. Experiment Variables Price Package design Shelf space Advertising theme Advertising expenditures Notes: An experiment is a method a researcher can use to gather primary data. However, probing is possible. One-way frequency tables record the responses to a question. 14 © Cengage Learning Inc. Then it is determined if the sample must be representative of the population. Frame Error Error when a sample drawn from a population differs from the target population. Surveys must be brief. 12 Questionnaire Design 2 Open-Ended Question Closed-EndedChapter 9 Decision Support Systems and Marketing Research Questionnaire Design Open-Ended Question Closed-Ended Scaled- Response An interview question that encourages an answer phrased in the respondent's own words. Notes: Whenever a sample is used in marketing research, major types of errors may occur: measurement error and sampling error. Then, the authors draw practical applications to help readers avoid such mistakes and think more creatively in each field. Notes: The final step in the marketing research process is to follow up. Web communities: Engage customers Achieve customer-derived innovations Establish brand advocates Offer real-time results Notes: Web communities help companies create a customer-focused organization by putting employees into direct contact with consumers, as well as providing cost effective, flexible research. Describe the steps involved in conducting a marketing research project. The researcher should determine why management did or did not carry out the recommendations of the report. This book, written for a general adult audience as well as students, takes a new look at critical thinking in the information age, helping readers to not only see through nonsense, but to create a better future with innovative thinking. Marketing research is a main data source for management information systems. A summary of major findings is next. Conducted over the course of days, participants less likely to pull out. 37 Discuss the growing importance of scanner-based researchChapter 9 Decision Support Systems and Marketing Research Scanner-Based Research Discuss the growing importance of scanner-based research 4 © Cengage Learning Inc All Rights Reserved. Page 5 Page 6 2015 Faculty Bookshelf DOWNLOADS Since March 28, 2016 CoInS Page 7 2015 Faculty Bookshelf DOWNLOADS Since March 28, 2016 CoInS Page 8 2015 Faculty Bookshelf DOWNLOADS Since March 10, 2017 CoInS Page 9 2015 Faculty Bookshelf DOWNLOADS Since January 27, 2016 CoInS Page 10 2015 Faculty Bookshelf DOWNLOADS Since January 15, 2016 CoInS Page 11 2015 Faculty Bookshelf DOWNLOADS Since January 19, 2016 CoInS Page 12 2015 Faculty Bookshelf DOWNLOADS Since March 28, 2016 CoInS 6 © Cengage Learning Inc. What could have been done to make the report more useful to management? All Rights Reserved.Chapter 9 Decision Support Systems and Marketing Research Following Up Were the recommendations followed? Targeting high school seniors and college freshmen, but useful to all adult readers, the authors examine surprising and costly mental errors made by respected business leaders, entertainment moguls, musicians, civic leaders, generals and academics. The report should be tailored to the audience, beginning with a statement of research objectives, followed by a brief explanation of the research design. Notes: Specifically, competitive intelligence can help identify the advantage and play a major role in determining how it is achieved. 6 © Cengage Learning Inc All Rights Reserved. A few techniques that are now employed using mobile devices are: Location-based surveys Product scanning during the shopping process Using cameras on mobile devices to upload digital images and videos 2 © Cengage Learning Inc All Rights Reserved. 24 Types of Errors 2 Measurement Error Error when there is a differenceChapter 9 Decision Support Systems and Marketing Research Types of Errors Measurement Error Error when there is a difference between the information desired and the information provided by the process Sampling Error Error when a sample somehow does not represent the target population. 11 Forms of Survey ResearchChapter 9 Decision Support Systems and Marketing Research Focus Groups Executive Interviews Mail Surveys Telephone Interviews Mall Intercept Interviews In-Home Interviews Notes: In-home personal interviews: Provide high-quality information, but are expensive because of travel time and mileage costs for the interviewer. The purpose of data analysis is to interpret and draw conclusions from the collected data. This type of interviewing is expensive, due to the process of finding, qualifying, and interviewing respondents. Consequently, the resulting sample may not represent the surveyed population. 6 7 © Cengage Learning Inc All Rights Reserved. Thus writers, researchers, teachers, and job seekers should find it a useful starting point for research into this important field. Reduced costs: Costs can be cut by 25 to 40 percent and results provided in half the time required for traditional telephone surveys. Online survey research has replaced computer-assisted telephone interviewing (CATI) as the most popular mode of data collection. Cost-effectiveness: Face-to-face groups incur costs for facility rental, airfare, hotel, food, etc. 15 Exhibit 9.4 Observational SituationsChapter 9 Decision Support Systems and Marketing Research Exhibit 9.4 Observational Situations Situation Example People watching people Observers stationed in supermarkets watch consumers select frozen Mexican dinners; the purpose is to see how much comparison shopping people do at the point of purchase. Now, BT combines a consumer's online activity with psychographic and demographic profiles. All Rights Reserved.Chapter 9 Decision Support Systems and Marketing Research Mobile Research Mobile devices and laptops are being used for all kinds of marketing research. 26 © Cengage Learning Inc. 43 Ch 9 Discussion QuestionsDefine marketing research and explain the three types of research we studied in class. However, mail questionnaires usually produce low response rates. 42 Sources of Competitive IntelligenceChapter 9 Decision Support Systems and Marketing Research Sources of Competitive Intelligence Internet Company Salespeople Industry Experts CI Consultants Government Agencies UCC Filings Suppliers Periodicals Yellow Pages Trade Shows 6 © Cengage Learning Inc All Rights Reserved. 16 Observational ResearchChapter 9 Decision Support Systems and Marketing Research Observational Research Mystery Shoppers Behavioral Targeting (BT) Researchers posing as customers who gather observational data about a store. The rapid development of the Internet has eliminated much of the drudgery associated with the collection of secondary data 2 © Cengage Learning Inc All Rights Reserved. Avoid two questions in one 2 © Cengage Learning Inc All Rights Reserved. Notes: The most desirable feature of a probability sample is that statistical rules can be used to ensure that the sample represents the population. Broad geographic scope: Time is flexible online, providing a world-wide respondent pool. Not a popular survey tool in the U. S. and Europe. It can be influenced but not controlled by marketers. It provides data on the effectiveness of the marketing mix and insights for necessary changes. Was sufficient decision-making information included in the report? Disadvantages are usually offset by the advantages of primary data. The interaction provides group dynamics, with an interplay of responses yielding richer information than individual interviews. Notes: In the United States, 245 million people—78 percent of the population—are online, spanning every ethnic, socioeconomic, and educational divide. All Rights Reserved.Chapter 9 Decision Support Systems and Marketing Research Impact of the Internet More than 90 percent of America's marketing research companies conduct some form of online research. All Rights Reserved.Chapter 9 Decision Support Systems and Marketing Research Analyzing the Data Cross-tabulation: A method of analyzing data that lets the analyst look at the responses to one question in relation to the responses to one or more other questions. Convenience Sample A form of nonprobability sample using respondents who are convenient or readily accessible to the researcher. Honesty: Anonymity makes respondents tend to talk more freely. Not all possible users of a new product can be interviewed, therefore a firm must select a sample or a subset of the larger population. Random Sample A sample arranged so that every element of the population has an equal chance of being selected. A common form of nonprobability sample is the convenience sample, a selection of convenient respondents such as employees, relatives, or friends. 3 Marketing Research-Concepts IssuesDefinition of Marketing Research Types of Research Reliability and Validity Primary vs. 13 Avoid leading questions Avoid two questions in oneChapter 9 Decision Support Systems and Marketing Research Questionnaire Design Clear and concise No ambiguous language Avoid leading questions Online CreateSurvey.com Design a marketing questionnaire to post on your class Web site using the tools offered by Create Survey. 40 of competitive intelligenceChapter 9 Decision Support Systems and Marketing Research Competitive Intelligence Explain the concept of competitive intelligence 6 © Cengage Learning Inc All Rights Reserved. Home school teachers and public school educators will find an accompanying free website with lesson plans and teaching tips. Define Competitive Intelligence. Focus groups: A type of personal interviewing, characterized by seven to ten people gathered in a meeting place. Random error occurs when the selected sample is an imperfect representation of the overall population. Discuss the impact of the Internet on marketing research. 21 Non-Probability SamplesChapter 9 Decision Support Systems and Marketing Research Types of Samples Probability Samples Simple Random Sample Stratified Sample Cluster Sample Systematic Sample Non-Probability Samples Convenience Sample Judgment Sample Quota Sample Snowball Sample Notes: Exhibit 9.6 describes each of these types of probability and nonprobability samples. How can we create a CI database? A closed-ended question designed to measure the intensity of a respondent's answer. An interview question that asks the respondent to make a selection from a limited list of responses. If the answer is yes, a probability sample is needed. Machines watching phenomena Traffic counting machines monitor traffic flow. The federal "Do Not Call" law does not apply to survey research. However, mail panels, consisting of a sample of households recruited to participate for a given period, yield response rates of 70 percent. 29 Discuss the profound impact of the Internet on marketing researchChapter 9 Decision Support Systems and Marketing Research The Profound Impact of the Internet On Marketing Research Discuss the profound impact of the Internet on marketing research 3 © Cengage Learning Inc All Rights Reserved. Behavioral Targeting (BT) began by placing cookies on users' browsers to track which Web sites they visited and ultimately match the user with ads they would most likely investigate. 38 Scanner-Based ResearchChapter 9 Decision Support Systems and Marketing Research A system for gathering information from a single group of respondents by continuously monitoring the advertising, promotion, and pricing they are exposed to and the things they buy. One type of probability sample is the random sample—where every element of the population has an equal chance of being selected as part of the sample. logic, critical thinking, creative thinking, innovation, wisdom, research, creativity, innovative, innovate, statistics, common sense Logic and Foundations of Mathematics | Social and Behavioral Sciences Miller, J. Readers should see the practicality of enhancing skills that make them more innovative and employable, especially in a day when companies increasingly seek original thinkers, global visionaries, and thought leaders. 31 Advantages of Internet SurveysChapter 9 Decision Support Systems and Marketing Research Advantages of Internet Surveys Contact with the hard-to-reach Improved respondent participation Personalized questions and data Reduced costs Rapid development, Real-time reporting Notes: Rapid development, real-time reporting: Survey results can be tabulated and broadcast in a much shorter time frame. Non-adapters of the Internet tend to be older, low-income consumers (aged sixty-five and over with household income less than \$30,000), who do not tend to be the target market for many goods and services. People watching phenomena Observer stationed at an intersection counts traffic moving in various directions. 30 © Cengage Learning Inc. Although written in an engaging and popular style, over 600 end notes provide authority to this content-rich document. It is trusted more than traditional advertising. Mall Intercept interviews: Conducted in shopping malls or in a marketing research office in the mall. A cross-tabulation looks at the associations between certain responses, such as association between gender and product choice. Visit the demo polls on the site for ideas and tips. 36 Role of Consumer-Generated Media in Marketing ResearchChapter 9 Decision Support Systems and Marketing Research Role of Consumer-Generated Media in Marketing Research CGM comes from various sources: blogs, message boards, review sites, podcasts, and more. Yet, to succeed in business and in life, we must distinguish accurate from bogus sources, and draw valid conclusions from mounds of data. 18 19 © Cengage Learning Inc. Questionnaires contain three basic types of questions: Open-ended questions Closed-ended questions Scaled-response questions 2 © Cengage Learning Inc All Rights Reserved. 9 Advantages and Disadvantages of Secondary DataChapter 9 Decision Support Systems and Marketing Research Advantages and Disadvantages of Secondary Data Advantages: Saves time and money if on target Aids in determining direction for primary data collection Pinpoints the kinds of people to approach Serves as a basis of comparison for other data Disadvantages: May not give adequate detailed information May not be on target with the research problem Quality and accuracy of data may pose a problem 2 © Cengage Learning Inc All Rights Reserved. It's also a low-cost alternative to expensive texts. The two major scanner-based suppliers are SymphonyIRI and The Nielson Company. It may be conducted by human observers or machines. 5 Types of Research Exploratory: research conducted to gather more information about a problem or to make a tentative hypothesis more specific Descriptive: clarifies characteristics of certain phenomena to solve a particular problem Causal (Experimental): allows marketers to make causal inferences about relationships 6 Exhibit 9.1 The Marketing Research ProcessChapter 9 Decision Support Systems and Marketing Research Exhibit 9.1 The Marketing Research Process 1 Collect Data Specify Sampling Procedure Plan Design/ Primary Data Define Problem Analyze Prepare/ Present Report Follow Up 2 3 4 5 Notes: Exhibit 9.1 traces the steps in the marketing research process. Data is organized by one-way frequency counts, cross-tabulations, and more sophisticated statistical analysis. InfoScan is SymphonyIRI's tracking service for consumer goods. 7 Advantages and Disadvantages of Primary DataChapter 9 Decision Support Systems and Marketing Research Advantages and Disadvantages of Primary Data Advantages: Answers a specific research question Data are current Source of data is known Secrecy can be maintained Disadvantages: Primary data can be very expensive. Reliability and validity in research: Reliability - identical results produced in repeated trials of the same research technique Validity - research method measuring what it is supposed to measure Notes: Marketing research plays a key role in the marketing system. Steve and Miller, Cherie K. "Why Brilliant People Believe Nonsense: A Practical Text for Critical and Creative Thinking" (2015). Internet data collection is rated as having the greatest potential for further growth. Telephone interviews: Cost less and provide one of the best samples of any traditional survey procedure. Notes: Big data is the exponential growth in the volume, variety, and velocity of information and the development of complex, new tools to analyze and create meaning from such data. Random Error Error because the selected sample is an imperfect representation of the overall population. BehaviorScan InfoScan Notes: Scanner-based research is used for gathering information by monitoring the marketing mix and purchase behavior of a single group of respondents. 3 © Cengage Learning Inc All Rights Reserved. 32 Uses of the Internet by Marketing ResearchersChapter 9 Decision Support Systems and Marketing Research Uses of the Internet by Marketing Researchers Other types of marketing research Conduct focus groups Administer surveys 3 © Cengage Learning Inc All Rights Reserved. Notes: All forms of survey research require a questionnaire. Improved respondent participation: Internet surveys take half as much time to complete as phone interviews and can be accomplished at the respondent's convenience. 23 Nonprobability SamplesChapter 9 Decision Support Systems and Marketing Research Nonprobability Samples Nonprobability Sample Any sample in which little or no attempt is made to get a representative cross-section of the population. Many facilities for telephone interviews utilize computer-assisted interviewing, where information is directly input into a computer application. Executive interviews: Involves interviewing businesspeople at their offices regarding industrial products or services. All Rights Reserved.Chapter 9 Decision Support Systems and Marketing Research Marketing Research Marketing research is the process of planning, collecting, and analyzing data relevant to a marketing decision. The population or universe must first be defined. Notes: Observation research depends on watching what people do. 16 17 Social Media and Big DataChapter 9 Decision Support Systems and Marketing Research Social Media and Big Data Through social media monitoring, a researcher can learn what is being said about the brand and the competition. 27 Preparing and Presenting the ReportChapter 9 Decision Support Systems and Marketing Research Preparing and Presenting the Report Concise statement of the research objectives Explanation of research design Summary of major findings Conclusion with recommendations Notes: After data analysis is completed, the report is prepared, and conclusions and recommendations are communicated to management. It is hard to get a representative sample of the population. Contact with the hard-to-reach: Doctors, management, and high-income professionals are among the most surveyed and the most difficult to reach. 10 © Cengage Learning Inc. Personalized questions and data: Personalization allows relevance to each respondent's own situation, thus speeding the response process. 35 Web Community ResearchChapter 9 Decision Support Systems and Marketing Research Web Community Research A carefully selected group of consumers who agree to participate in an ongoing dialogue with a particular corporation. Frame error arises if the sample drawn from a population differs from the target population. Notes: Two common forms of people-watching-people research are one-way mirror observations and mystery shoppers. 4 © Cengage Learning Inc All Rights Reserved. 8 Sources of Secondary DataChapter 9 Decision Support Systems and Marketing Research Sources of Secondary Data Government Agencies Trade and Industry Associations Business Periodicals News Media Internal Corporate Information Notes: Secondary data is data previously collected for any purpose other than the one at hand. Machines watching people Movie or videotape cameras record behavior as in the people-watching-people example above. Because of their lower cost, nonprobability samples are the basis of much marketing research. (The hard copy is priced reasonably and a pdf of the entire book will be offered free to students on their digital platforms.) Each chapter ends with thought questions and tips for further research. 25 Collecting the Data Field service firms provide:Chapter 9 Decision Support Systems and Marketing Research Collecting the Data Field service firms provide: Focus group facilities Mall intercept locations Test product storage Kitchen facilities Notes: Most primary data is collected by marketing research field service firms. SymphonyIRI's first product is called BehaviorScan, which uses assigned ID cards to track grocery and drugstore purchases of household panel participants. They provide a general picture of the study's results.

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