

Marketing Research

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Marketing research

... is a **systematic** data collection, recording and analysis related to a specific **marketing situation** or problem that the company is dealing with

Marketing research

... connects consumers, customers and the public with a company through information

... uses information to define marketing opportunities and problems, to create, improve and evaluate marketing activities, to monitor marketing efforts and to improve understanding of marketing as a process

... creates methods for data collection, controls and implements data collection process, analyses data and presents the findings and conclusions

Marketing research

1. provides information that helps marketing managers to decide
2. includes planning, specification, collection and analysis of data
3. presents results of conducted analyses to managers



Marketing research

- **uniqueness:** every research is original
- **high explanatory ability:** data is as accurate as possible
- **up-to-dateness:** data becomes very soon outdated therefore, it is necessary to repeat the research
- **high financial requirements:** price depends on extent, depth and used methods
- **high requirements of researchers' qualification:** research can be conducted only by marketing professionals who have master research methods

Marketing research vs. market research

Market research

- market is a specific group of customers in a particular geographical region
- systematic data collection, recording and analysis, focused on a **specific market**



Marketing research vs. market research



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Needs for marketing research

- already in 70' in 20th century - need for segmentation, marketing turns to the customer
- the environment is constantly changing
- decisions must be based on information
- transfer from price to non-price competition



Needs for marketing research

1. Global world and customization (transfer from local to national and global marketing)

=> the company and the customer are very far from each other, but the product is tailored to the customer

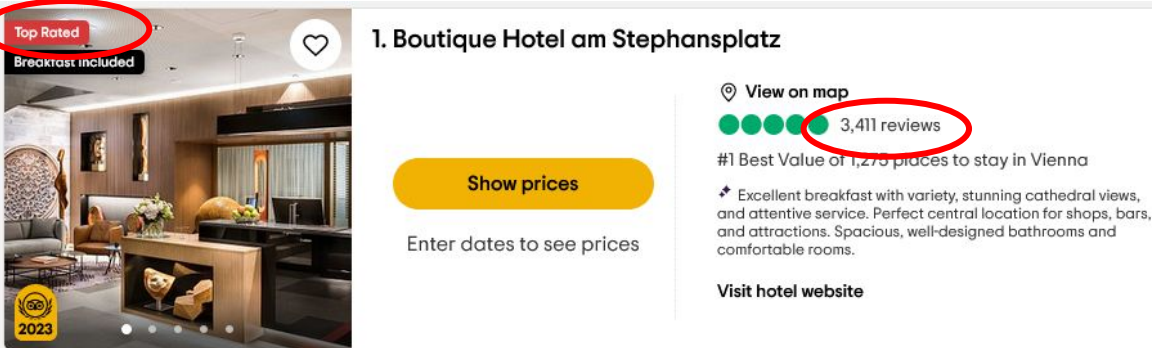


**100%
Halal Beef**
 **That's it.**

Needs for marketing research

2. Customers knowledge and online reviews

=> the customer is becoming more and more educated, looking for information on the internet, looking at reviews



1. Boutique Hotel am Stephansplatz

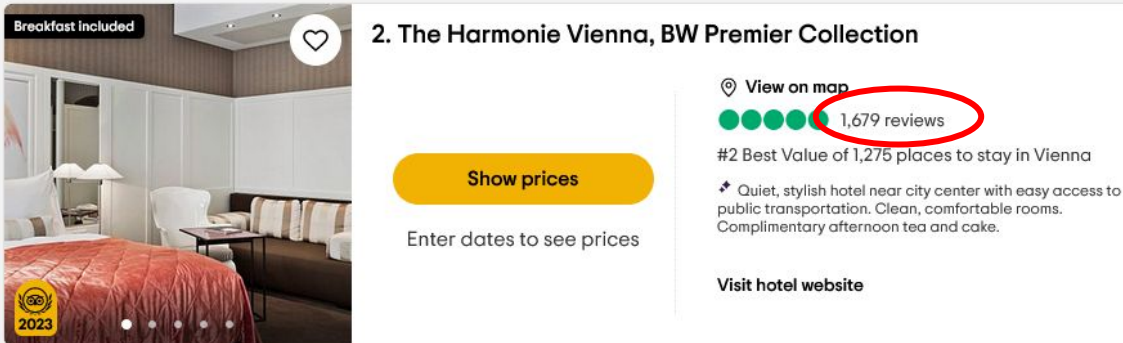
Top Rated
Breakfast included

3,411 reviews

#1 Best Value of 1,275 places to stay in Vienna

Excellent breakfast with variety, stunning cathedral views, and attentive service. Perfect central location for shops, bars, and attractions. Spacious, well-designed bathrooms and comfortable rooms.

2023



2. The Harmonie Vienna, BW Premier Collection

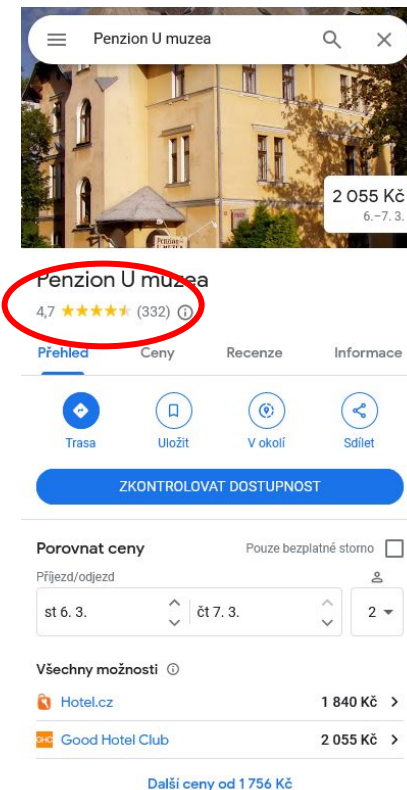
Breakfast included

1,679 reviews

#2 Best Value of 1,275 places to stay in Vienna

Quiet, stylish hotel near city center with easy access to public transportation. Clean, comfortable rooms. Complimentary afternoon tea and cake.

2023



Penzion U muzea

4,7 ★★★★★ (332)

2 055 Kč
6.-7. 3.

Přehled Ceny Recenze Informace

Trasa Uložit V okolí Sdílet

ZKONTROLOVAT DOSTUPNOST

Porovnat ceny Pouze bezplatné storno

Příjezd/odjezd

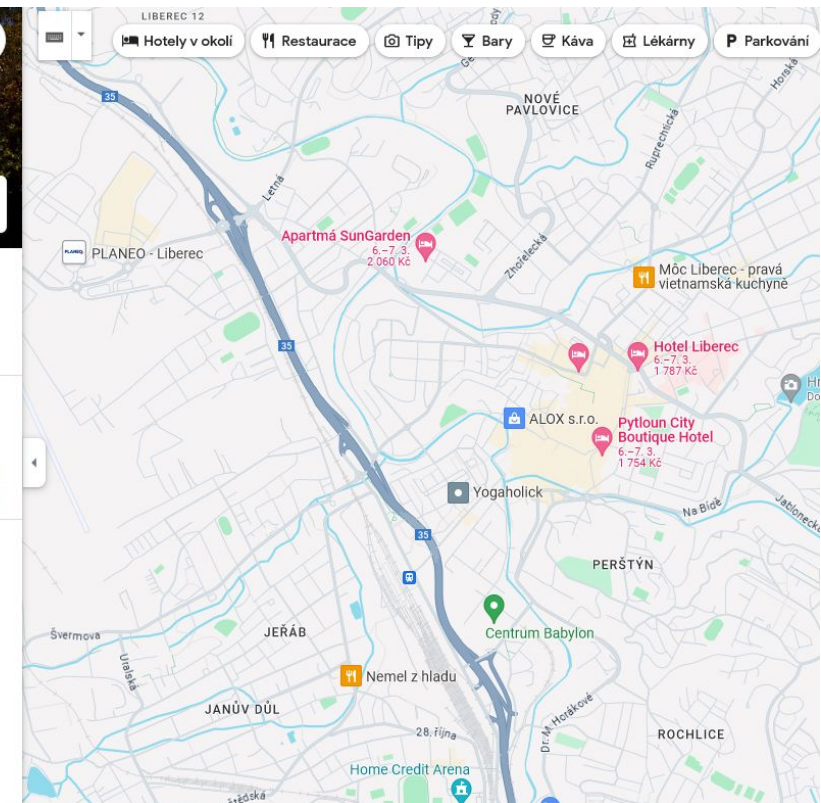
st 6. 3. čt 7. 3. 2

Všechny možnosti

Hotel.cz 1 840 Kč >

Good Hotel Club 2 055 Kč >

Další ceny od 1 756 Kč



Needs for marketing research

3. Hypercompetition

=> the company must have an effective marketing mix



Needs for marketing research

4. Demographical changes

=> smaller households (single, mingle, fewer children), older parents, wealthier population, more educated population)



Needs for marketing research

- customer and supplier: profit can be achieved only if the abilities of a company are in accordance with the needs of the customers => information flow is necessary (= task of the marketing research)



Zisku se dosáhne pouze tehdy, když budou schopnosti podniku sladěny s potřebami zákazníků. Proto je důležité, aby mezi zákazníkem a dodavatelským podnikem plynul tok informací. To je úkolem marketingového výzkumu, výzkumu marketingových procesů – neplést s výzkumem trhu, tj. výzkumem týkajícím se trhů samých.

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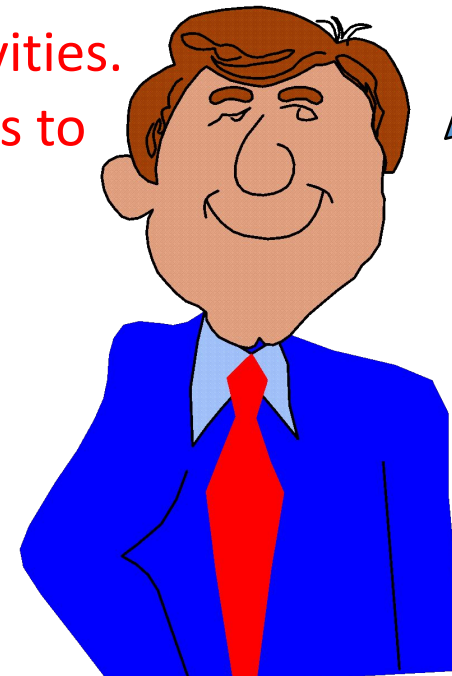
Role of marketing research in marketing management

- to know the company's **environment**, the target **markets**, **customers**, their needs and wants, to know the **competition**
- to realistically evaluate the **company's resources**, **possibilities**, and **skills** and set up realistic objectives

Role of marketing research in marketing management

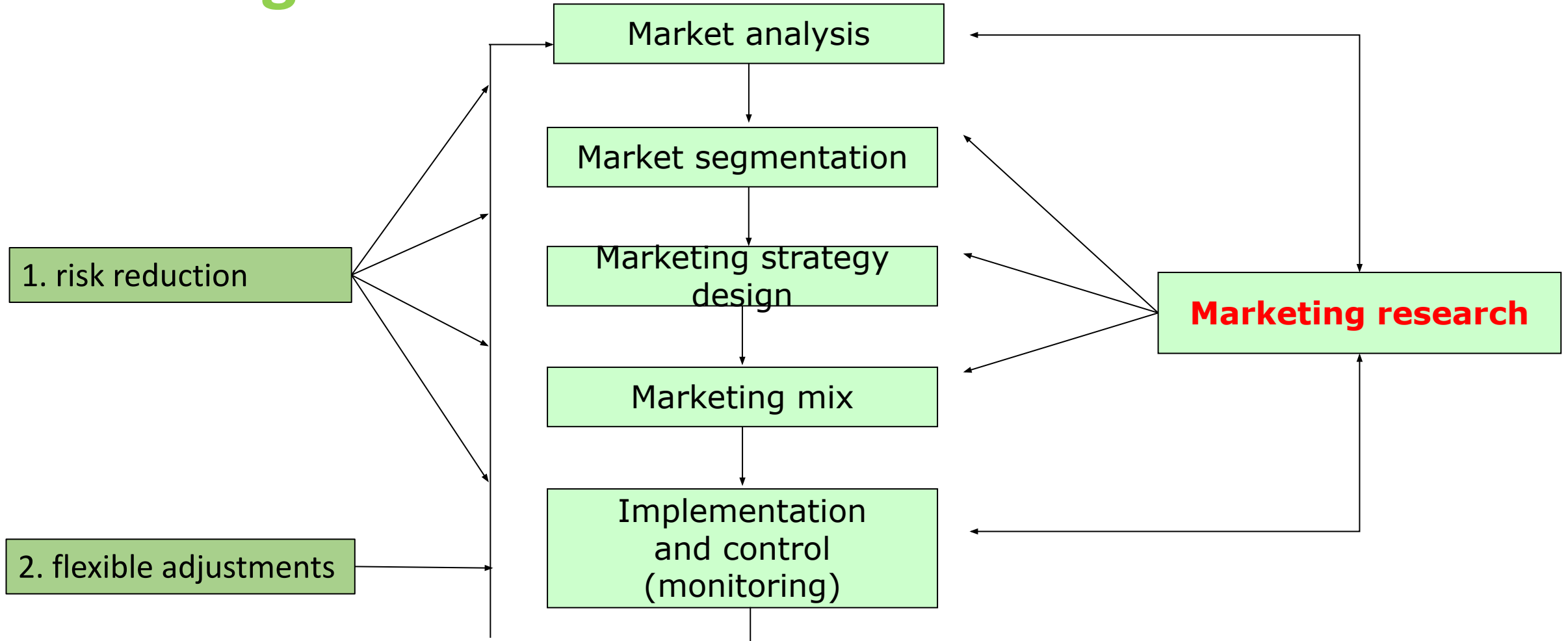
Marketing research in marketing management and the decision-making process fulfills two essential functions:

1. It reduces risks and information uncertainty in marketing planning and activities.
2. It monitors and controls marketing activities. It allows us to make flexible adjustments to changing market conditions.



I don't know if we should enter the Australian Market?

Role of marketing research in marketing management



Value should exceed estimated costs

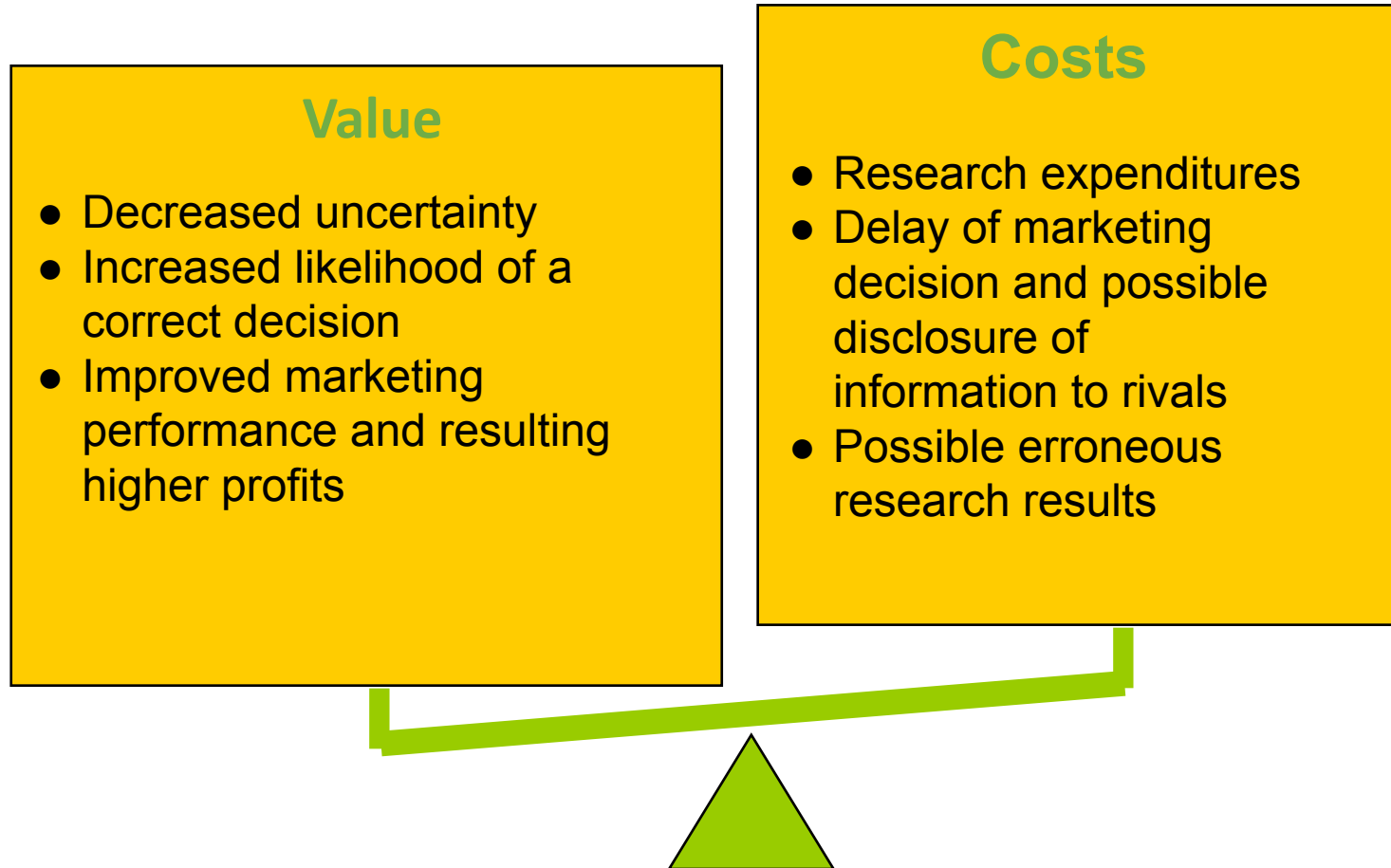


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The use of marketing research

- Market analysis research
- Customers research
- Competition research
- Product research
- Price research
- Image research
- Advertising research
- Sales, distribution research
- Media research
- Industrial research (B2B)
- Prognostic research

Segmentation Research

- determine basis of segmentation
- establish market potential and responsiveness for various segments
- select target markets and create lifestyle profiles
- demography, media, and product image characteristics

Product Research

- test concept
- determine optimal product design
- package tests
- product modification
- brand positioning and repositioning
- test marketing
- control store tests

Pricing Research

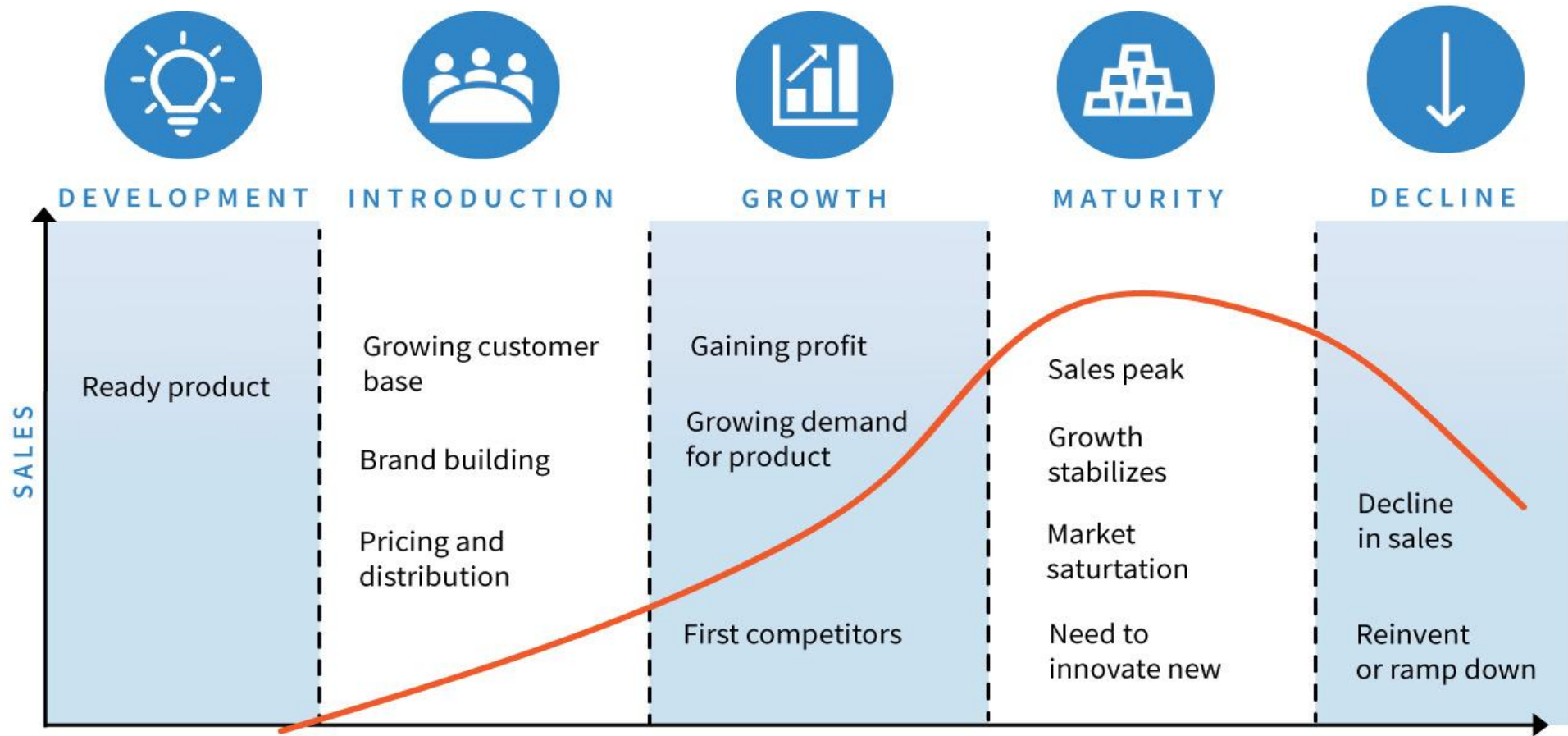
- importance of price in brand selection
- pricing policies
- product line pricing
- price elasticity of demand
- initiating and responding to price changes

Promotional Research

- optimal promotional budget
- sales promotion relationship
- optimal promotional mix
- copy decisions
- media decisions
- creative advertising testing
- claim substantiation
- evaluation of advertising effectiveness

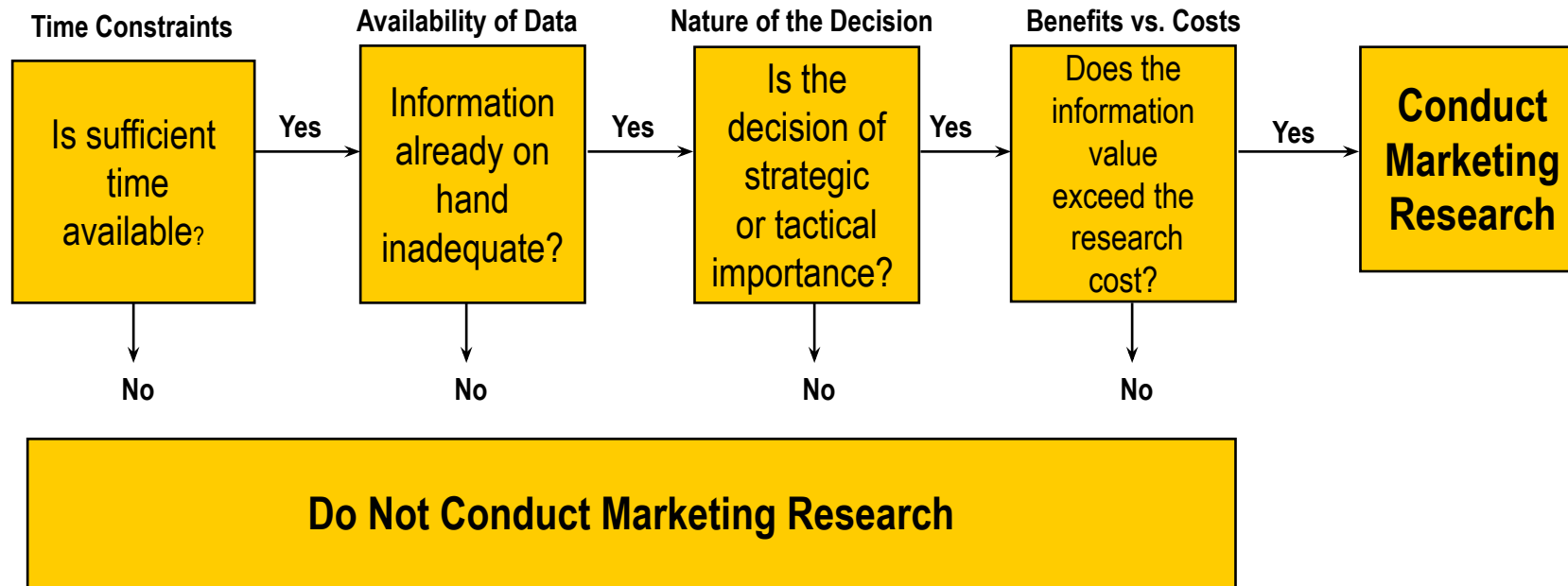
Distribution Research

- determine type of distribution
 - attitudes of channel members
 - intensity of wholesale and retail coverage
 - channel margins
 - location of retail and wholesale outlets
-



Research purpose	definition of needs	product launch and growth	performance improvement	further steps
Research type	concept testing	marketing planning, prices, advertisements tests, packaging	customer satisfaction, customer value	export

When to conduct MR?



Thank you for your attention!

