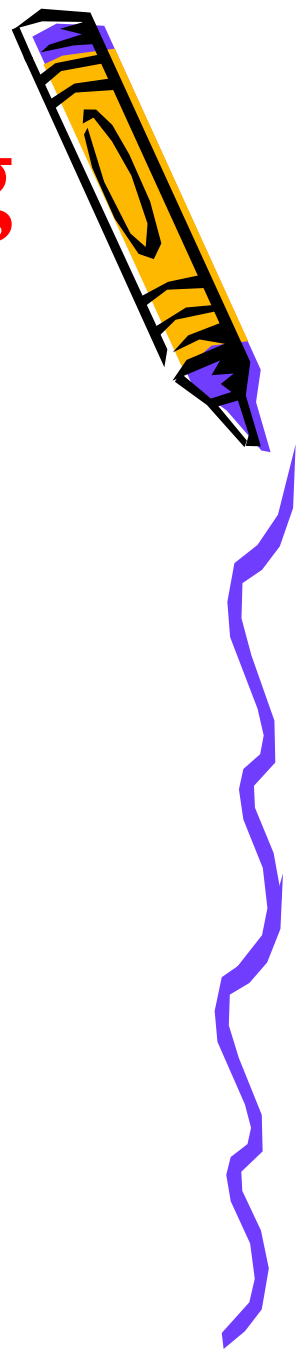


International Marketing

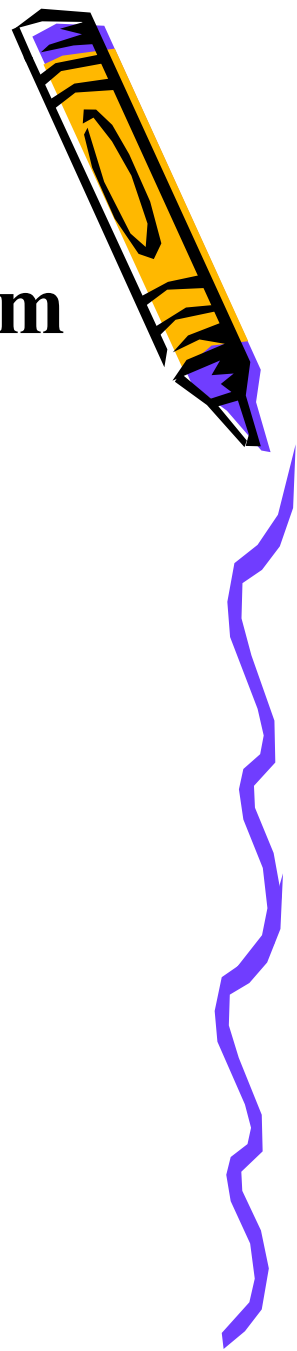


Chapter5

**Global marketing information
systems and Research**



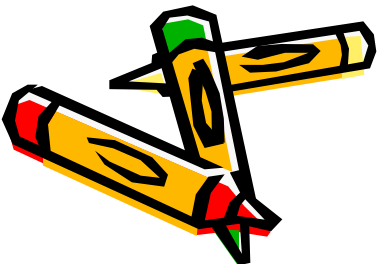
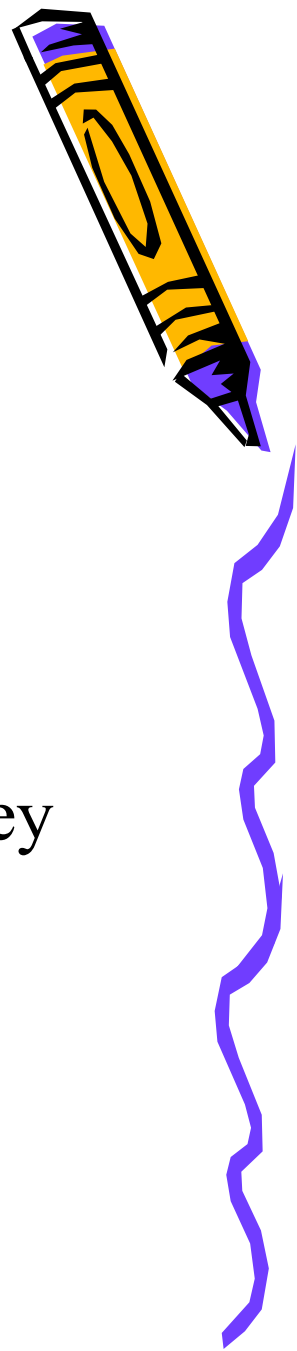
- **Global marketing information system**
- **Global marketing research**



A. Global marketing information system

Businesses can't be successful if they don't continue to meet the needs of their customers.

There should be few activities as important as **finding out** what your customers want for products and services and finding out what they think of yours.

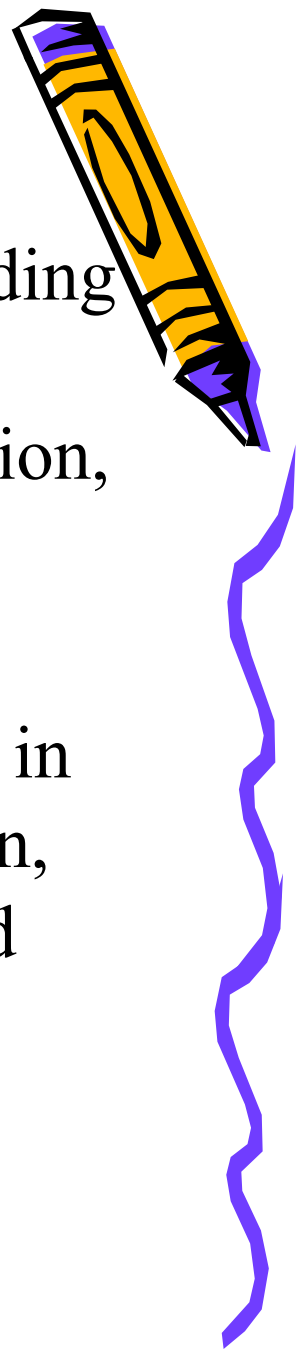


□ Marketing information

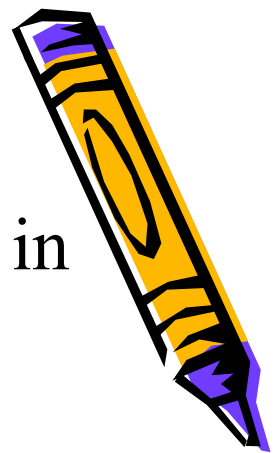
It provides input to marketing decisions including product improvements, price and packaging changes, copywriting, media buying, distribution, and so forth.

□ Marketing information system

The set of procedures and practices employed in analyzing and assessing marketing information, gathered continuously from sources inside and outside of a firm.



Global marketing information system is an information system which is developed or used in a global context.



Global companies like FORD.TOYOTA.MITSUI all have effective marketing information system.



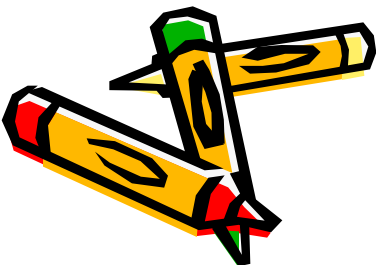
CASE



人民日报,1964年:

以王进喜为代表的中国工人阶级,为粉碎外国反动势力对我国的经济封锁和石油禁运,在极端困难的条件下,发扬一不怕吃苦,二不怕死的精神,抢时间,争速度,不等马拉车拖,硬是用肩膀将几百吨设备抗到了工地.

第三届全国人大开幕,王进喜光荣地出席了大会.



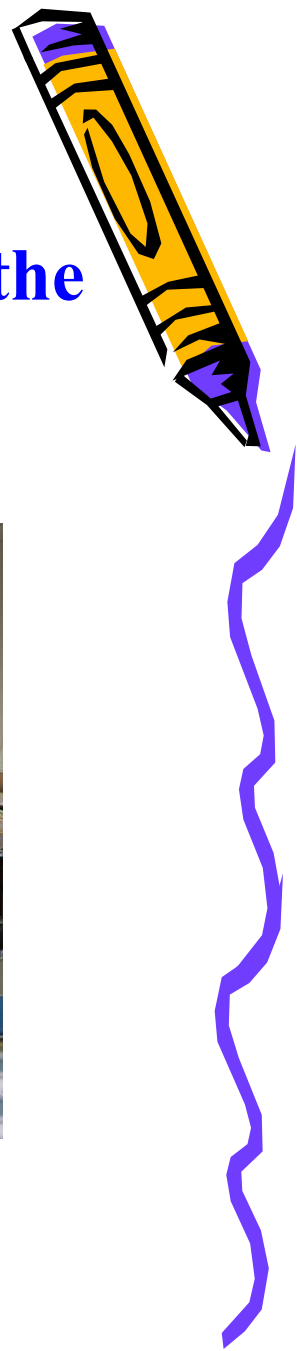
B.Global marketing research

Global marketing research is the function that links the global consumer 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.

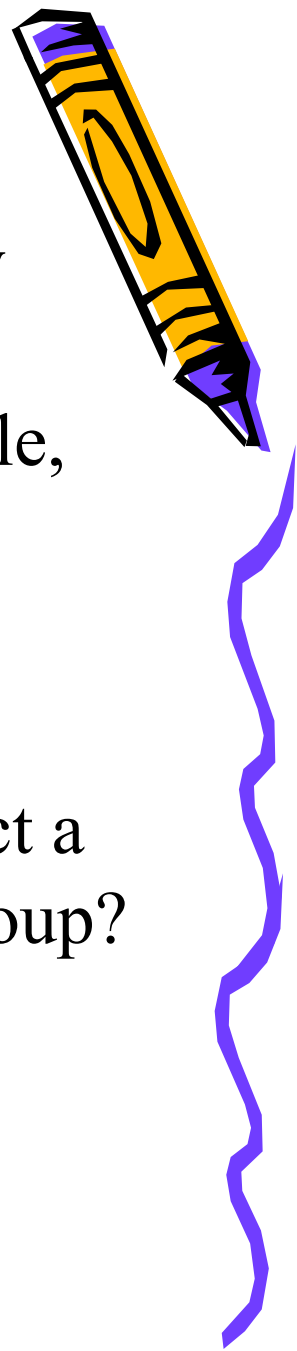


If a foreign investor wants to invest an english training school in Mianyang, how can they get the information needed?

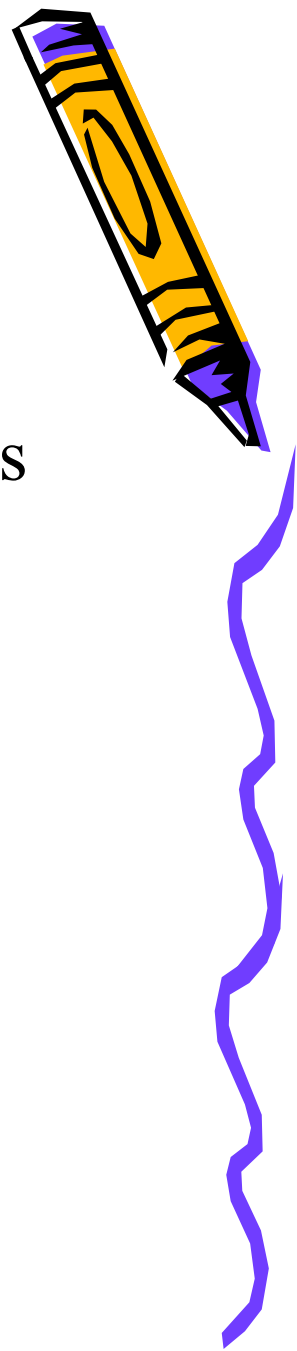


Process of global marketing research

1. Define the problem. Make sure that you really 'need' to know something. The problem then becomes the focus of the research. For example, why are sales falling in New Zealand?
2. How will you collect the data that you will analyze to solve your problem? Do we conduct a telephone survey, or do we arrange a focus group?



3. Select a sampling method. Do we use a random sample, stratified sample, or cluster sample?
4. How will we analyze any data collected? What software will we use? What degree of accuracy is required?
5. Decide upon a budget and a timeframe.
6. Go back and speak to the managers or clients requesting the research.



7. Go ahead and collect the data.
8. Conduct the analysis of the data.
9. Check for errors.
10. Write your final report. This will contain charts, tables, and diagrams that will communicate the results of the research, and hopefully lead to a solution to your problem.



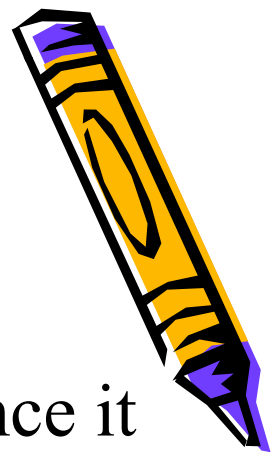
- Various methods of global market research are used to find out information about markets, target markets and their needs, competitors, market trends, customer satisfaction with products and services, etc.
- Businesses can learn a great deal about customers, their needs, how to meet those needs and how the business is doing to meet those needs. Businesses need not to be experts at methods of research either.



Methods of marketing research

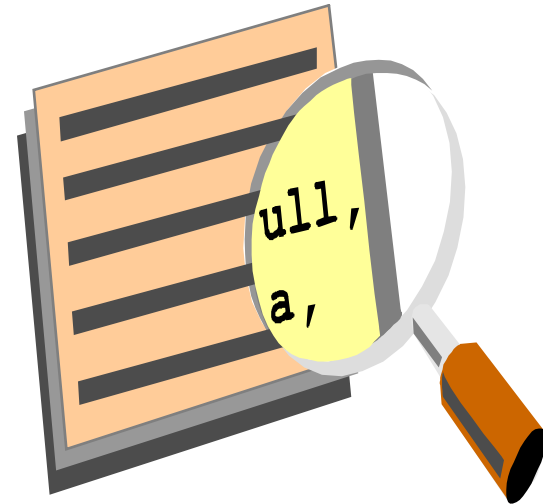
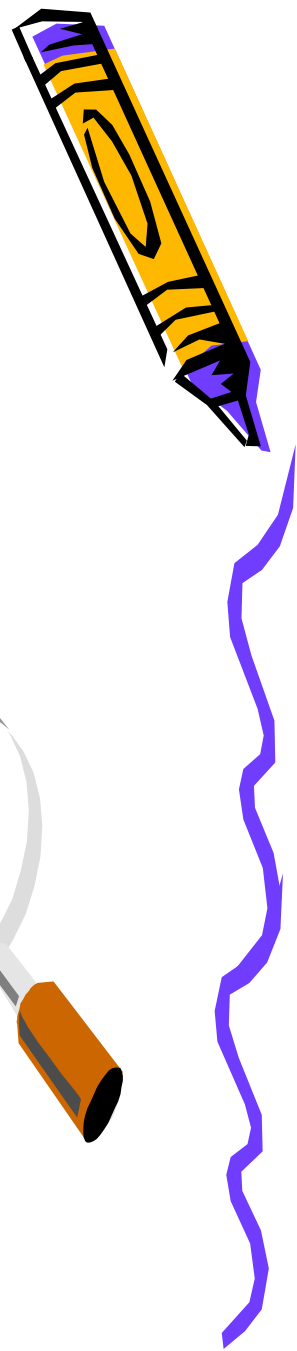
A. Secondary Data Research

Also known as desk research, already exists since it has been collected for other purposes.

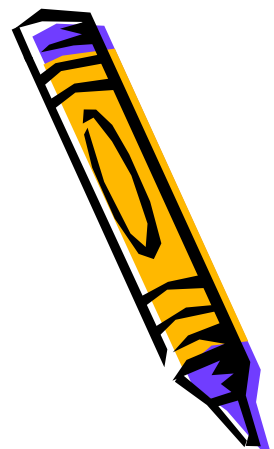


Resources

- Trade associations
- National and local press Industry magazines
- National/international governments
- Websites
- Informal contacts
- Trade directories
- Published company accounts



- Business libraries
- Professional institutes and organisations
- Omnibus surveys
- Previously gathered marketing research
- Census data
- Public records



It is relatively **cheap**, and can be conducted quite **quickly**. However, it tends to have been collected for reasons other than for the problem or objective at hand.

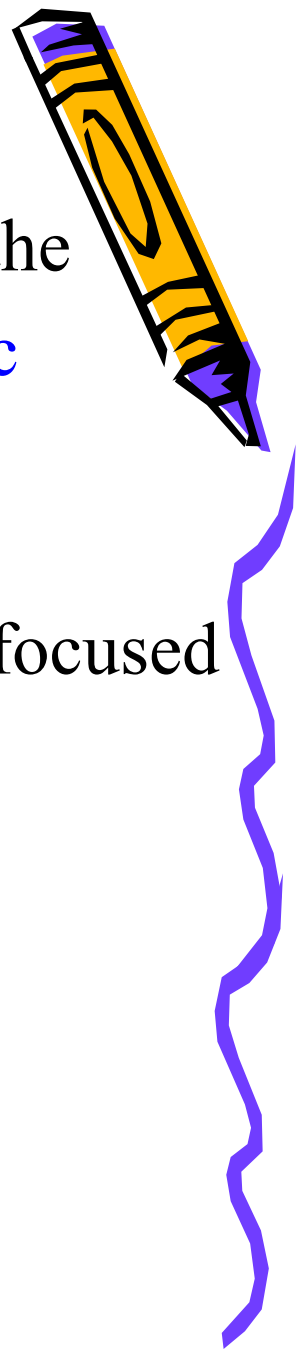
So it may be **untargeted**, and **difficult** to use to make comparisons (e.g. financial data gather on Australian pensions will be different to data on Italian pensions).



B. First-hand data research

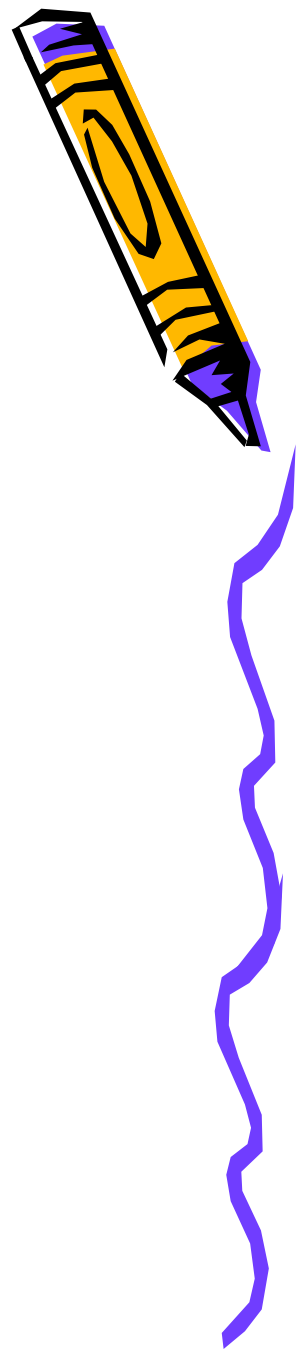
Also known as **primary research**, is collected for the first time. It is original and collected for a **specific purpose**, or to solve a specific problem.

It is expensive, and time consuming, but is more focused than secondary research.



Ways to conduct primary research:

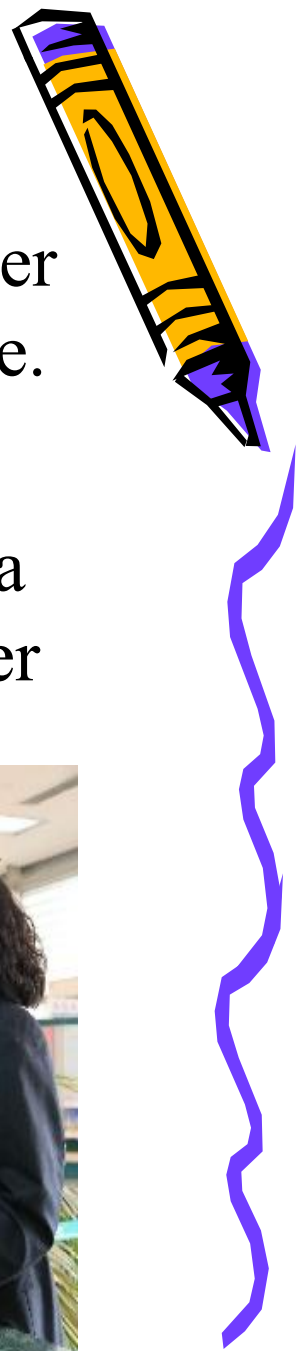
- Personal interview
- Telephone interview
 - Mail survey
 - Internet survey
 - Product tests
- Observation method



1. Personal interviews

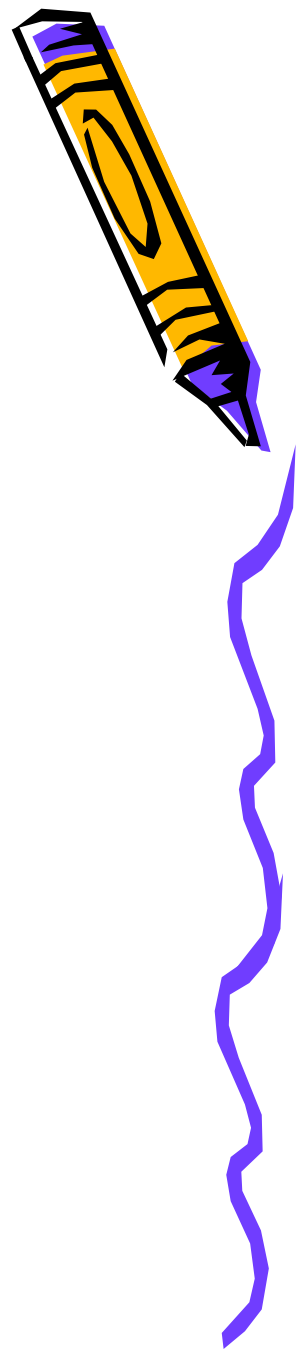
An interview is called personal when the interviewer asks the questions **face-to-face** with the Interviewee.

Personal interviews can take place in the home, at a shopping mall, on the street, outside a movie theater or polling place, and so on.



Advantages:

- ✓ They allow more 'depth'
- ✓ Physical prompts such as products and pictures can be used
- ✓ Body language can emphasize responses
- ✓ Respondents can be 'observed' at the same time



Disadvantages:

- ♣ Interviews can be expensive
- ♣ It can take a long period of time to arrange and conduct.
- ♣ Some respondents will give biased responses when face-to-face with a researcher.



Try to do it



2. Telephone Interview

Telephone ownership is very common in developed countries. It is ideal for collecting data from a geographically dispersed sample.

The interviews tend to be very **structured** and tend to **lack depth**. Telephone interviews are cheaper to conduct than face-to-face interviews (on a per person basis).

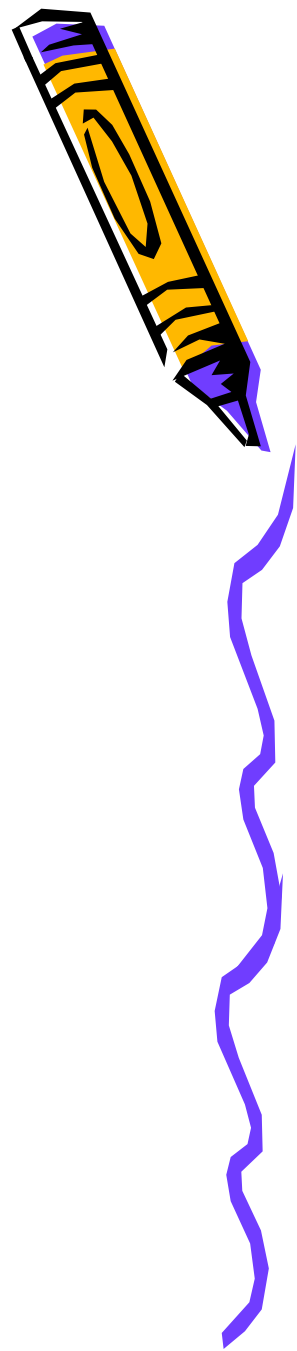


Advantages:

- Can be set up and conducted relatively cheaply
- Random samples can be selected
- Cheaper than face-to-face interviews

Disadvantages:

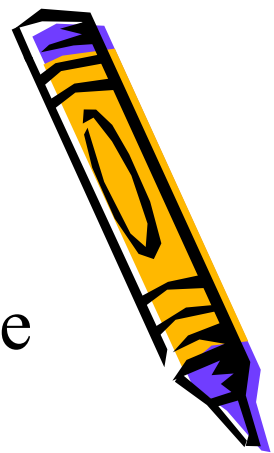
- Respondents can simply hang up
- Interviews tend to be a lot shorter
- Researchers cannot behavior or body language



3. Mail Survey

In many countries, the mail survey is the most appropriate way to gather primary data. Lists are collated, or purchased, and a predesigned questionnaire is mailed to a sample of respondents.

Mail surveys do not tend to generate more than a 5-10% response rate.



You might hate answering these things, but plenty of people don't -- and will fill surveys especially if they **get something in return**. Promise them a discount if they return the completed form to your facility.

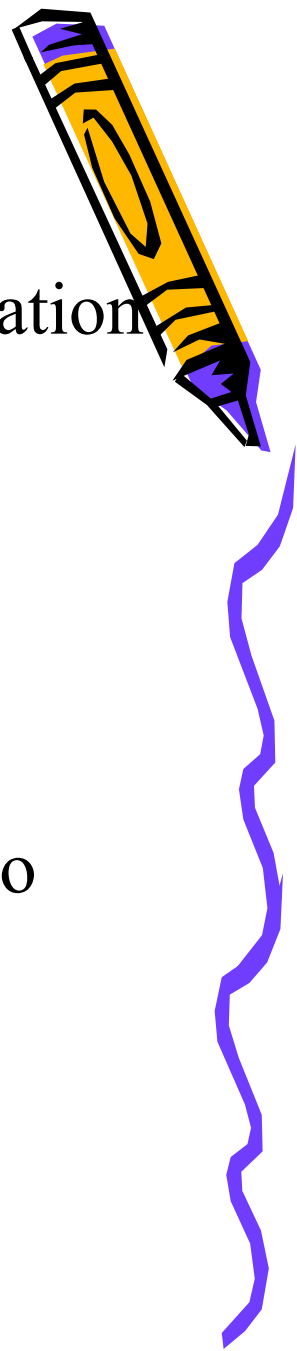


Advantages

- This is the only kind of survey you can do if you have the names and addresses of the target population
- The questionnaire can include pictures
- It allow the respondent to answer at their leisure

Disadvantages

- Mail surveys take longer than other kinds.
- In populations of lower educational and literacy levels, response rates to mail surveys are often too small to be useful.



4. Internet Survey

The Internet can be used in a number of ways to collect primary data. Visitors to sites can be asked to complete electronic questionnaires. However responses will increase if an incentive is offered such as a **free newsletter, or free membership**. Other important data is collected when visitors sign up for membership.

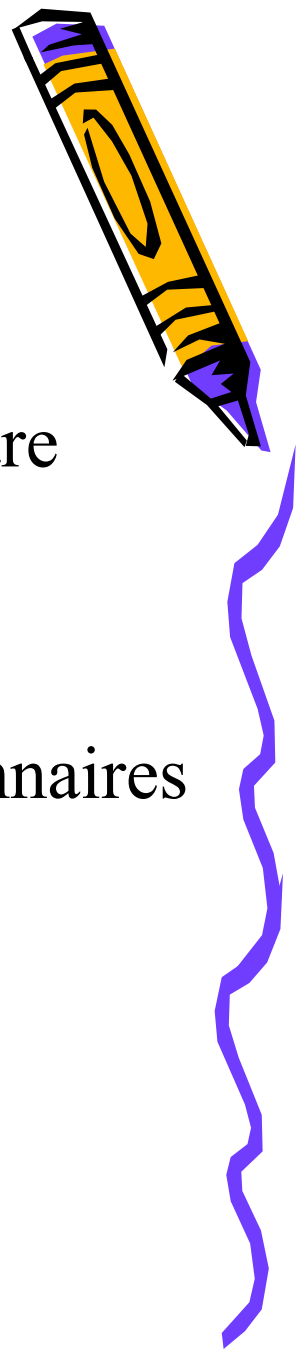


Advantages :

- Relatively inexpensive
- Uses graphics and visual aids
- Random samples can be selected
- Visitors tend to be loyal to particular sites and are willing to give up time to complete the forms

• Disadvantages :

- Only surveys current, not potential customers.
- Needs knowledge of software to set up questionnaires and methods of processing data
- May deter visitors from your website.
- Veracity of information



5.Product tests

Product tests are often completed as part of the 'test' marketing process. Products are displayed in a mall or shopping center. Potential customers are asked to visit the store and their purchase behavior is observed. Observers will contemplate how the product is handled, how the packaging is read, how much time the consumer spends with the product, and so on.



CASE

欢迎成为DHC家族成员★

免费体验！ 经典护肤大礼包

只需简单注册，即可免费体验DHC最畅销的橄榄滋养系列，并得多重超值优惠★

活动对象：所有DHC新会员

全部免费赠送！



精美试用装 & 多重超值优惠

马上点击领取

精美试用装
送到家！

~DHC橄榄滋养系列~

DHC橄榄滋养系列是DHC的基础护肤原点。以橄榄精华油为主要成分，最大限度发挥植物的天然美肌力，塑造出健康美肌的人气NO.1系列。

满意度
99.4%

GIFT 1

DHC橄榄卸妆油 3mL



深入毛孔，充分去除彩妆和污垢的天然植物性卸妆油。

GIFT 2

DHC橄榄蜂蜜滋养皂 5g



添加橄榄精华油及蜂蜜，兼具“滋润力”与“洗净力”的洁面皂。

GIFT 3

DHC植物滋养化妆水 2mL



富含高效保湿的植物精华，滋润肌肤一整天。

GIFT 4

DHC纯橄榄焕采精华油 0.5mL



100%天然橄榄美容油，神奇1滴，缔造水润光滑美肌。

GIFT 5

橄榄美肌手册



专业团队打造的美容手册，为您呈上最前沿的护肤、美妆情报。

GIFT 6

真情留言板特集



收录DHC会员的珍贵评价，口碑商品一目了然。

6. Observation method

Observational research (or field research) is a social research technique that involves the direct observation of phenomena in their natural setting.

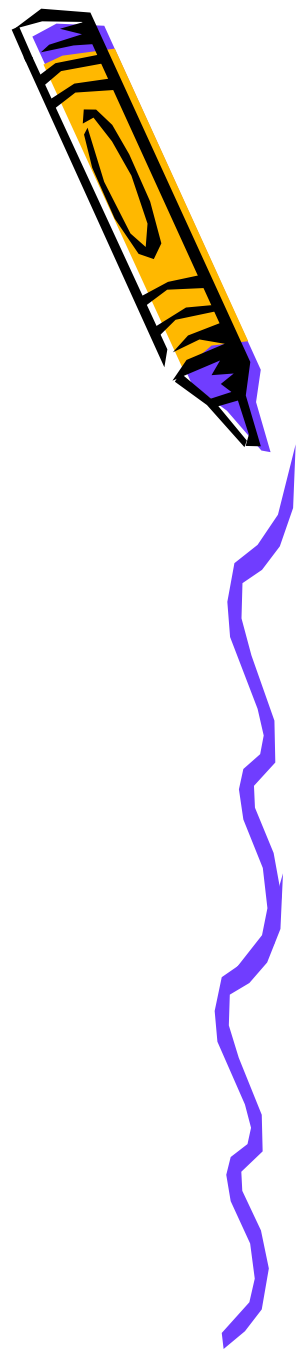
The main advantage of observational research is **flexibility**. The researchers can change their approach as needed. Also it measures behavior **directly**, not reports of behavior or intentions.



The main disadvantage is it is **limited** to behavioral variables. It cannot be used to study cognitive or affective variables. Another disadvantage is that observational data is **not usually general**.



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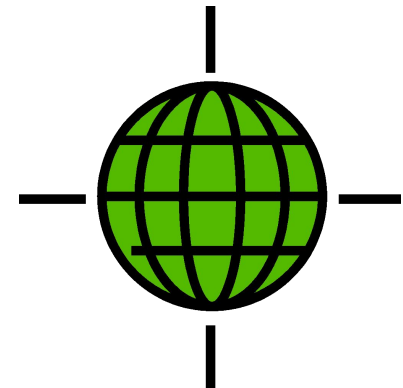


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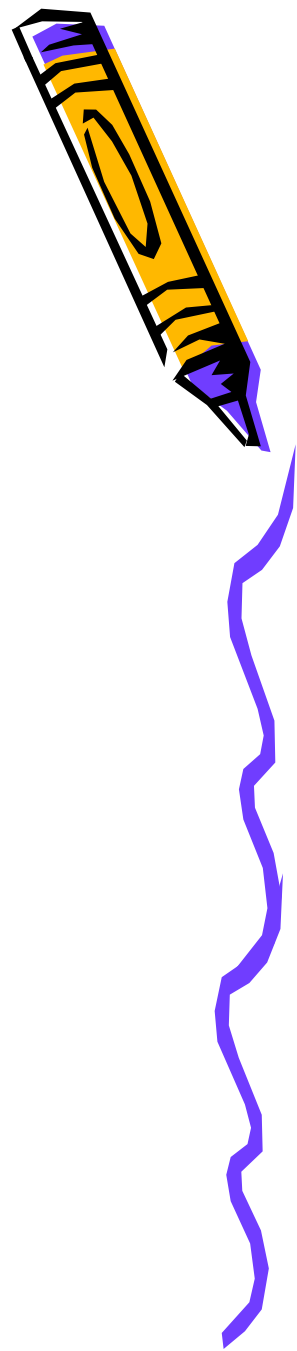
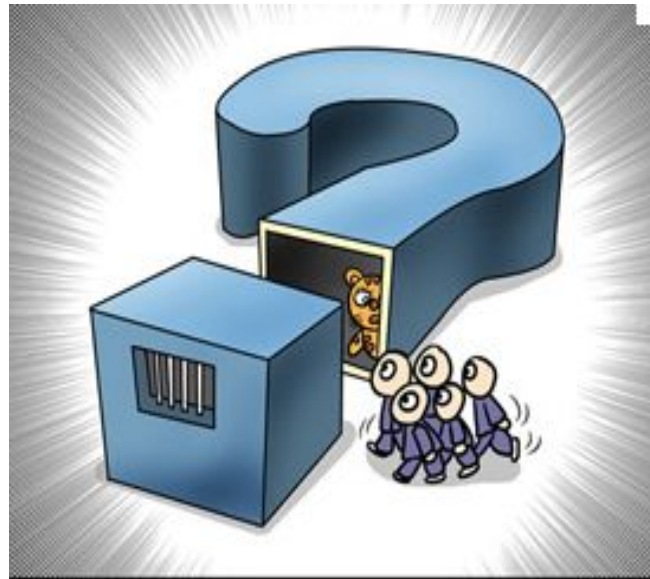
Summary

- **Global marketing information system**
- **Global marketing research**
 - Second-hand data research
 - First-hand data research: face to face interview. Tele-interview. Mail .Internet. Product tests. Observational research



Reference

- <http://www.mofcom.gov.cn/> 商务部
- <http://www.ft.com/home/asia>
- <http://askform.cn/> 问卷调查





bingo

谢谢

