

MARKET DAN MARKETING RESEARCH

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introduction

- ❖ Who will buy the product?
- ❖ Do they come from the same region?
- ❖ Do they all have the same age group?
- ❖ What features are desired by the consumer to the product?
- ❖ How do I reach out to potential buyers?



DEFINITION

- Marketing research is the **design, collection, analysis and reporting of systematic data** and **result** relevant to a specific marketing situation facing the company.
- Aiming to **obtain information about customers, competition, brand, etc.** in order to **develop a strategic plan and make decisions.**



CREATIVE AND AFFORDABLE WAYS FOR MARKETING RESEARCH

- Involving students and lecturers to design and implement projects
- Using the internet
- Check out competitors



MARKETING RESEARCH BUREAU

- AC Nielsen
- Spectra
- Claritas
- TDLinx
- Burke Institute
- Markplus
- Frontier
- MARS
- Directory of research bureaus
- Marketing Research Association



AC NIELSEN

The screenshot shows the Nielsen website homepage for the Indonesia region. At the top left is the Nielsen logo. To its right is a navigation menu with links for Home, Company, Solutions, News, Careers, and Trends & Insights. Further right is a search bar with the text "Indonesia" and a "Search" button. Below the navigation is a large banner area. On the left side of the banner are three images: a couple in a grocery store, a woman in a black top, and a woman in a black top. On the right side of the banner is a blue box with the heading "Integrating Information" and the text: "Nielsen gives clients a more complete view of their markets and a better understanding of their consumers through our combined insights, experiences, knowledge, market intelligence and advanced technologies." Below this text is a "Find out more..." link and a dropdown menu labeled "Select your business issue".

nielsen

Indonesia

Search

Home Company Solutions News Careers Trends & Insights

Integrating Information

Nielsen gives clients a more complete view of their markets and a better understanding of their consumers through our combined insights, experiences, knowledge, market intelligence and advanced technologies.

Find out more...

Select your business issue

Nielsen worldwide

Select a market

Nielsen Wire & Insight

19 July Lower to Middle Classes Consumers Spend More on Festive Months : Nielsen

11 July Indonesians The Most Reliant On Mobile Internet Access Across Southeast Asia : Nielsen

21 June One in Four Main Shoppers is Male : Nielsen

31 May Indonesia is The 3rd Most Confidence Nation in The World : Nielsen

Trends & Insights

Global Consumer Confidence, Concerns and Spending - A Global Nielsen Consumer report

Consumer confidence is on the rebound as consumers start thinking beyond the recession, with the global Consumer Confidence Index increasing nine points in the 3rd quarter

Global Consumer Confidence, Concerns and Spending - A Global Nielsen Consumer report

Consumers' hopes for an end to the Global Economic Crisis have been bolstered in the 2nd Quarter 2009, led by BRIC markets (Brazil, Russia, India, China) and Asian countries.

Nielsen Answers

Email

Password

Forgot password?

Grow your market share in Telecom

Just ask our Telecom experts

Things that need to be considered in marketing research, namely:

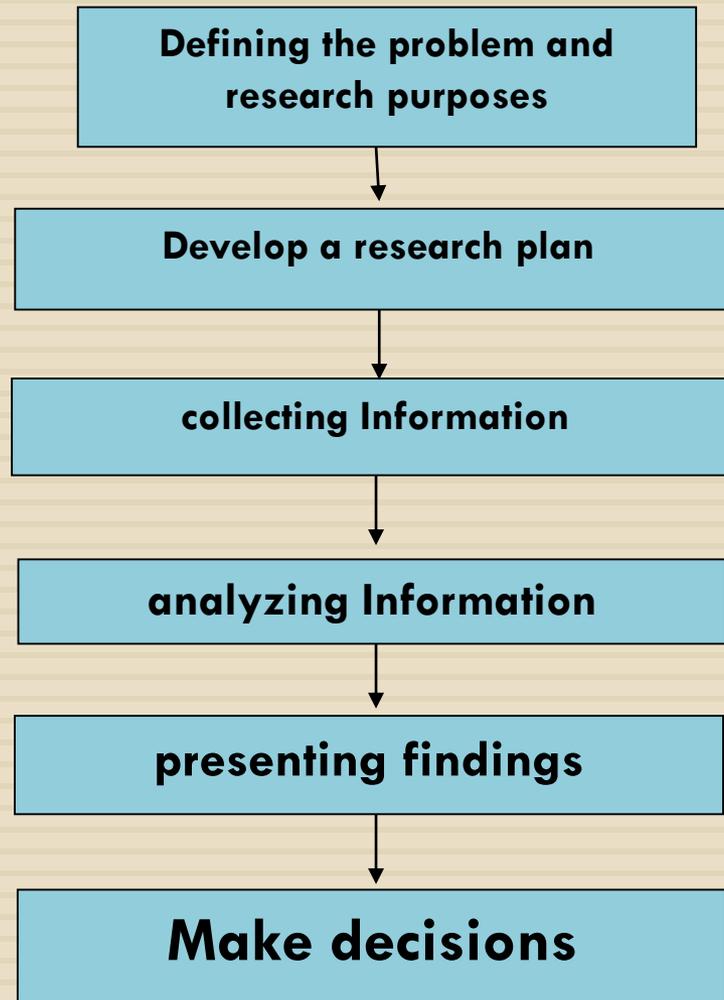
- Limited resources
- The wrong time in the market
- The research results will be useless / If the information have been available
- If the manager does not agree about what they need to know to make a decision
- If the cost of doing research now significantly greater than the benefits

ROLE OF MARKETING RESEARCH

- ❑ **Descriptive function** includes the **collection and presentation** of a statement of fact.
- ❑ **Diagnostic function** that is an **explanation** of the data or action.
- ❑ **Predictive functions** that specifications on how to use descriptive and diagnostic research to **estimate** the results of the planned marketing decisions.



MARKETING RESEARCH PROCESS



1. Define the problem, alternative decisions and research purposes

- The characteristics of marketing research

Explorative

Descriptive

Causal

- Examples of problem definition:

Are there any new competitors?

Is the sales representatives are impolite?

Does the customer taste change?

Is the product line is too narrow?

Do the customer feel difficult to obtain the product?

2. Develop a research plan

- Develop an effective plan to get information and allocate research costs.
- Designing research requires data sources planning, research approaches, sampling plans, and methods to be implemented.

3. Collect information

- This phase is the most expensive phase in marketing research and error data frequently happened.
- Problems in marketing research due to several factors, among which respondents are rarely at home, refused cooperation, and sometimes respondents gave answers biased or dishonest answers.

4. Analyze information

- Tabulating the data and the development of a frequency distribution.
- At this stage, researchers may use some hypotheses and theories or the use of sensitivity analysis to test the assumptions and the data reinforces this conclusion.

5. Presenting the findings



- Translating the data and information that has been obtained into the views and recommendations.

6. Make decisions



- Conduct marketing actions based on the data and information that is already represented.

TYPES OF RESEARCH

- Primary
- Secondary



Primary research

- Research to conduct **direct research** aimed at gaining primary data
- **Data source**
 - observations research
 - ethnographic research
 - Focus group research
 - survey research
 - behavioral data
 - experimental research



Secondary research

- Research conducted by collecting information from sources that **already exist** or materials that have been prepared other researchers.
- It has the advantage of a cheaper and easier, but sometimes the information needed is not available so the company must do primary research with the more expensive cost.



CLASSIFICATION RESEARCH

- Research identification problem

Research that identifies a problem that has not appeared or expected potentially arise in the future, such as brand image research and research market potential.

- Research troubleshooting

Research that solve specific problems, eg segmentation research and product research.



RESEARCH INSTRUMENTS

- Equipment that can be used by retailers to conduct marketing research
- Types:
 - qualitative measurement
 - questionnaires
 - technology equipment



Qualitative measurement

- research approaches unstructured
- Examples: Questionnaire
- There are two types of questions in the questionnaire, namely opened and closed questions



Technology Equipment

- Galvanometer and Tachistoscope

Galvanometer is an instrument used to measure interest arising from a particular adv or image



Sample planning

- Sampling unit
- Sample size
- Sampling procedure



BENEFITS OF MARKETING RESEARCH

- As a basis for making decisions short-term tactical and strategic decisions in the long term
- Reduce the risk associated with decision-making
With research can replace misinformation



Sample of Marketing Size

Eksternal

- Awareness
- The market share (volume or value)
- Relative price (value / volume market share)
- The number of complaints (the degree of dissatisfaction)
- Consumer satisfaction
- Distribution / availability
- Total number of subscribers
- Loyalty / Retention
- Relative quality perception

Internal

- Awareness of the target (goal)
- Commitment to goals
- Support of active innovation
- Adequacy of resources
- Determination staff / level of expertise
- The desire to learn
- The will to change
- Freedom to fail
- Autonomy
- Relative employee satisfaction

FORECASTING AND DEMAND MEASUREMENT

- The concept of measuring demand is market demand and the company's request.
- **Market demand** is the total volume of products to be purchased by a certain customer group in a particular geographical area within a certain time period on certain marketing environment under specific marketing programs.
- **The company's request** is the share of market demand estimated by the company of a company's marketing efforts in a given period.



CURRENT DEMAND FORECASTING METHOD

- Determine the total market potential
- Determine the market potential of a region
- Estimating the industry sales and market share



FUTURE DEMAND FORECASTING

- Forecasting
- The combined opinion of salespeople
- Expert opinion
- Analysis of past sales
- Market test methods

