

+ Meaning

A marketing information system consist of people and procedure for assessing informational need developing information and helping decisions maker to use the information to generate and validate actionable customers and market insight. Marketing information system began an end with information. First marketing information system interact with information need second it interact with marketing environment through internal database, marketing intelligence activities, and marketing research. In conclusion, the MIS help users to analyze and use information to develop customer insights, make marketing decision and manage customer relationship.

+ Assessing Marketing Information Need

Good marketing information systems balance the information what the customer really need and what is feasible to offer. The company which designing the information system must consider the needs of all. Sometime the information may not sufficient enough to forecast but in sometime greater extent by obtaining, analyzing, storing and delivery information by itself has no worth unit its value come from its use.

+ Components of Marketing Information System



- a. **INTERNAL DATABASE:-** Many companies build extensive internal database collection of consumer and market research obtained from different sources especially the company network. Marketing manager get the information from

customer transaction demographic variables, psychographic variable and buying behaviour. The sales force report about customer, dealer, retailer, competitors and marketing channel. Here is an example:-

Pizza Hut Database contain detail customer data on to million customer received from phone, online order and point-of-sale transaction having more than 7500 restaurants in United States of America.

- b. **MARKETING INTELLIGENCE SYSTEM:**-The marketing intelligence system provides information about everyday happening in the marketing environment. According to Philip Kotler, "Marketing intelligence system is a set of procedure and sources used by managers to obtain everyday information about the market in the marketing environment."

The sources of Marketing Intelligence System are:-

- Marketing Managers:-
 - From Books
 - Magazines
 - Newspaper
 - Customer
 - Suppliers
 - Distributors
- Sales Force
- Outsourcing (Marketing Detective)
- Middle Man
- Specialist (Mystery Shopper)
- Marketing Information Section (Internet Surfing)

- c. **MARKETING RESEARCH:**-Research is the systematic gathering of information. Marketing research is the systematic enquiry undertaken to help resolve a specific market problem. According to Phillip Kotler, "Marketing Research is the systematic design, collection, analysis and reporting of data and finding relevant to a specific marketing situation facing by the company."

- Features of Marketing Research:-
 - Systematic
 - To the fact
 - Objective
 - Problem-Oriented
 - Decision Making
- Process of Marketing Research:-
 - Defining the problem:- The problem should be defined carefully which should be based on literature review, experience survey, case study and brainstorming.
 - State the research objective:- The objective of the research should be stated clearly and precisely objective should follow from the

problem defined for research, hypothesis can also be posed. It explains relationship between variables. It implies cause and effect relationship.

- Develop research plan:- It is a research methodology for gathering the needed information it deal with decision on:-
 - Data Sources
 - Sampling Method
 - i. Sampling Plan
 - ✓ Sampling Unit:- Who to be researched.
 - ✓ Sampling Size:- How many people should be researched.
 - ✓ Sampling Procedure:- How should the representative respondent should be chosen.
- Collecting needed information:- Collection of primary data involve field study where questionnaire and interview are conducted.
- Analyzing the Data:- It involve coding, tabulating and statistical analysis of data. Appropriate statistical tools are used to analyze and interpreted the collected data objective.
- Report Finding:- Research findings are reported to the relevant client in the form of written report and oral presentation to make effective marketing decision.

✚ Areas of Marketing Research:-

A. CORPORATE RESEARCH

- Image of the organization
- Environmental opportunity and threat
- Environmental impact and response of marketing
- Short and Long planning
- Causes of performance deviation

- Social responsibility of marketing

B. SALES RESEARCH

- Market Segmentation
- Market Share Analysis
- Sales analysis by product, territory market
- Sales forecasting
- Market potential analysis

C. COMPETITION RESEARCH

- Intensity of Competition
- Competitors strategy

D. PRODUCT RESEARCH

- New product development and acceptance
- Product testing
- Product lifecycle
 - Introduction (Lunch)
 - Development (Growth)
 - Maturity
 - Decline
- Product loyalty (Brand Loyalty)
- Packaging, Design and Testing
- Product Positioning
- Test Marketing

E. PRICE RESEARCH

- Pricing Trend
- Cost Structure
- Competition oriented pricing

F. PLACE RESEARCH

- Performance and effectiveness of channel
- Channel structure
- Channel dynamic and conflict
- Warehouse location
- Transportation mode
- Physical distribution cost

G. PROMOTION RESEARCH

- Media Research
- Advertisement Effectiveness
- Copy Testing (Design)
- Impact of Sales Promotion
- Channel Promotion

H. CUSTOMER RESEARCH

- Motivational
- Preference
- Attitudinal
- Consumption Pattern
- Needs and Wants
- Level of Satisfaction
- Profile of Customer

Thanks to

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