



**SLEZSKÁ  
UNIVERZITA**

OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARVINĚ

# Marketing

## 2. Consumer marketing research



# Marketing

**DIAGNOSIS**

**STRATEGY**

**TACTICS**



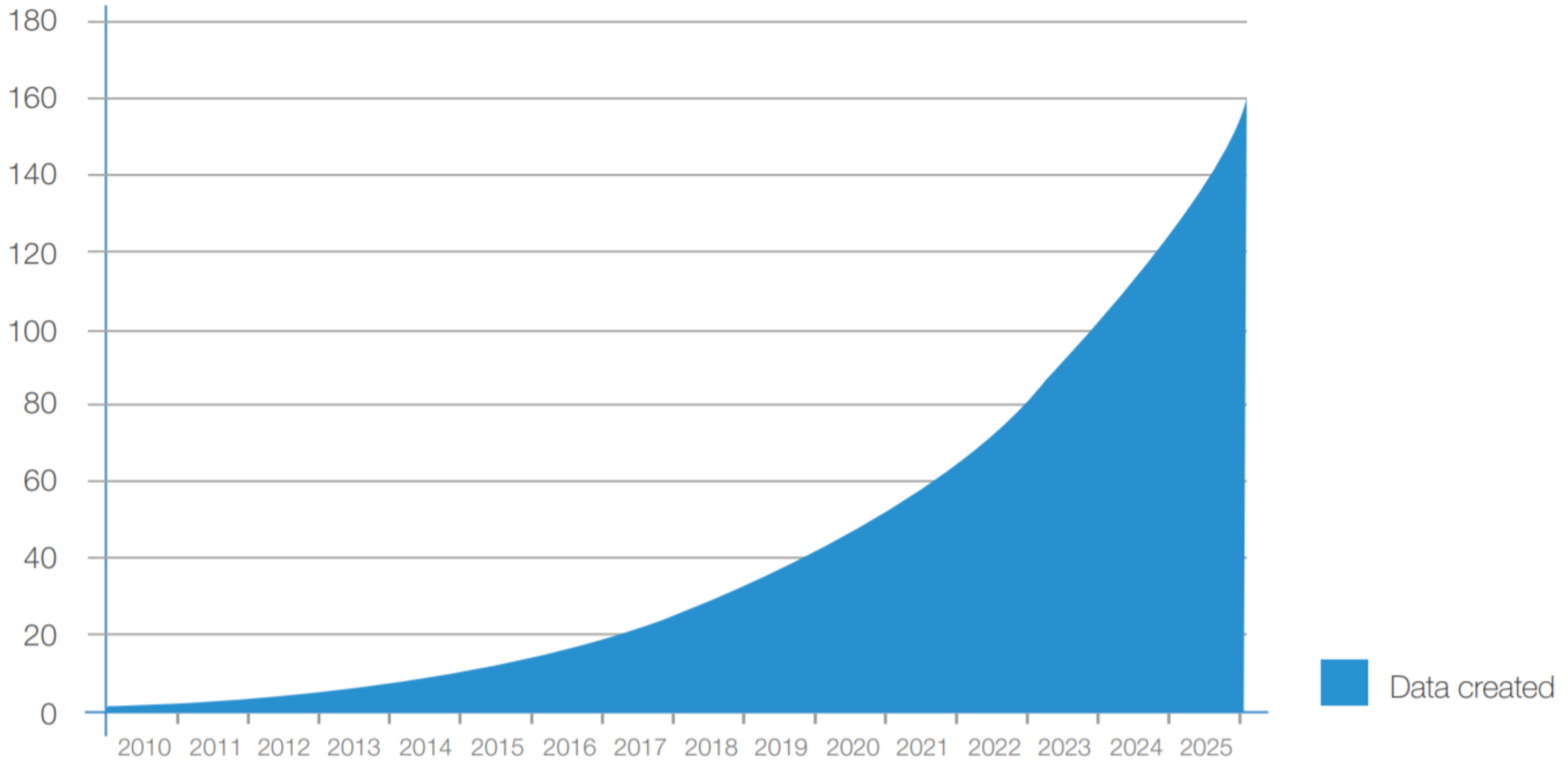
# What are we gonna talk about today?

- Data - Information - Knowledge
- Marketing research process
- Baseline and sample
- Research typology
- Data collection methods and techniques





Zettabytes



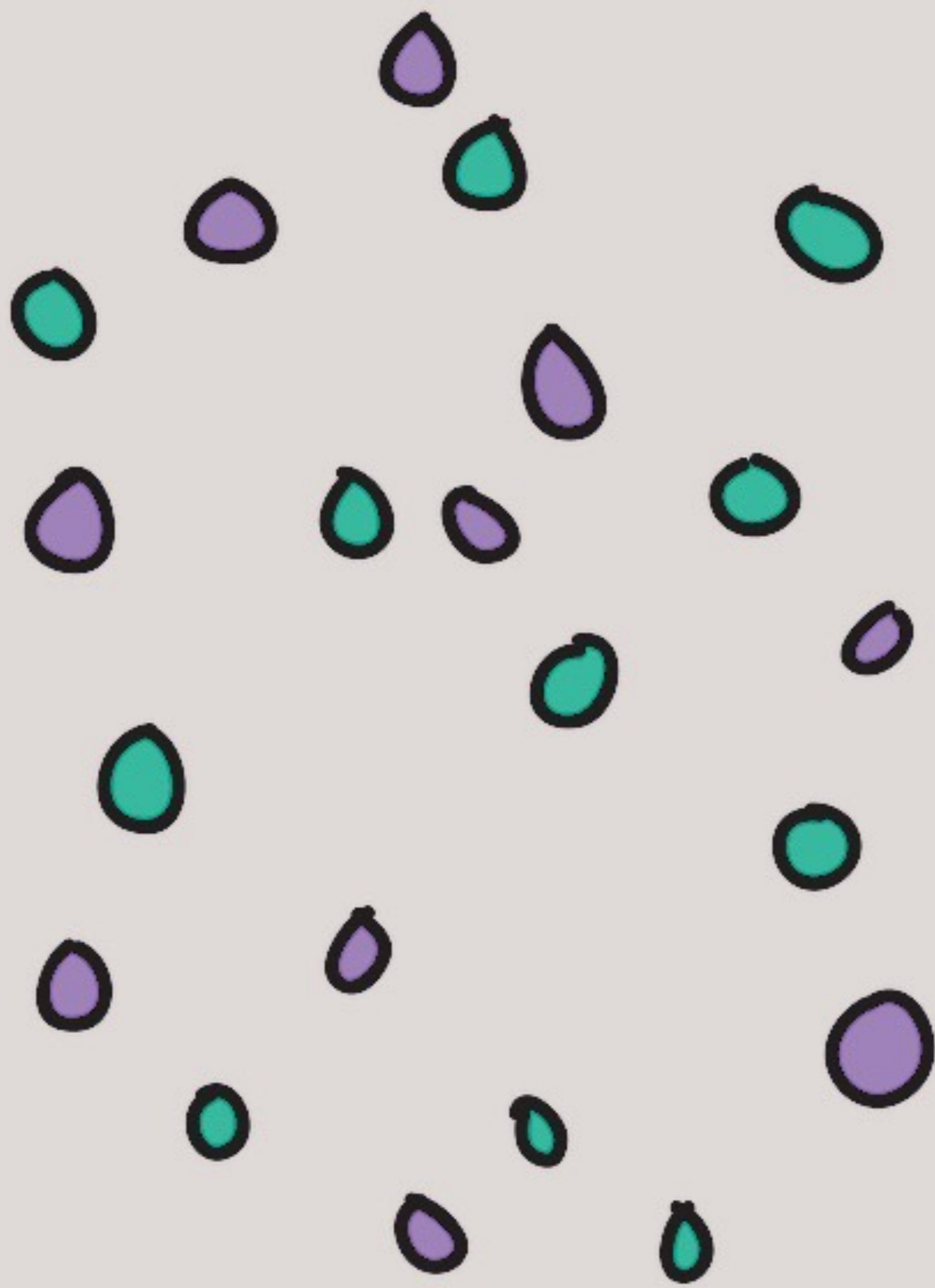


data:



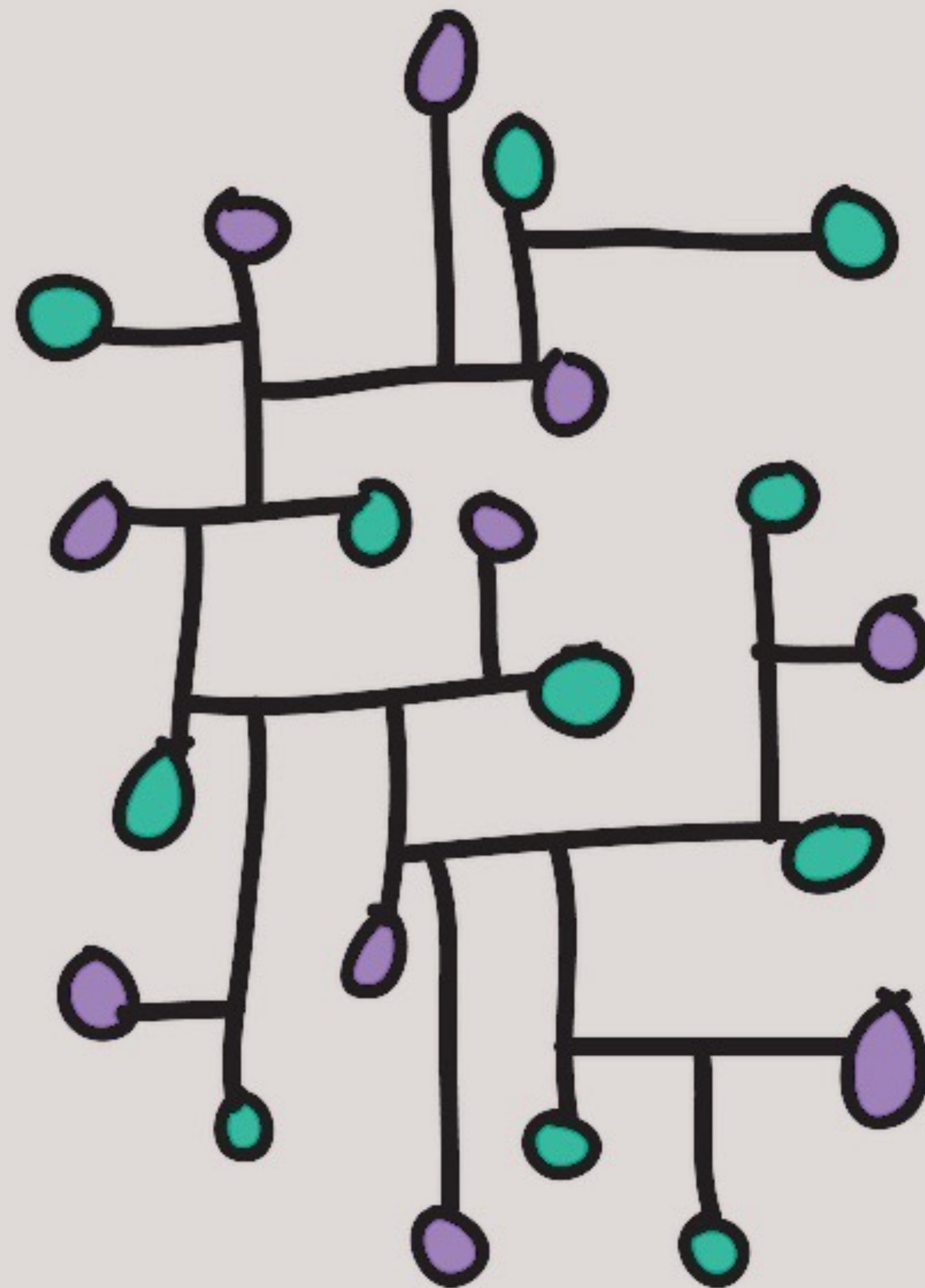
@bestqualitycrab

information:



@gapingvoid

knowledge:



@gapingvoid



# Data and information differences

- **Data** is the most basic form of knowledge, e.g. the brand of butter sold to a particular customer in a certain town. This statistic is of little worth in itself but may become meaningful when combined with other data.
- **Information** is a combination of data that provide decision-relevant knowledge, e.g. the brand preferences of customers in a certain age category in a particular geographic region.



# Goals of marketing research

- Understand the market
  - Present
  - Future
- Identify threads and opportunities
- Formulate marketing actions and assess its effectiveness





23	Žena	22	Žena	51	Žena	30	Muž	46	Žena	24	Muž	26	Muž
54	Žena	42	Žena	42	Muž	35	Žena	56	Žena	30	Muž	28	Muž
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Can I make a decision based on this data?

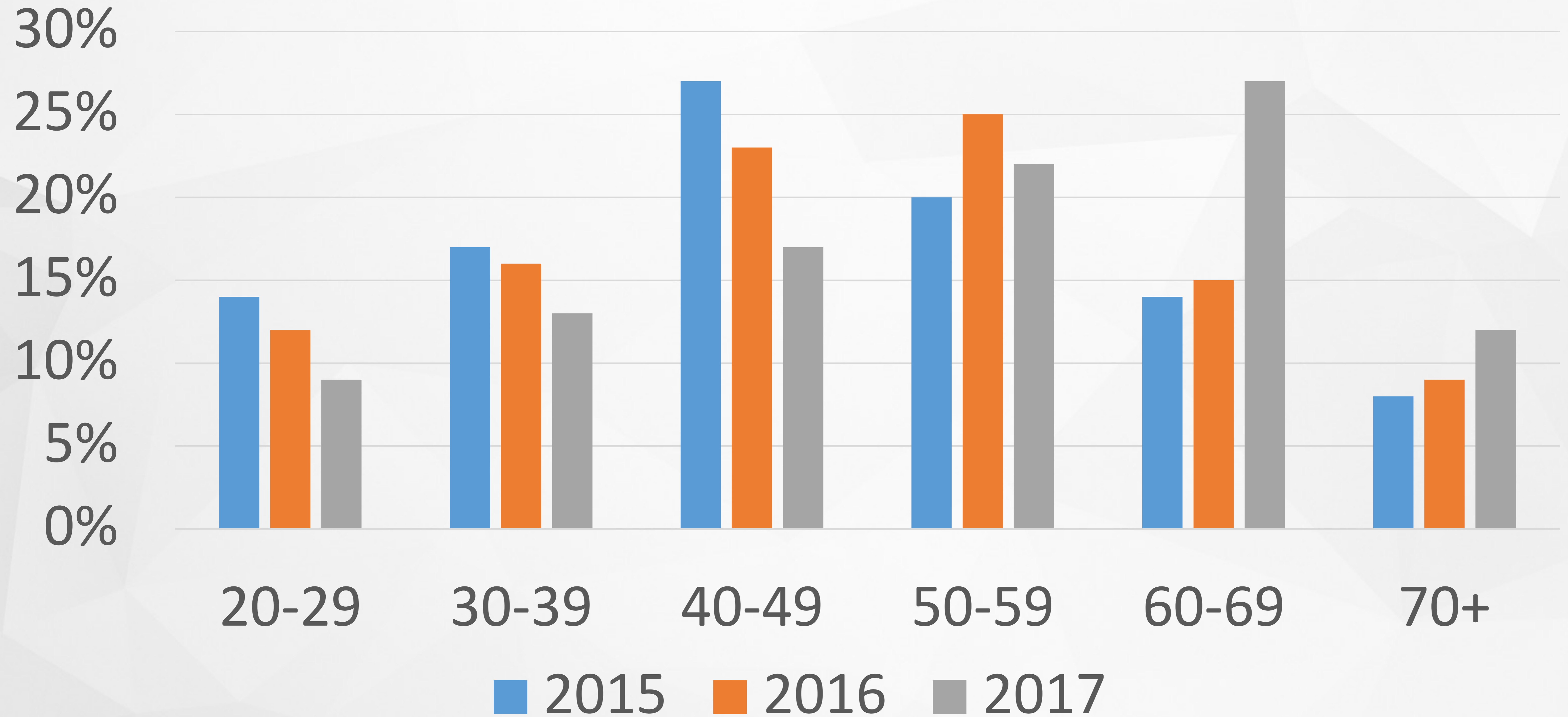


Age	2015	2016	2017
20-29	14%	12%	9%
30-39	17%	16%	13%
40-49	27%	23%	17%
50-59	20%	25%	22%
60-69	14%	15%	27%
70+	8%	9%	12%



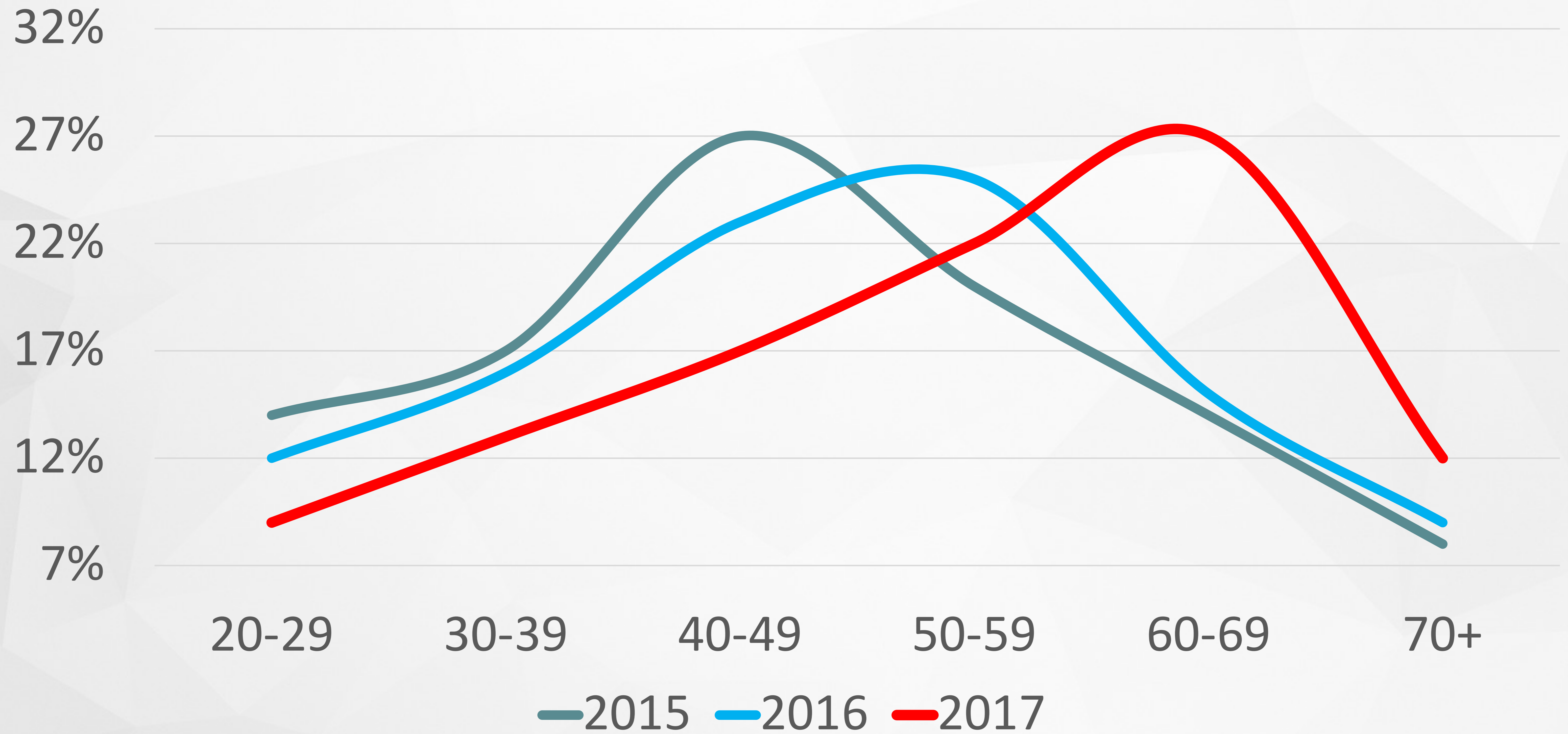


# Age of customers





# Age of customers







Is this data?



# Case study: Campbell's



- Iconic American brand of canned food.
- The 143-year-old company has hit a major problem:
- A 13% drop in overall canned food consumption.
- A drop in market share from 67% to 53% due to the growing popularity of fresh and premium soups.
- Campbell's identified a need to get to know the 18 to 34 year old customer better, roughly 25% of the U.S. market and the future of the company.
- Anthropological research was conducted by having company representatives meet millennials (1986-1995) in their environment.





# Case study: Campbell's



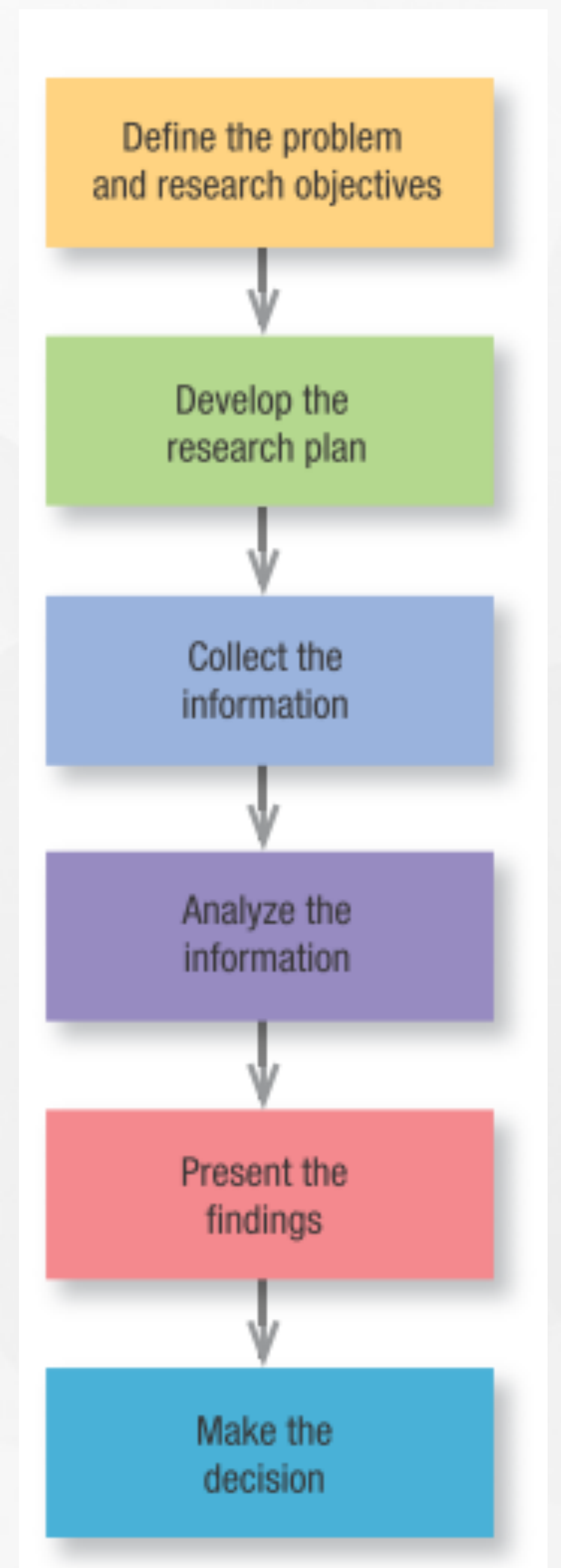
- Key information?
  - Millennials love spicy food
  - They eat more exotic foods than previous generations
  - They don't have much time at home to cook
- Reactions?
  - New product line of six exotic flavors
  - Triple the price of a can
- Promoted online only
  - Music and entertainment sites
  - Gaming platforms
  - Social media
- The result?
  - Slowing the decline from 13% to 2%





# Marketing research process

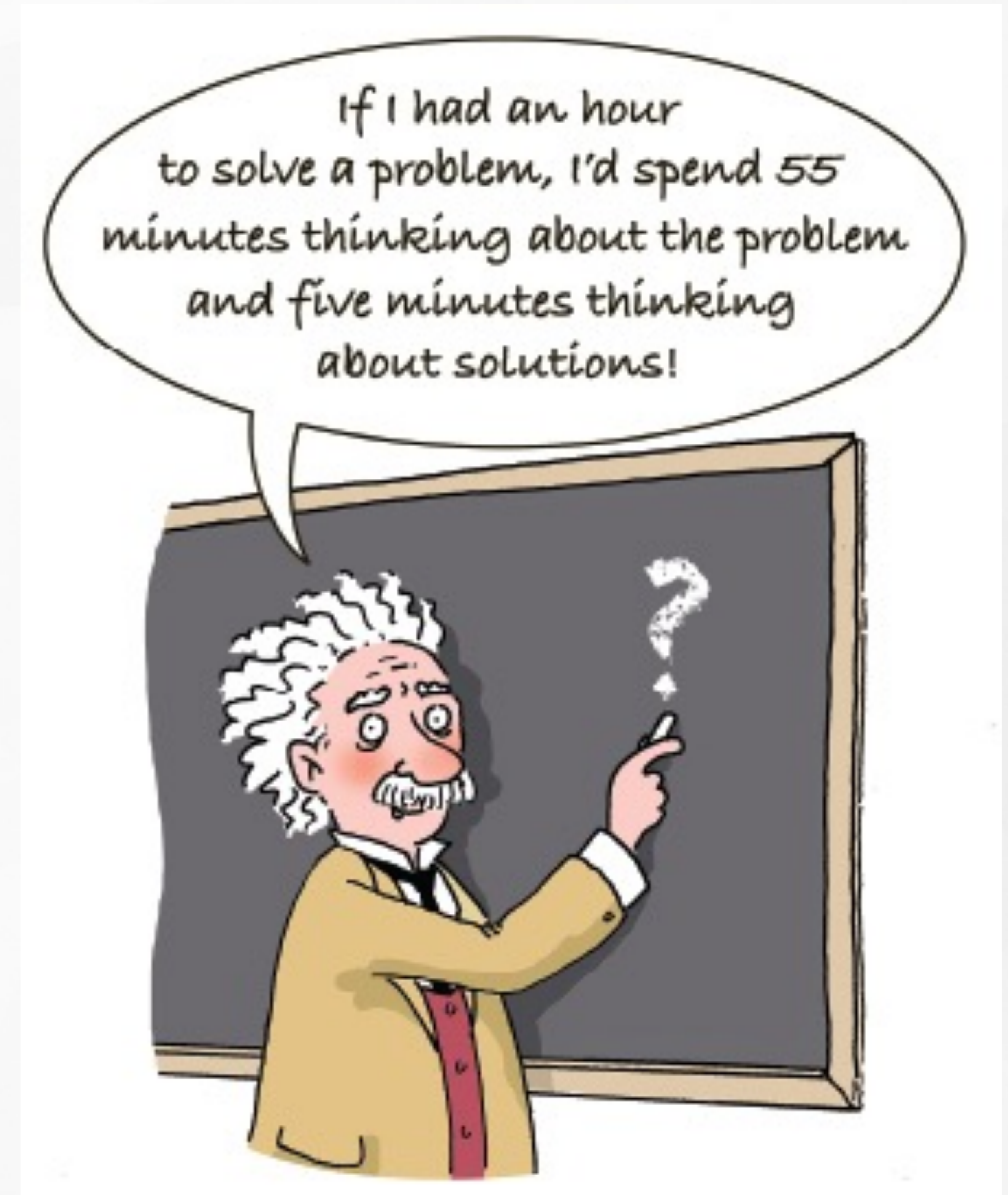
- PREPARATION PHASE
  - Problem definition
  - Situation analysis
  - Research project planing
  - Pre-research
- REALISATION PHASE
  - Data collection
  - Data processing
  - Analysis and interpretation
  - Visualisation and presentation





# PROBLEM DEFINITION

- The most important part of the research
- A well-defined problem is half-solved
- There are no wrong answers in marketing research, only wrong questions
- Case study: a new range of müsli bars





# Case study: Flavours of müsli bars

- A cereal manufacturer wanted to enter the muesli bar market.
- He asked a research agency and commissioned research.
- He wanted to find out which of the three flavours would be suitable for the market.
- The agency carried out taste tests with 200 customers.
- It recommended the banana flavour, which was the most preferred by customers.
- The product was launched and failed completely.
- What went wrong?





# Research question

- Research question is a clear statement of the problem formulated in sentence ending with question mark.
- Clear expression of what will be studied (Kolb, 2008)
- It influence whole research process:
  - What literature we have to study in advance?
  - How we design research scope?
  - What access to the data do we need to negotiate?
  - What type of research design will be chosen?
  - What data will be needed?
  - Sample selection process.
  - Nature of a final report.





# Research question examples

- **What?**
  - What make our clients leave for our competition?
- **When?**
  - When do our clients visit our store for the first rebuy?
- **Where?**
  - Where exactly Instagram influencers buy fashion products?





# Research question examples

- **Who?**
  - Who spreads negative brand sentiment online?
- **How?**
  - How product rebranding influenced attitudes of general public?
- **Why?**
  - Why do companies outsource marketing research?





# Population and sample

- Would it be possible to survey all adults in the Czech Republic?
- Population: the set of all units covered by the research.
- Sample: a smaller part of the core population used to carry out the research





# Representativeness of the sample

- There are two basic types of selection
  - Intentional - we decide in advance which units to include in the research.
  - Representative - we obtain the sample using accurate mathematical models. This allows generalisation of the results to a core set with clearly quantifiable precision.
    - Randomisation, tables, systematic sampling





# Representativeness of the sample

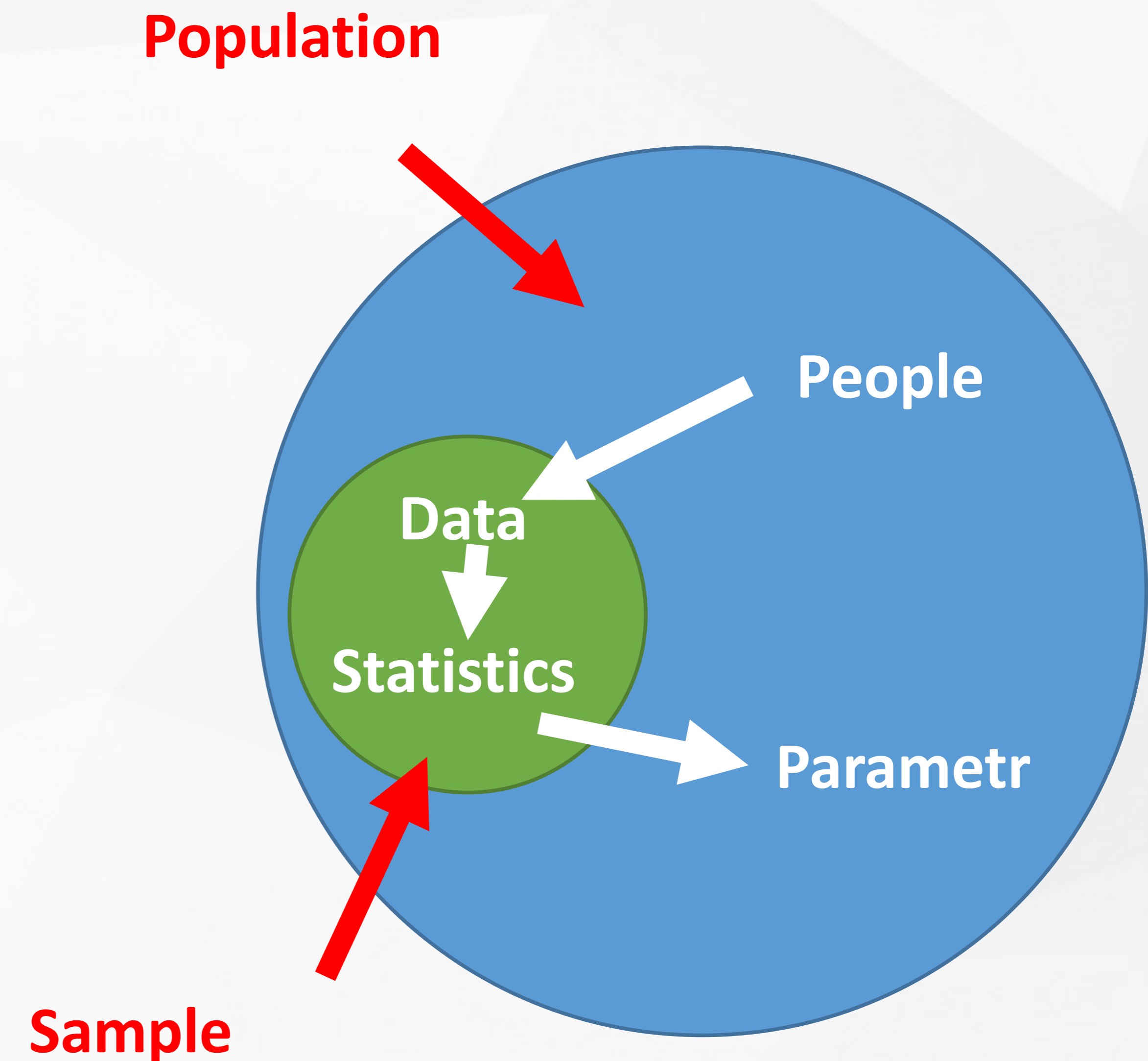
- The first prerequisite is to ensure randomness of selection.
- All members of the core group have an equal chance of being selected.
- Case: Customers who visit the store 5 times more often are 5 times more likely to be included in the sample.
  - Who visit store 5 times more often?





# Sample and sample size

- Sample is a part of population which, when collected properly, can produce results which are generalizable.
- Greater the sample size more reliable the results are.
- Reality = Parametr + Error





# Favourite colour example

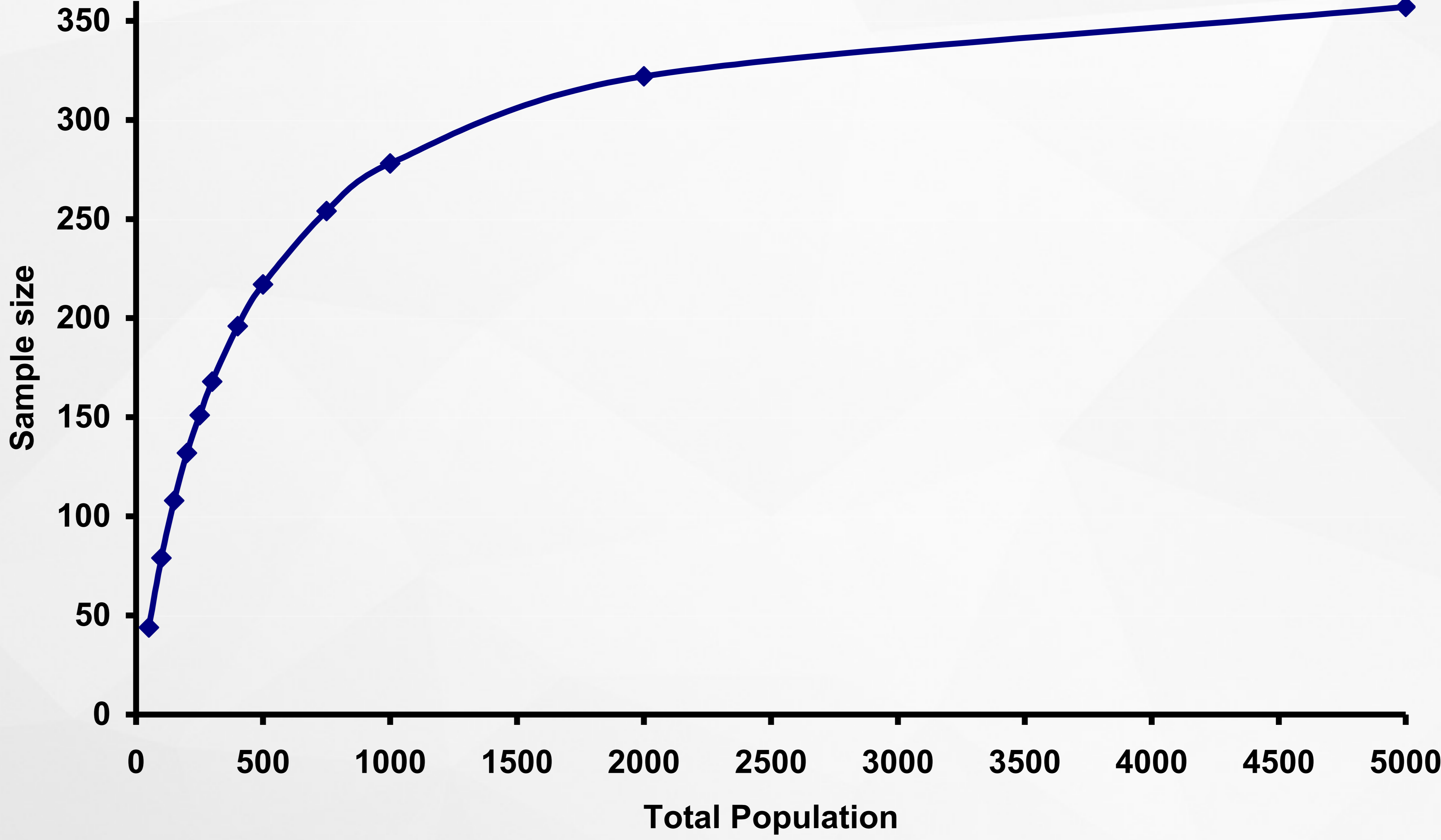
- In a class, teacher ask students what is their favourite colour.
- The realtime results goes like this:

Respondent	Answer	Results PINK in %	Results GREEN in %	Change
1	Pink	100	0	No data
2	Green	50	50	50%
3	Green	33,5	66,5	16,5%
4	Pink	50	50	16,5%
5	Green	40	60	10%
6	Green	33,5	66,5	6,5%
7	Green	28	72	5,5%
8	Pink	37	63	9%
9	Pink	44	56	7%
10	Pink	50	50	6%





# Ideal sample size





# Sample size in qualitative studies

- The data collection takes place as long as there is no condition in which further examination of the selected sample does not bring new substantial information.
- **Theoretical saturation**
- The goal of qualitative research is not generalization, so it is not the aim of the results to relate to the whole population but to reveal the connections and causes of a certain behavior of customers.





# Quota sampling

- This is a quasi-representative technique - quotas are set subjectively - it depends on the qualities of the researcher.
- We use our own thinking to select the traits by which we meet quotas.
- This technique is intended to ensure similarity between the sample and the base population.





# Errors in data collection

- Sampling errors
  - Certain variations at different sample sizes must be taken into account
  - Varies with sample size
- Non-sampling errors
  - Misunderstood question, refusal of interviews, missing observations, coding errors.





# Marketing research: In-house or agency?





halo media



**CLIENTS EXPECTATIONS**



**CLIENTS BUDGET**



Business problem



Knowledge



Know-how

**KANTAR TNS**





## Typology of marketing research

Quantitative / Qualitative  
Primary data / Secondary data  
Exploratory / Causal (Explanatory) /  
Descriptive





# Research types

- Quantitative
  - Based on numbers
  - Measurement and counting
  - Large sample size
- Qualitative
  - Based on text, sound, video and pictures
  - Interpretation
  - Small sample sizes





# DATA

Secondary

Primary

External

Internal

Survey

Experiment

Observation

Studies of associations, chambers of commerce, Czech trade, CSU, trade magazines and media,...

Customer reports, call centre reports, financial statements, previous research, databases,...

Individual interview, group interviews, online and offline questionnaires

Controlled experiment, quasi experiment, field experiment

Mechanical and electronic accesses, personal accesses



- Exploratory research: what is there? What's actually going on?
- Causal (explanatory) research: How did it happen? What caused it?
- Descriptive research: How much is there? How big is it?





- Exploratory research: What's the next series we should produce?
- Causal Research: Which homepage design leads users to view more content?
- Descriptive research: Which series is the most popular?



Studijní opora strana 102 - 104





# PRIMARY DATA COLLECTION METHODS





# Observation



- Overt

- Persons are informed that research is being conducted.
- There may be bias due to distortion of natural behaviour.

- Hidden

- Subjects are unaware of the research.





# Observation

- Participatory

- The observer joins and becomes part of the group.
- Participates in its life and activities.
- It is very important not to interfere too much in the dynamics of the group.

- Non-participatory

- The observer is outside the group.

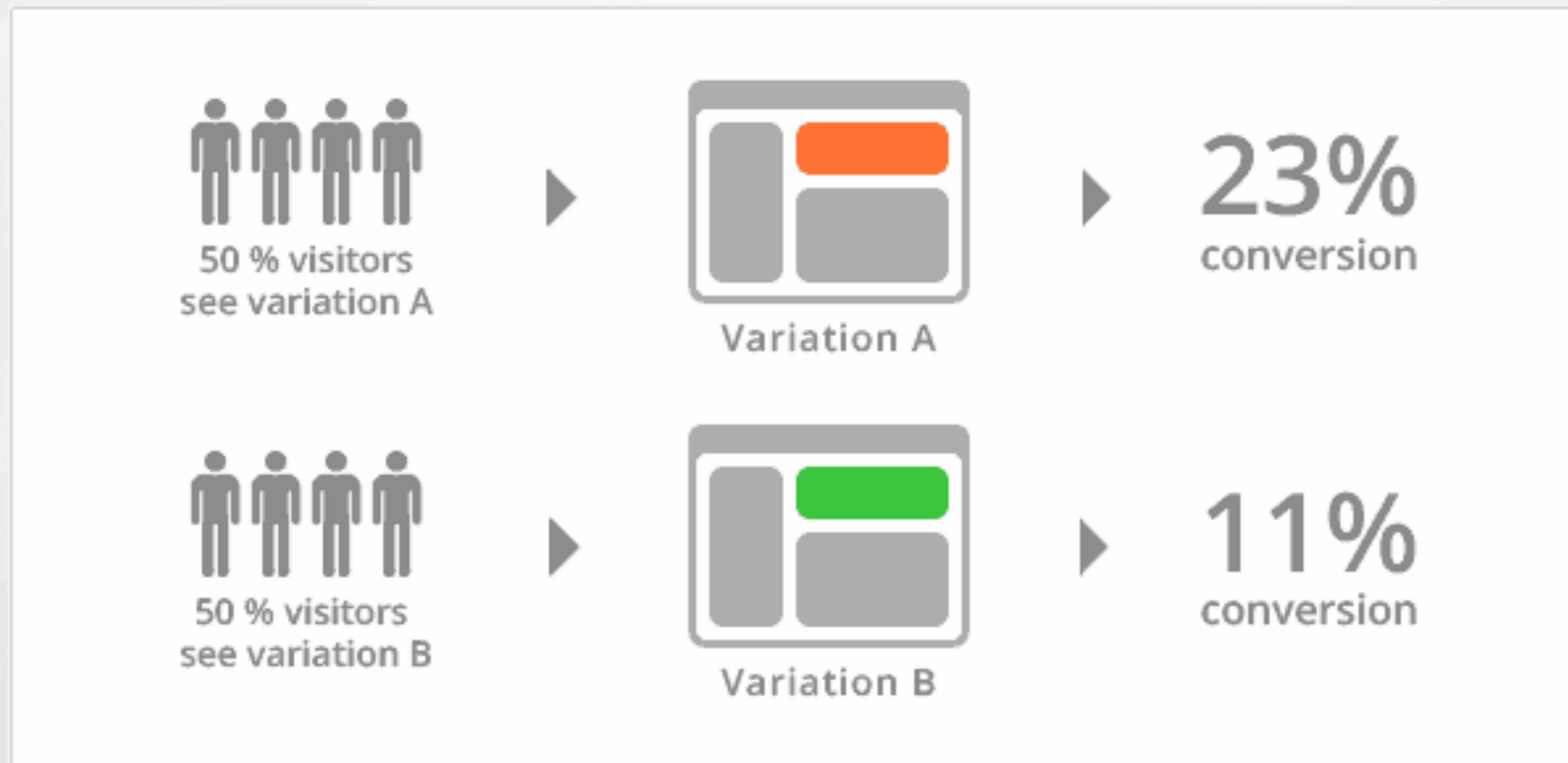




# Experiment



- Finding a causal relationship between variables.
- Dependent and independent variable.





# Survey

- Questionnaire
  - Online/offline
  - Self-completion/completion during interview
- Interview
  - Structured/Non-structured
  - Individual/Group





# Case study: Pepsi challenge

- The famous Pepsi challenge campaign, which included a taste experiment, showed that people preferred Pepsi to Coca Cola.



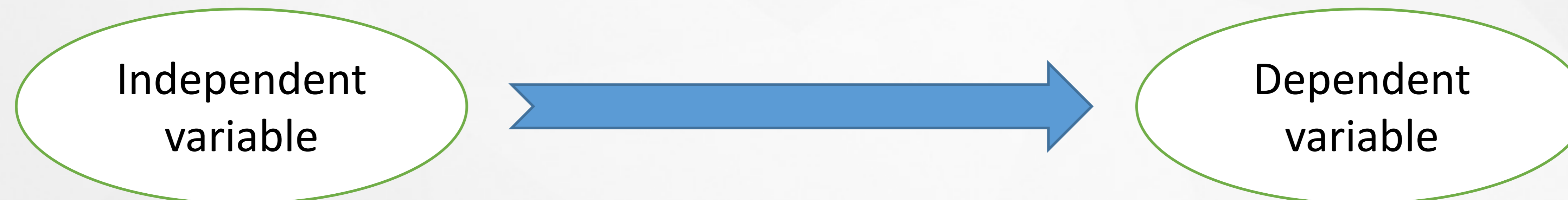
- What could have caused the failure of The New Coke, which was Coke's response to the market situation?





# Variable types

- Independent variable: the variable that causes the change. In an experiment, it is the variable we manipulate.
- Dependent variable: The variable that is affected by changes in the independent variable.





# Causality problems

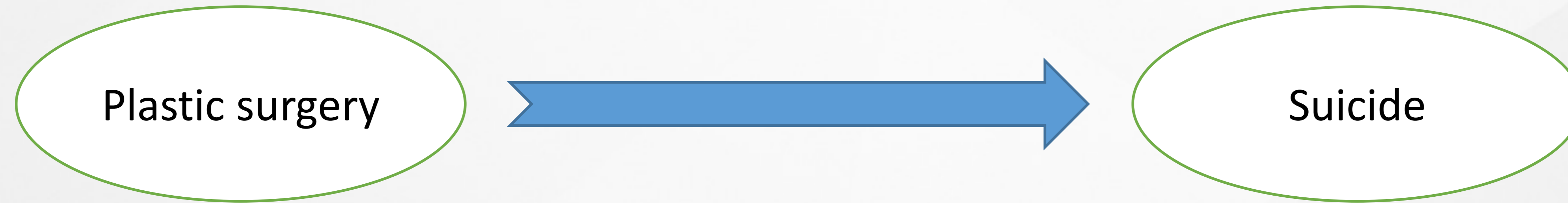
- A correlation has been found between breast implants and suicide (Koot, Peeters, Granath, Grobbee, & Nyren, 2003).
- However, we cannot claim that breast augmentation surgery results in suicide.
- There is another external factor (another variable) that causes both phenomena - that is self-esteem.



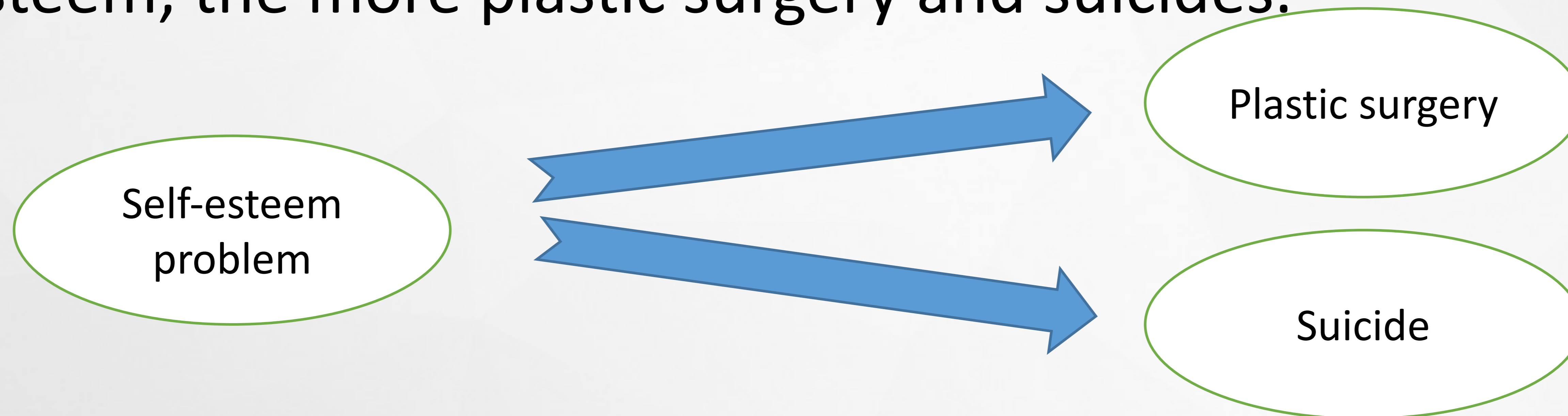


# Causality problems

- First causal model: the more plastic surgery, the more suicides

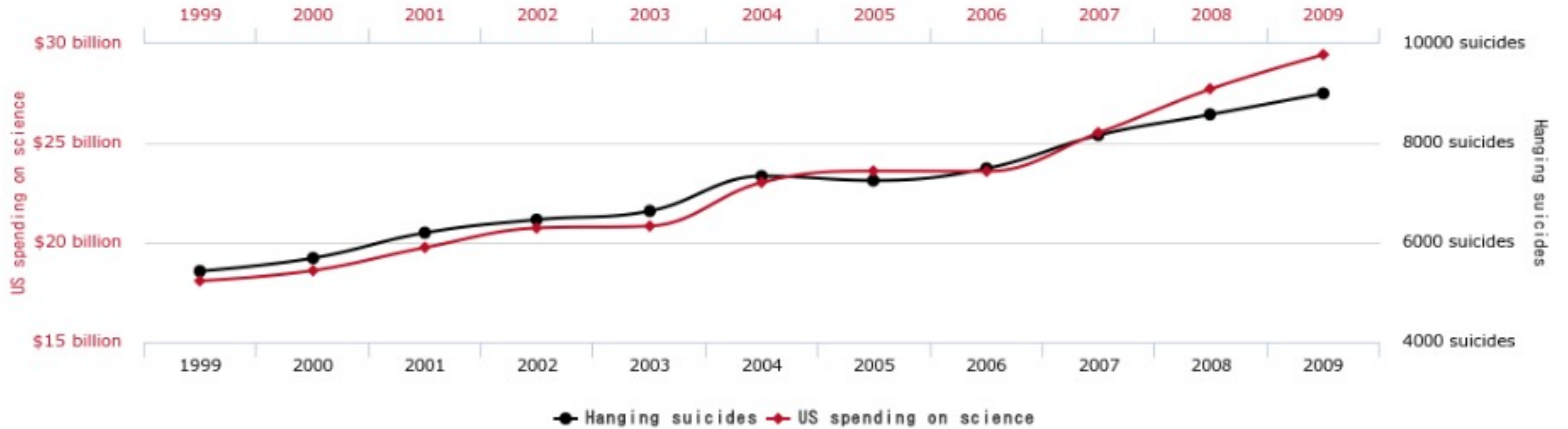


- The second causal model: the more problems people have with their self-esteem, the more plastic surgery and suicides.





# US spending on science, space, and technology correlates with Suicides by hanging, strangulation and suffocation



tylervigen.com





# Quality measures

- **Representativeness:**
  - Indicates the relationship between the sample and the base population
- **Research quality**
  - is determined by validity and reliability





# Validity

Valid questions are those that provide answers to exactly what we are asking - what is the main objective of the research.





# Reliability

It expresses the degree of stability of the research tools.

The extent to which the question remains reliable and valid in subsequent iterations - for example, in different temporal, social and cultural settings.







Unreliable & Invalid



Unreliable, But Valid



Reliable, Not Valid

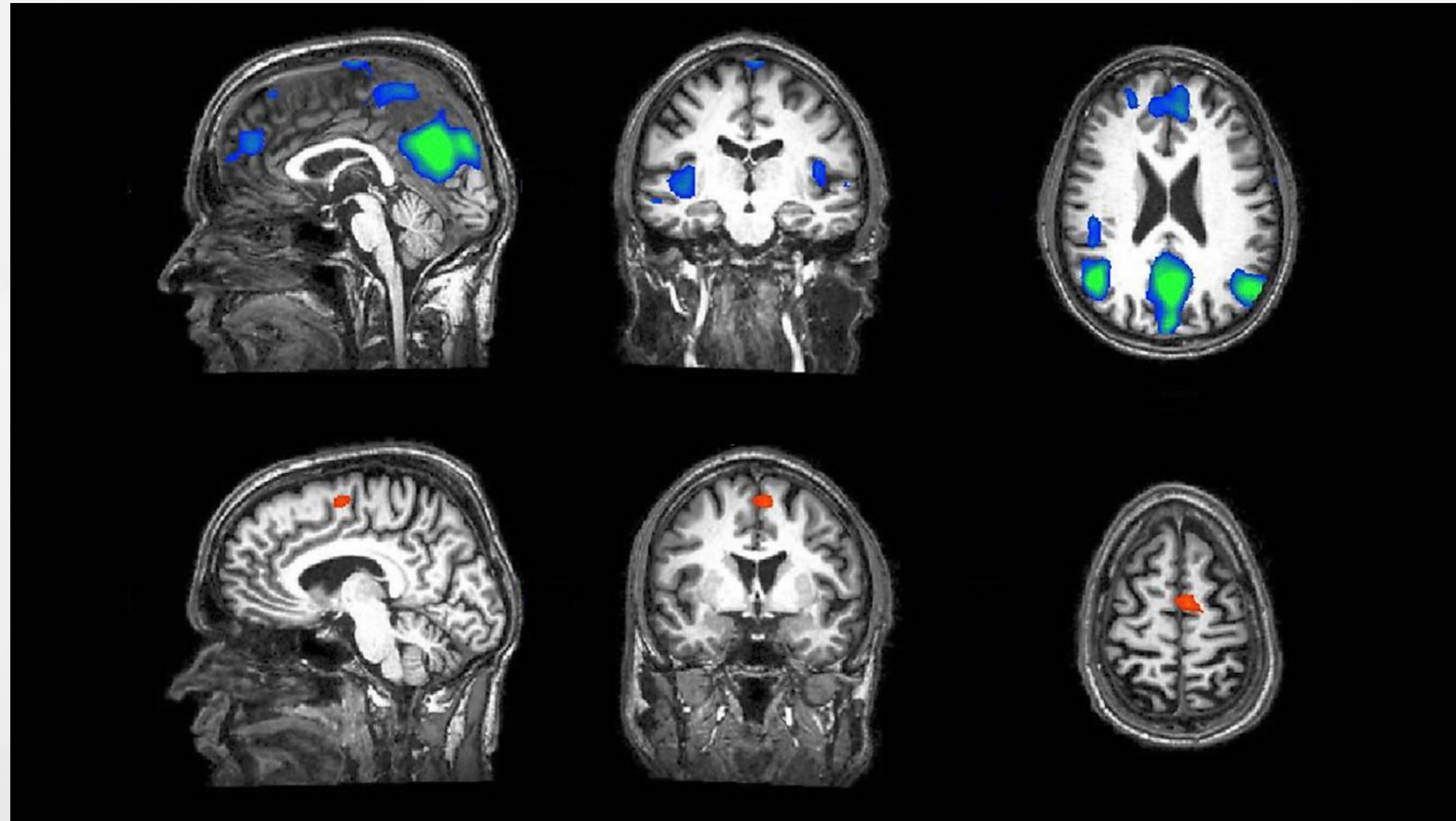


Both Reliable & Valid





# New trends in marketing research



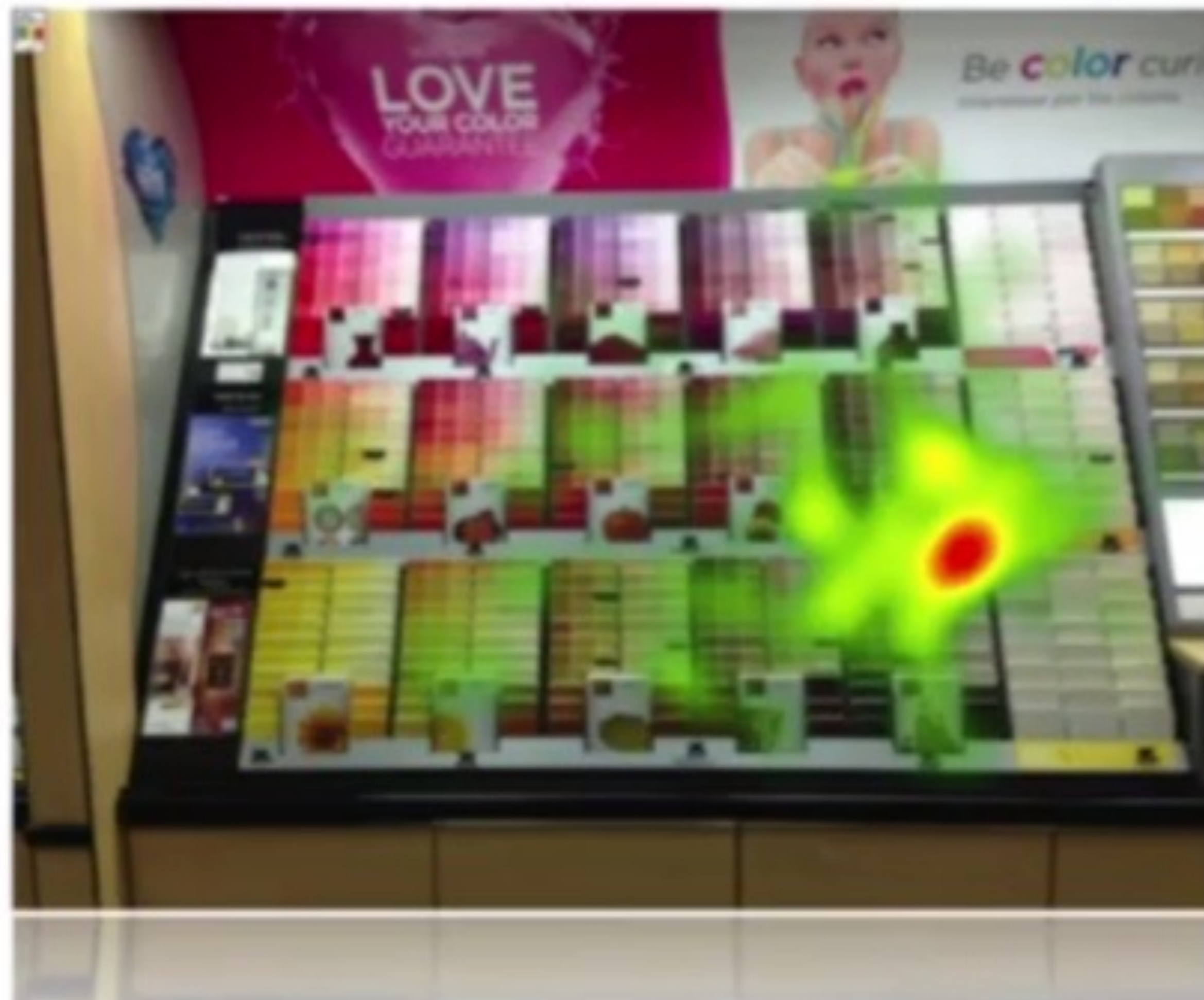






# Why?

CONTROL GROUP



TEST GROUP

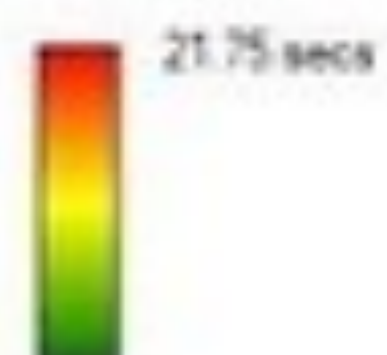


Ad showed





Media: Diapers-01.jpg  
Time: 00:00:00.000 - 00:00:06.033  
Participant filter: All



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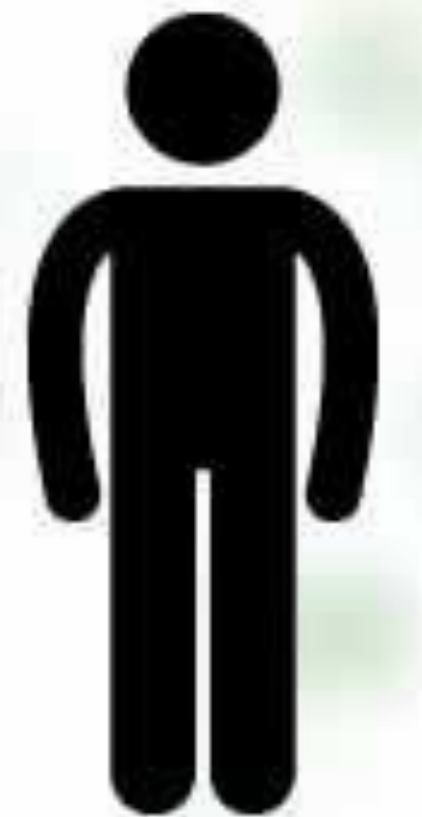
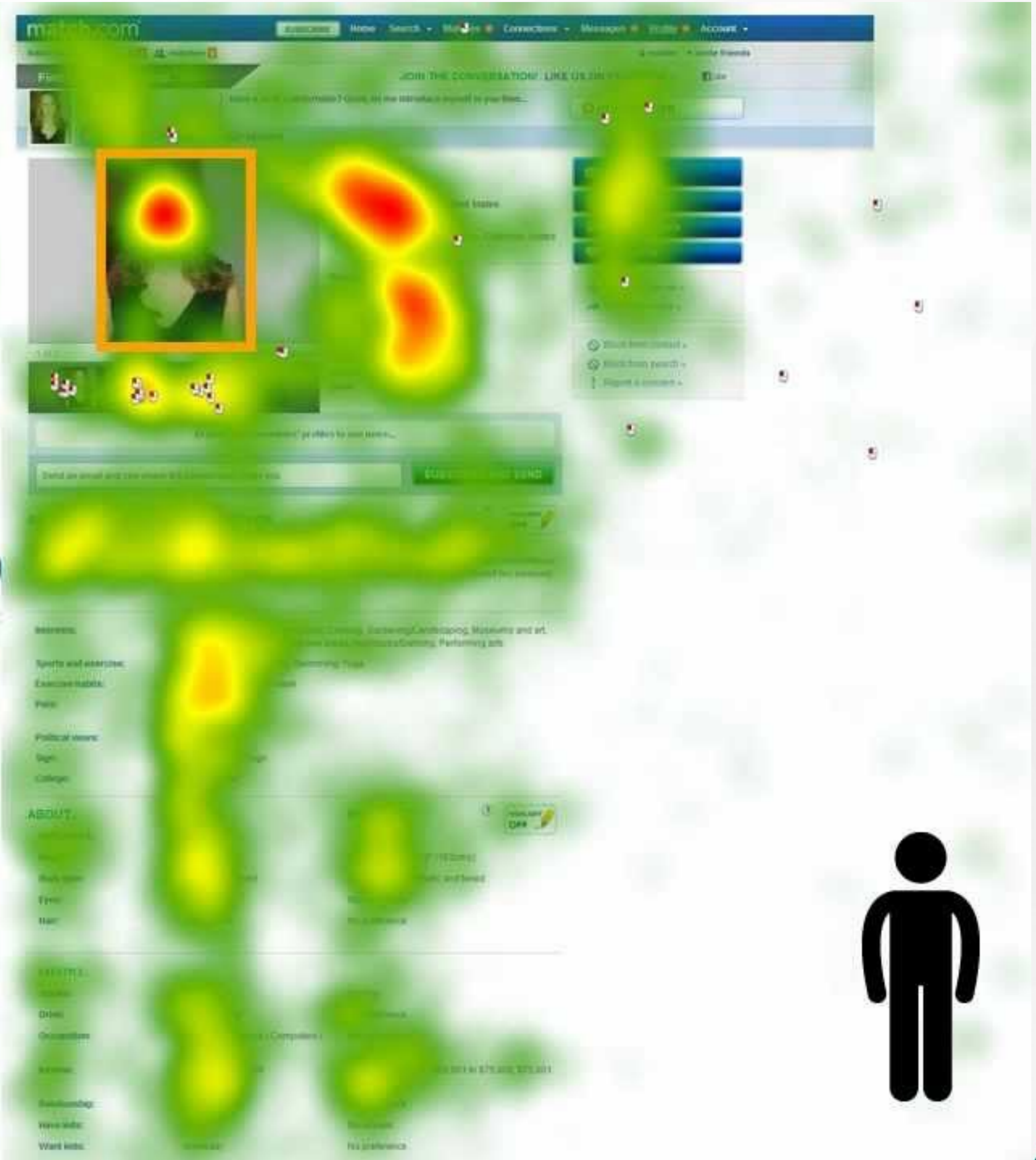
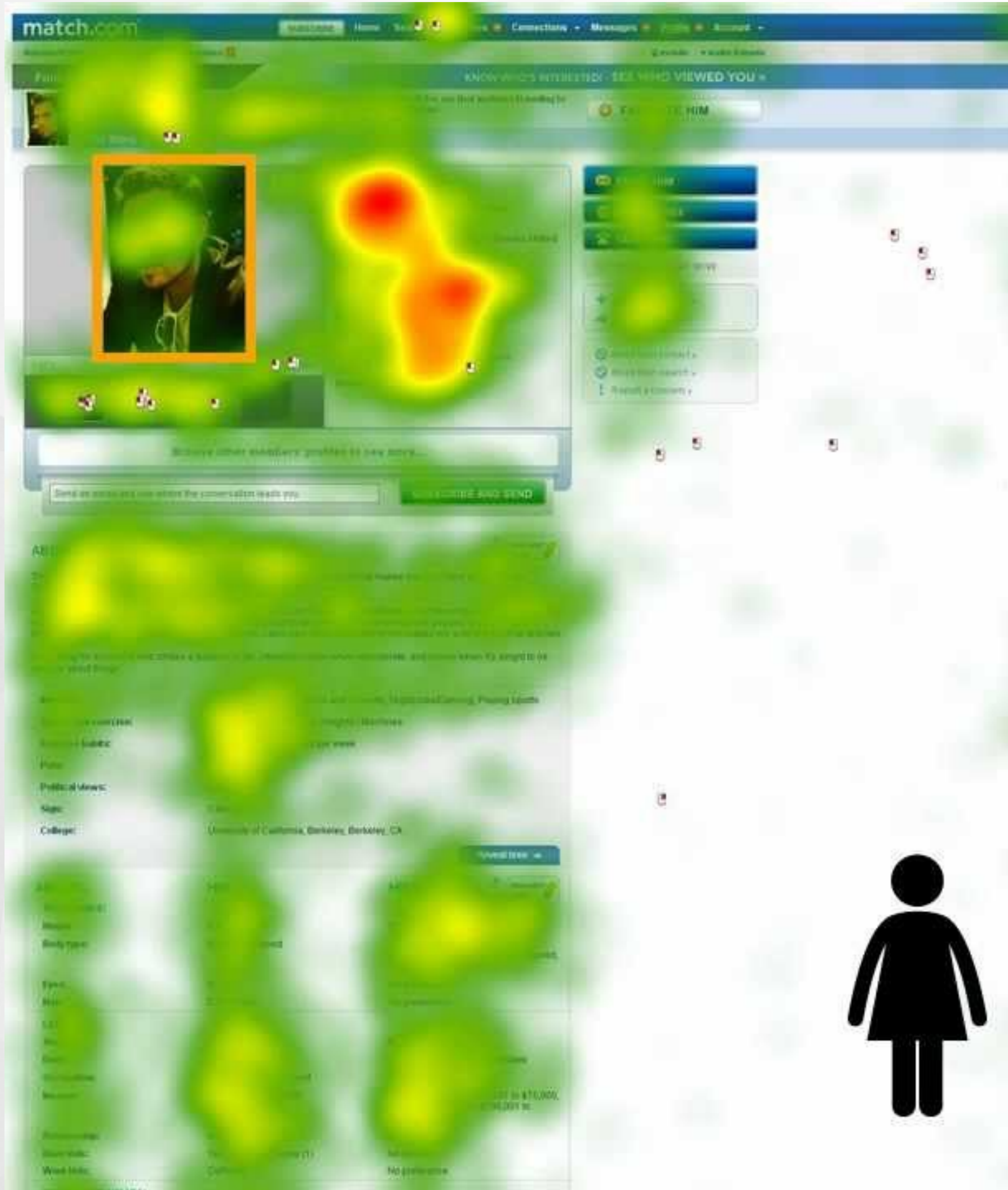


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