



UMCS
WYDZIAŁ EKONOMICZNY

Marketing

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Head of Marketing Department



Why company need marketing information?



Marketing information

“To create value for customer and built meaningful relationship with them marketers must gain fresh, deep insight into what customer need and want” [G. Armstrong, P. Kotler]

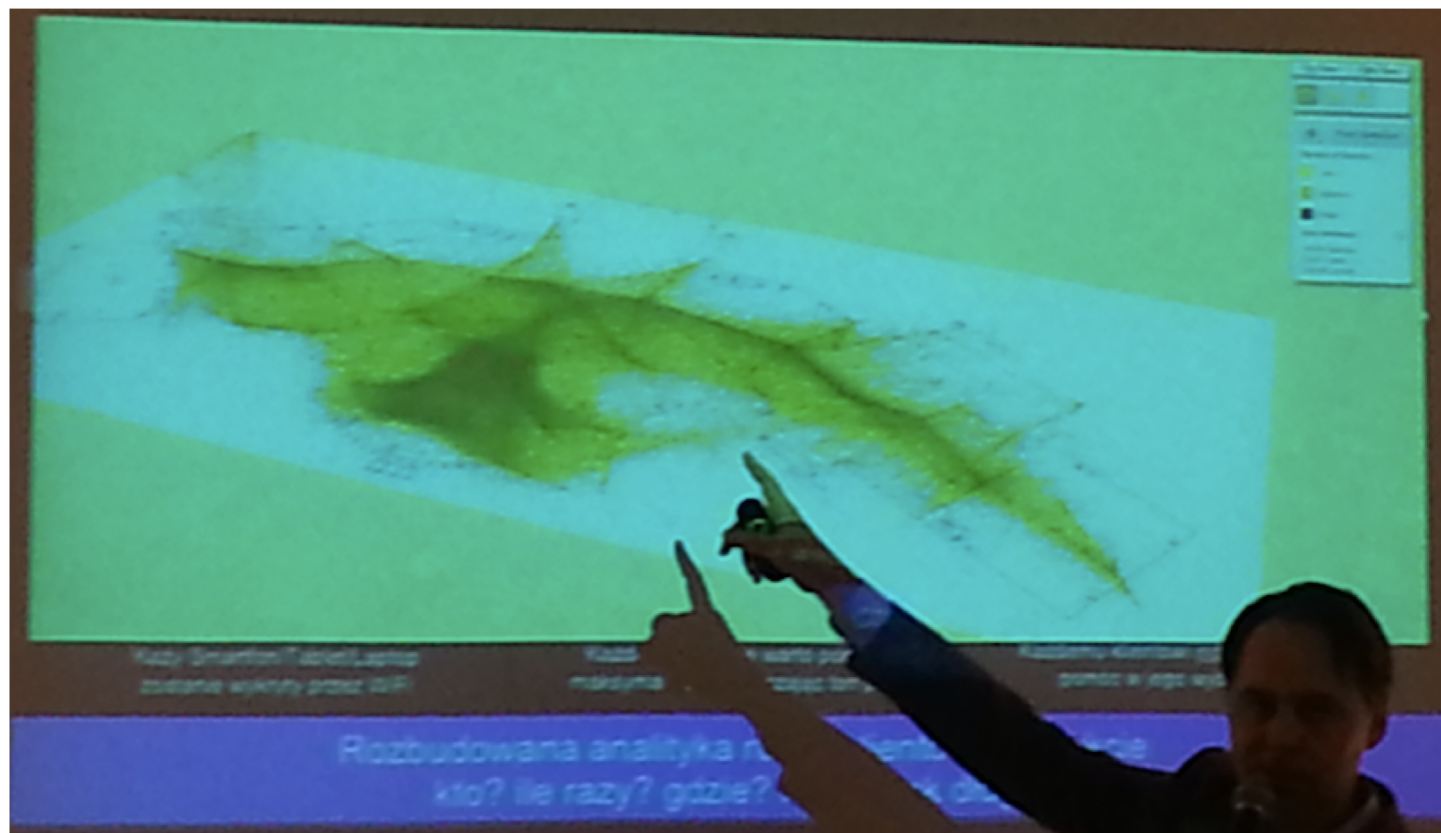


Marketing information

1. Competitive advantage **base on consumer and market insight.**
2. Insight can be very difficult to obtain. Consumer **needs and motives are often anything but obvious** – customers usually can't tell exactly what they need and why they buy.
3. Marketers must effectively manage **marketing information from wide range of sources to gain good customer insight.**
4. Plenty of source of information due to information technologies development cause that **most marketing managers are overloaded with data.**



Tracking customers moving around the shopping center based on a free wi-fi network



Customer insight

Fresh understanding of the customer and the marketplace derived from marketing information that becomes the basis for creating customer value and relationship.



Customer insight information

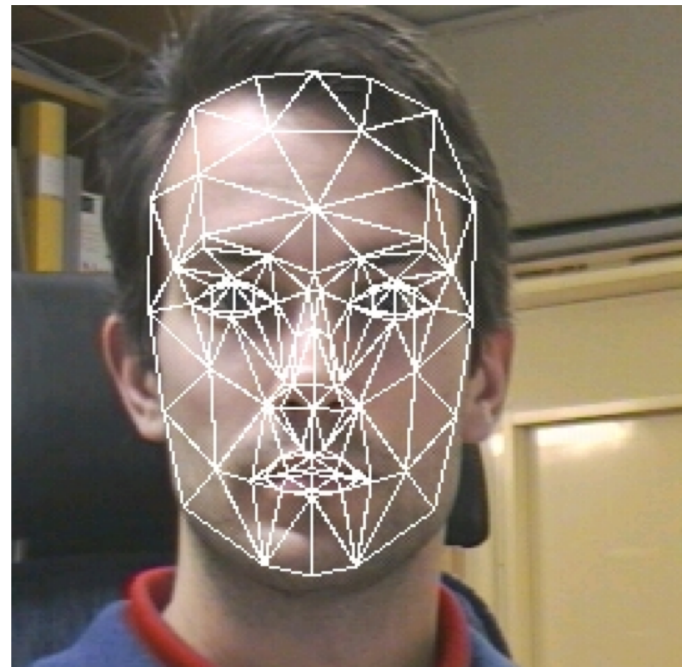
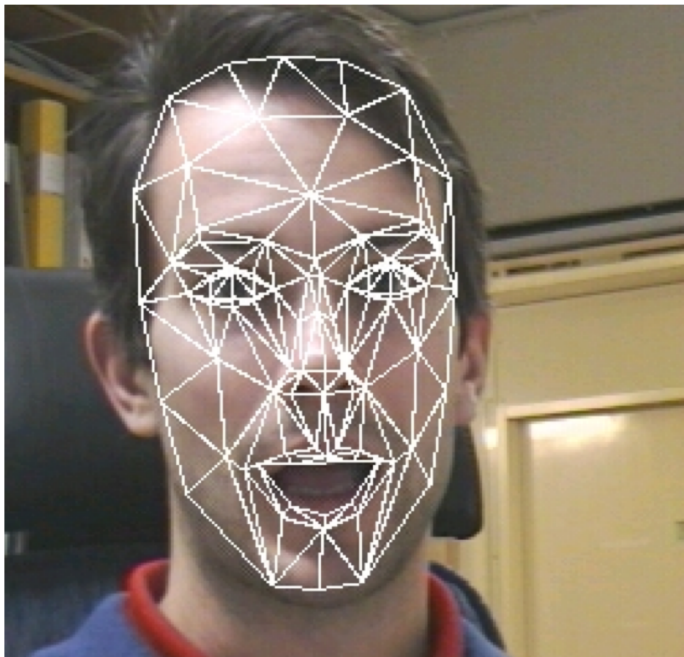
Marketers collect consumer and marketing information from wide range of source:

- Traditional marketing research studies;
- Observing customer;
- Monitoring customer during online conversation.



Neuromarketing research – face tracking

On the face of the person whose reactions are observed, about **500 points are marked, which identify the micro-movements of the facial muscles to read the emotions of a person** subjected to the action of certain stimuli, e.g. advertising. Then the emotions are read over time and combined with the image, trying to interpret the data.



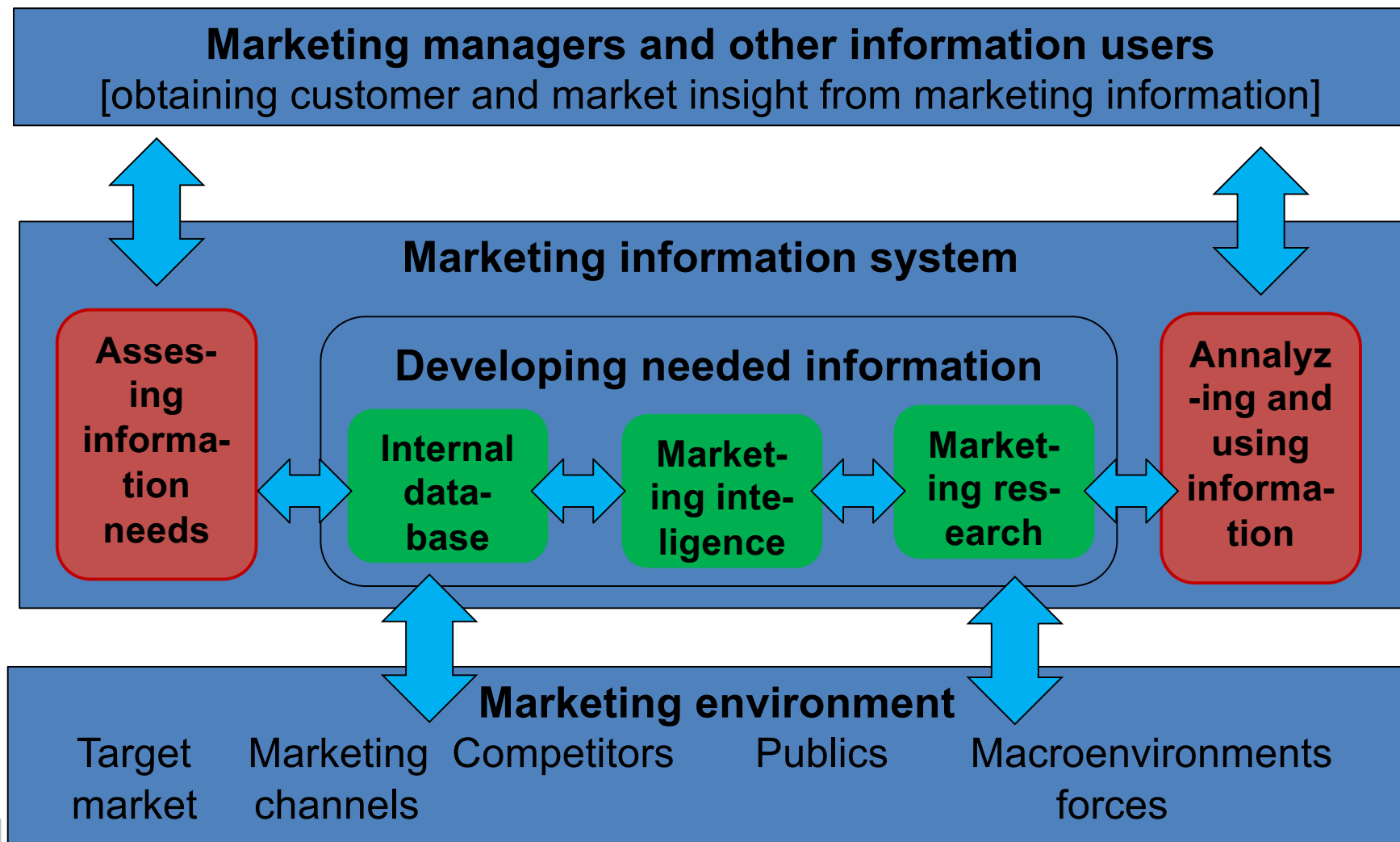
Face tracking – expression of fear

- eyebrows raised and pulled together, less rounded;
- raised upper eyelids, lower eyelids strained;
- eyes rounded;
- above the eyebrows and nose longitudinal wrinkles

- Brwi podniesione i ścignięte do siebie,
- mniej zaokrąglone,
- górne powieki podniesione, dolne napięte,
- oczy zaokrąglone,
- nad brwiami i nosem podłużne zmarszczki



The marketing information system



Marketing information system

Consists of people and procedures for assessing information needs, developing the needed information, and helping decision makers to use the information to generate and validate actionable customer and market insights.



Assessing marketing information needs

1. Marketing information system primarily serves information company's managers but may also deliver it to external partners e.g resellers.
2. MIS should assess information needs interviewing managers but too much information may be harmful as too little.
3. It is not always possible for MIS to provide the necessary information, sometimes because of its own limitations, sometimes because it is not available.
4. Cost of obtaining, analyzing, storing and delivering information rise quickly. The company must decide whether the information is worth the cost of providing it.



Sharing information with retailers

The producer of traditional polish alcohol - vodka – decided to launch a new product Husaria vodka to the market. On the basis of tests, the manufacturer set the recommended retail price of a new product PLN 23.99. Because it has noticed that many retailers, based on the attractiveness of packaging, set a higher than recommended price per product, producer shared with retailers research results indicating that a price higher by PLN 1 may cause a drop in sales by up to 80%. In addition, he offered a special bonus for retailers selling the product at the recommended price.



Internal databases

Electronic collections of consumer and market information obtained from data sources within the company network. The main sources of information:

- Invoice;
- Marketing department;
- Customer services department;
- Accounting department;
- Salesforce.



Marketing intelligence

The system **collection and analysis available information about customers, competitors, and developments in the marketing environment.** The goal of marketing intelligence is to improve strategic decision by collecting information about customer environment, assessing and tracking competitors and providing early warnings of opportunities and threats.



Marketing intelligence

One of the most important things is to monitor competitor's activity, moves and **strategy, new product launches, new or changing markets, potential competitive strength, and weaknesses**. Such information company can obtain from personnel, sales staff, purchasing agents, suppliers, resellers, key customers or by observing competitors and their published information.



Marketing intelligence – stock market


[GPW Main Market](#)
[NewConnect](#)
[Catalyst](#)
[BondSpot](#)
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[Companies](#)
[Exchange services](#)
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[How to start?](#)

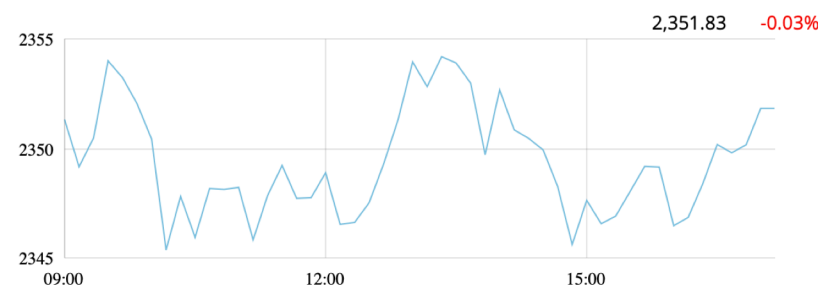
[Find in GPW](#)

[Shares](#)
[Derivatives](#)

Biggest turnover

Name	Time	Price	Volume	Change	Time	Value
PKNORLEN	17:01	101.0000	9	0,98% ▼	17:01	61 366 983
DINOPL	17:03	123.6000	20	2,57% ▲	17:03	60 555 676
PKOBP	17:00	39.5900	188	1,59% ▲	17:00	60 427 689
LOTOS	17:03	86.5000	703	4,95% ▼	17:03	54 884 247

Time remaining until trading session close: --:-- [21:01]

[WIG20](#) | [WIG](#) | [mWIG40](#) | [sWIG80](#) | [WIG30](#) | [RESPECT](#)


[Companies](#) » ESPI/EBI Company reports

ESPI/EBI reports

Annual Report 2018 / Notice of AGM 2019 INTERNATIONAL PERSONAL FINANCE PUBLIC LIMITED COMPANY (GB00B1YKG049)

20-03-2019 08:01:14 | ESPI | 12/2019

UNI-EN: Annual Report 2018 / Notice of AGM 2019

Data: 2019-03-20

Firma: INTERNATIONAL PERSONAL FINANCE PLC

Spis treści:

1. REPORT

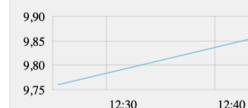
2. INFORMATION ABOUT THE ENTITY

3. SIGNATURE OF PERSONS REPRESENTING THE COMPANY

INTERNATIONAL
PERSONAL FINANCE
PUBLIC LIMITED
COMPANY

www.ipfin.co.uk
Pośrednictwo Finansowe

FX rate Change
9,86 2,28% ▼



Listed on:

WIG

umcs.lublin.pl

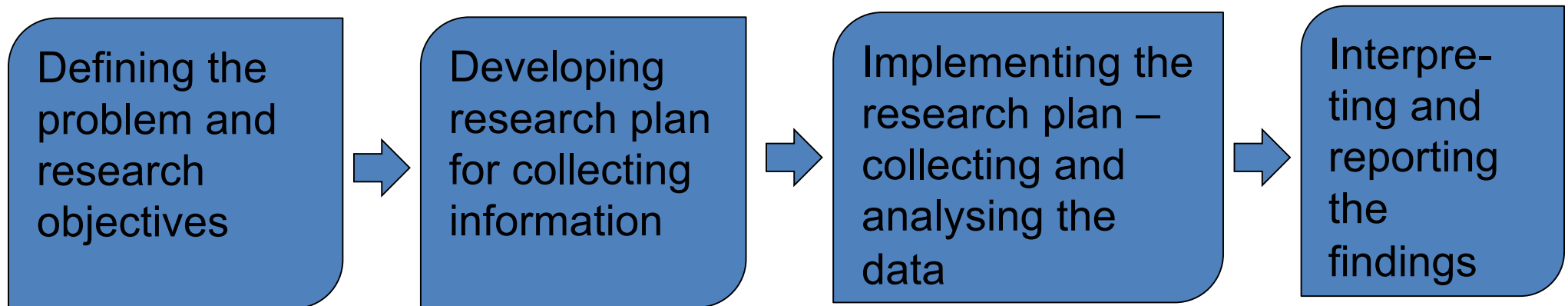


Marketing research

Is the systematic design, collection, analysis, and reporting of data relevant to specific marketing situations facing an organization.



Marketing research process



Defining the problem and research objectives

- Defining the problem and research objective **should be developed jointly by marketing managers and researchers;**
- It is often **the hardest step in the research process;**
- Manager may know that something goes wrong **without knowing the specific causes;**
- Researcher **best understand marketing research** and how to obtain the information;
- The manager **should understand the decision** for which information is needed.



Defining the problem and research objectives

- In order to better understand the decision problem, research questions are created for which the answer should be found.
- Research hypotheses are also formulated, which should be verified as a result of research. The hypothesis creates a possible answer to the research question.
- The hypothesis of this assumption, the sentence uncertain about the occurrence of the phenomenon, its size, or the frequency relationship between the phenomena.



Marketing research – open air festivals in Lublin

One of the most interesting open-air festival taking place in Lublin is the Night of Culture. The festival takes place in late May and early June (1-2 June 2019).

The study ordered by the City Council of Lublin examined the demographic characteristics of festival participants, the level of expenses during the event, the proportion of people living in Lublin and visitors, the assessment of various elements of the event, participation in previous editions of the festival and plans for the next year.



Marketing research – open air festivals in Lublin

The research was carried out during the Night of Culture (6 p.m. - 10 p.m.).

The pollsters distributed a questionnaire at various places to every tenth person they encountered.

Participant of the study completed the questionnaire during the event, the study time was 5-7 minutes.

Then they returned the paper questionnaire to the interviewers.



Marketing research – primary and secondary data

Secondary data consist of information that already exists somewhere, having been collected for another purpose.

Primary data consist of information collected for the specific purpose at hand.



Gathering secondary data.

Researchers usually start collecting information from secondary data. **It is usually cheaper than collecting primary data.** Such data may come from internal databases, external sources of information, including commercial data services and government sources.



The screenshot shows the official website of the Narodowy Bank Polski (NBP). The header features the NBP logo and the tagline "We protect the value of money". The main content area includes a large image of a conference titled "The Mystery of Low Productivity Growth in Europe" and "8th Annual NBP Conference on the Future of the European Economy". To the right, there are sections for "NBP interest rates" and "Exchange rates". At the bottom, there are sections for "Calendar", "Inflation projection", and "Basic charts".

NBP interest rates

Reference rate	1.50
Lombard rate	2.50
Deposit rate	0.50
Rediscount rate	1.75

[more](#) [archive](#)

Exchange rates

Table of 2019-03-20

1 EUR	4.2864
1 USD	3.7767
1 CHF	3.7781
1 GBP	4.9955
100 JPY	3.3855

[table A](#) [more](#)

Economic outlook

[Inflation Report](#)
[Inflation and GDP projection](#)

Monthly data

[Balance of payments](#)
[Official reserve assets](#)
[M3 and its counterparts](#)
[Core inflation](#)

Quarterly data

[Balance of payments](#)
[External debt](#)
[International investment position](#)

Calendar

21 March, 2 p.m.
MPC Minutes, March 2019

21 March, 2 p.m.
Int'l reserves and foreign currency liquidity – February 2019

22 March, 2 p.m.
Broad money M3 & its counterparts, February 2019

[more »](#)

Inflation projection

Basic charts

Examples of topics

› Databases

▼ Topics

- › Agriculture. Forestry
- › Business tendency
- ▼ **Culture. Tourism. Sport**
 - › Culture
 - › Tourism
 - › Sport
- › Economic Activities, Finances
- › Education
- › Environment. Energy
- › Health
- › Industry, Construction, Fixed Assets
- › Justice
- › Labour Market
- › Living conditions
- › Municipal infrastructure
- › National accounts
- › National Census
- › Population
- › Prices, Trade
- › Science and Technology
- › Social economy
- › Statistical yearbooks
- › Transport and communications

Culture. Tourism. Sport



A A A



Editorial Title-Plan of the Statistics Poland and RSO

Culture

No.	Type ^ v	Document title ^ v	Date ^ v	Archive
1		Cultural and creative industries 2014-2016	28.09.2018	
2		Culture in 2017	03.09.2018	
3		Activity of theatres and music institution in 2016	16.10.2017	
4		Market of works of art and antiques in 2016	16.10.2017	
5		Film production in 2016	16.10.2017	
6		Activity of museums in 2016	16.10.2017	
7		Activity of cinemas in 2016	16.10.2017	
8		Mass events in 2016	16.10.2017	
9		Activity of art galleries in 2016	16.10.2017	
10		Activity of centres of culture, cultural centres and establishments, clubs and community centres in 2016	16.10.2017	
11		Public libraries in 2016	16.10.2017	
12		Participation in culture in 2014	04.03.2016	

See also:

[Directing Information System](#)

Tourism

Research approaches

- **Observation** – involves gathering primary data by observing relevant people, actions and situations.
- **Survey research** – the most widely used method for primary data collection, is the approach best suited for gathering descriptive information
- **Experiment** – is a procedure carried out to support, refute, or validate a hypothesis. Experiments provide insight into cause-and-effect by demonstrating what outcome occurs when a particular factor is manipulated.



Observation

- Marketers not only observe what consumers do but also what consumers are saying, **listen in on consumers' conversation on blogs, social networks, and Web sites.**
- Observation research can obtain information that people are **unwilling or unable to provide.**
- A wide range of companies now uses **ethnographic research.** This research involves **sending trainers observed to watch and interact with consumers in their natural habitat.**



In store observation

- The cameras **installed in the store observe the behavior of the customer** or a group of customers throughout the entire store or in a given shop zone.
- They are located in such a way as to include alleys and walkways in the store, and in the case of shelves **are placed mini-cameras under the shelves**.
- This method allows you **to study customer's shopping preferences, but also consumer behavior**. Individual elements, such as the **time of browsing a given product, how long it takes to decide whether it uses shop assistance or whether children influence its decision**.
- Thanks to this, it is possible to find out in which part of the store the most traffic occurs or which shelves enjoy the most interest and whether decisions are made automatically. **Everything is analyzed, among others in comparison with demographic data - age range, gender**.



Fresh customer insight - mom does not take sick leave



Wrong information – wrong decision



Wrong information – wrong decision

Procter & Gamble for special funds for equality campaigns. Their brand Gillette presented in a new advertisement, **in which he condemns violent behavior - sexual harassment, bullying, sexism.** That true manhood is not related to aggression and domination, but to the defense of the weaker.

Advertising sparked outrage among men worldwide - in the hundreds of negative comments, you read that **Gillette presents harmful stereotypes and uses "anti-man publicity"** Most of the commenters announced that from now **on they will boycott all brand products.** Internet users argue that negative male behavior is "inscribed in being a man," and Gillette "destroys its reputation."



Survey research

- Survey research is best suited for gathering descriptive information eg. customer knowledge, attitudes, performance, buying behavior;
- Major advantage – flexibility it can be used to obtain many different kinds of information in many different situations.
- Mostly conducted by phone, e-mail, in person or on the web.
- The most typical problem with this research – people are not unable to answer such a question, they do not remember or do not know how to answer the question. Maybe unwilling to respond to the question.



Have you ever prepared your own surveys? What kind of problems did you experience during the research?



Survey research - surveymonkey

Dashboard
My Surveys
Plans & Pricing
UPGRADE
CREATE SURVEY
?
Manlink

Mechanizm cenowy Pay What You Want

SUMMARY
DESIGN SURVEY
PREVIEW & SCORE
COLLECT RESPONSES
ANALYZE RESULTS
PRESENT RESULTS
NEW!
NEXT

BUILDER
Multiple Choice
Checkboxes
Star Rating
Dropdown
Matrix / Rating Scale
File Upload
Ranking
Net Promoter® Score
Image Choice
Comment Box
Single Textbox
Slider
Payment (Stripe)

P1: Welcome to...
Page Logic
More Actions
Zakończ

Mechanizm cenowy Pay What You Want

Badania prowadzone są przez pracowników Katedry Marketingu, Wydziału Ekonomicznego UMCS w Lublinie. Ich celem jest poznanie skłonności do płacenia określonej ceny za konkretną usługę w ramach partycypacyjnego mechanizmu kształtowania cen. Z usługi tej osoba badana nie musi korzystać w chwili obecnej, ani w przeszłości. Zebrane dane posłużą wyłącznie celom naukowym. Kwestionariusz nie gromadzi danych osobowych, udział w badaniu jest nieodpłatny. Bardzo dziękuję za udzieloną pomoc dr hab. M. Lipowski, prof UMCS.

NEW QUESTION
or Copy and paste questions

Dalej

Help!
Feedback!



Strengths and weaknesses of contact methods

	Mail	Phone	Personal	Online
Flexibility	Poor	Good	Excellent	Good
Quantity of data that can be collected	Good	Fair	Excellent	Good
Control of interviewer effects	Excellent	Fair	Poor	Fair
Control of sample	Fair	Excellent	Good	Excellent
Speed of data collection	Poor	Excellent	Good	Excellent
Responses rate	Poor	Poor	Good	Good
Cost	Good	Fair	Poor	Excellent



Focus group interviewing

Personal interviewing involves inviting six to ten people to gather for a few hours with a trainer interviewer to talk about a product, service or organization. The interviewer focuses the group discussion on an important issue. Participants normally are paid a small sum for attending. The moderator encourages free and easy discussion, group interaction should bring out actual feelings and thoughts.



Focus group interview [FGI]



FGI

- FGI is one of **the major qualitative marketing research tools** for gaining fresh insight into consumer feelings.
- Researchers **watched FGI discussion from behind one-way glass and record comments in writing and on video for later study.**
- Today FGI uses videoconferencing and internet technology to connect marketer in a distant location with life focus group action.
- Consumers in FGI are not always open and honest about the real feelings, behavior, and intention in front of other people.



Do you know any others quantitative research?



Comparing quantitative and qualitative marketing research

- **Understanding** the individual's behavior, emphasis on the interpretation of the phenomenon; unstructured measurement on small samples; probing questions, open, flexible; the researcher has direct contact with the data source, less data, more accurate, unrepresentative for the wider population.
- **Measurement** of facts, cases, phenomena, emphasis on numerical results, controlled measurement using standardized tools - questionnaire, researcher's perspective from the outside, limited contact with the source, representative results, the possibility of generalization, use of data, reliable data but superficial.



Online marketing research

Collecting primary data online through internet survey, online focus groups, Web based equipment's or tracking consumers online behaviour.



Thank you for your attention

