



ICMK352  
Marketing Intelligence

Marketing Intelligence  
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# 1 Introduction to Marketing Research and Intelligence

# Introduction to Marketing Research and Intelligence

Key topics for discussion

**01**

Marketing &  
Marketing  
Research

**02**

Marketing  
Research  
Purposes

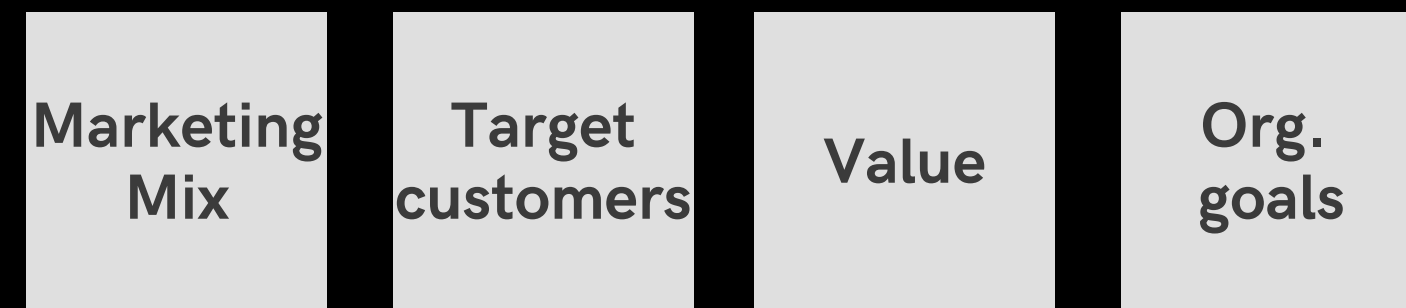
**03**

Marketing  
Research  
Process



# Marketing

## Definition



A business philosophy that holds that the key to achieving organisational goals consists of the company being more effective than competitors in creating, delivering, and communicating **customer value** to its chosen target markets





# Marketing Strategy

To achieve the marketing objectives

Selecting a segment of the market as the company's target market and designing the proper "mix" of product/service, price, promotion, and distribution system to meet the wants and needs of the consumers within the target market

*How many segments? Which target?*

*What attribute? What price? Where? How?*





# Marketing research

From information to insights to implications

## Definition

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The process of designing, analysing, and reporting information that may be used to solve a specific marketing problem

- *Don't know the size of the opportunity*
- *Don't know who your customers are*
- *Don't know what product that they want*
- *Don't know where to sell, how much to charge, what to advertise*
- *Don't know how well your company is doing compared with the competitors*





# Marketing Intelligence

## Definition

The marketing intelligence system is a set of procedures and sources used by managers to obtain everyday information about pertinent development in the environment. Such systems include both informal and formal information-gathering procedures.



# Marketing Research Purposes

01

## Identify market opportunities & problems

Although we can think of product or service ideas, which ones are actually feasible?

02

## Selecting target markets

Which segment of customers is the best option for marketing actions?

03

## Product research

05

## Promotion research

04

## Pricing research

06

## Distribution research

07

## Monitoring marketing performance

Track data collected at point-of-sale terminal

08

## Improve marketing processes

The aim of basic research is to expand our knowledge rather than to solve a specific problem

# Establish the need for marketing research

The need for marketing research arises when managers must make decisions and they have inadequate information. Circumstances that research is not the best options:

1. The info is already available
2. The timing is wrong
3. Costs outweighs the value

## Marketing Research Process

1. Establish the need for marketing research
2. Define the problem
3. Establish research objectives
4. Determine research design
5. Identify information types and sources
6. Determine methods of access data
7. Design data collection forms
8. Determine the sample plan and size
9. Collect data
10. Analyse data
11. Prepare and present the final research report



# Define the problem

Defining the problem properly is the most important step. The success depends on properly pinpointing a problem to formulate the problem statement.

Problems are situations calling for managers to make choices among decisions alternatives. When managers make decisions, they do so to solve a problem.

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# Define the problem

## 2.1 Recognise the problem

- Failure to meet an objective: a gap between what was supposed to happen and what did happen
- Identification of an opportunity: an opportunity represents what might happen; the problem arises when an opportunity is lost

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# Define the problem

## 2.2 Understand the background of the problem

- Conduct a situation analysis: learning about the industry, competitors, key products & services, markets, segments, and company
- Clarify the symptoms: symptoms are sometimes confused with problems
- Determine the probable causes: determine as many causes as possible

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# Background Research



## Literature Review

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This involves examining existing research papers, articles, and books related to your topic.



## Industry Report

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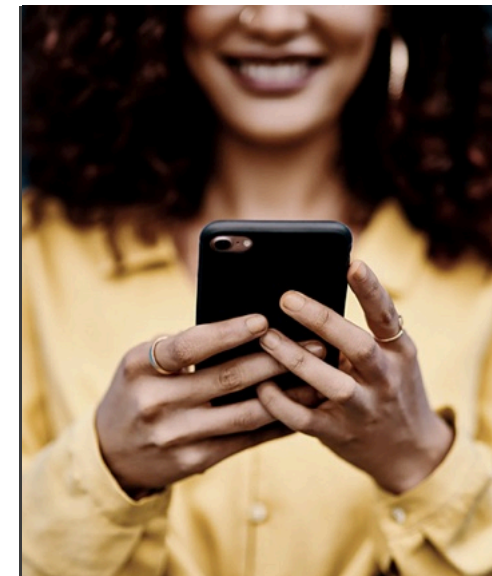
Look for industry reports from credible sources like market research firms.



## Competitive Analysis

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Understanding your competitors through reviewing their websites, marketing materials, and customer feedback.



## Social Media

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Analyzing conversations and trends on platforms like LinkedIn, Twitter, or specialized forums



# Background Research



## Data Analytics

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Analyzing existing internal data (like sales data, customer profiles, and website analytics)



## Expert Interviews

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Talking to industry experts or academics can provide deep insights and perspectives



## Surveys/Questionnaires

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Conducting surveys with a relevant audience



## Observational Research

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Observing consumer behavior in natural settings (like shopping malls, restaurants, etc.) offers valuable qualitative data.

# Define the problem

## 2.3 Determine what decisions need to be made

- Specify decision alternatives: all marketing actions that the manager thinks may resolve the problem
- Weigh the alternatives: speculate the consequences of each alternative. Make assumptions and determine if we have adequate info to make these assumptions.

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# Define the problem

## 2.4 Identify what additional information is needed

- Inventory the current information state: the quantity and quality of evidence a manager possesses for each assumption
- Identify the information gap: discrepancies between the current info level and the desired level at which the manager feels comfortable resolving the problem at hand

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# Define the problem

## 2.5 Formulate the problem statement

A concise description of the problem or opportunity that management is facing that requires research to make a decision

- An apartment manager wants to increase the proportion of occupancies per year
- An app developer hopes to increase downloads of apps

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# Establish research objectives

Research objective is a goal-oriented statement or question that specifies what information is needed to solve a problem

- To determine what students see as the benefits of donating blood
- To identify the incentives that would encourage students to donate blood
- To distinguish the types of promotion that are most likely to attract students

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# Establish research objectives

- Hypotheses are statements that are taken as true for the purposes of argument or investigating
- A construct is an abstract idea or concept composed of a set of attitudes or behaviours that are thought to be related
- Variables are elements of a construct that can be measured or quantified
- An operational definition defines a construct in terms of the operations to be carried out for the construct to be measured empirically

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# Apple iPhone

## Background research

October 2022

If sales of the iPhone 14 and iPhone 14 Plus "remain flat" in the near term, Apple purportedly may cut orders of parts to make the devices in the second half of October. If Apple cuts orders more aggressively than expected, then the total iPhone 14 lineup shipments by the end of the year may even fall compared to the iPhone 13 series in the same time frame last year.





# Apple iPhone

**Research problem:** Apple wants to know which AI features need to be prioritised in the new release

RQ1 What AI capabilities that customers find most relevant to their daily lives?

RQ2 What AI capabilities would be best fit with Apple iPhone?

RQ3 What AI capabilities would drive the purchase intention of Apple iPhone?

