

GATHERING INFORMATION AND MEASURING MARKET DEMAND

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Objectives



Components of a marketing information System



Criteria of good marketing research



Decision support systems for marketing management



Demand measurement and forecast

A marketing information system (MIS)
marketing information system (MIS)
consists of people, equipment, and
procedures to gather, sort, analyse,
evaluate, and distribute needed, timely,
and accurate information to marketing
decision makers.

A marketing intelligence system
marketing intelligence system is a set
of procedures and sources used by
managers to obtain everyday
information about developments in the
marketing environment.

Defining the Problem & Research Objective

- Exploratory Research

Sheds light on problem - suggest solutions or new ideas.

- Descriptive Research

As certain magnitudes.

- Causal Research

Test cause- and-effect relationships.

Tests hypotheses about cause- and-effect relationships.

Research Approaches



Observational



Focus-group



Survey



Behavioral



Experimental

Secondary-Data Sources

Internal Sources

Government Publications

Periodicals and Books Periodicals

Commercial Data

On-Line

- Associations
- Business Information



The Marketing Research Process

Good Marketing Research

- Is scientific
- Is creative
- Uses multiple methods
- Realizes the interdependence of models & data
- Acknowledges the cost & value of information
- Maintains “healthy” scepticism
- Is ethical

Ninety Types of Demand Measurement (6 x 5 x 3)

Demand



COMPANY DEMAND



MARKET DEMAND

Estimating Current Demand



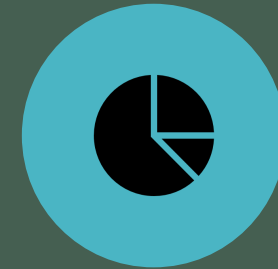
TOTAL
MARKET
POTENTIAL



AREA
MARKET
POTENTIAL



INDUSTRY
SALES



MARKET
SHARE

Estimating Future Demand



Survey of Buyers'
Intentions



Composite of Sales
Force Opinion



Expert Opinion



Past Sales Analysis



Market Test Method

Review



COMPONENTS OF A
MARKETING
INFORMATION



CRITERIA OF GOOD
MARKETING RESEARCH



DECISION SUPPORT
SYSTEMS FOR
MARKETING
MANAGEMENT



DEMAND MEASUREMENT
AND FORECAST