



Developing a Global Marketing Vision Through Marketing Research

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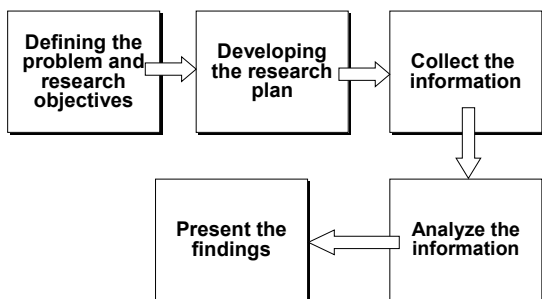
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Breath & Scope of MR

- Economic
- Sociological and political climate
- Overview of market conditions
- Summary of the technological environment
- Competitive situation

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The Marketing Research Process



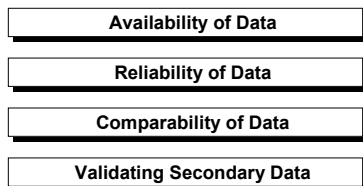
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Steps in the Research Process

- Define the research problem and establish research objectives.
- Determine the sources of information to fulfill the research objectives.
- Consider the costs and benefits of the research effort.
- Gather the relevant data from secondary and/or primary sources.
- Analyze, interpret, and summarize the results.
- Effectively communicate the results to decision makers.

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Availability and Use of Secondary Data



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Validating Secondary Data

- Who collected the data ? Would there be any reason for purposely misrepresenting the facts ?
- For what purpose were the data collected ?
- How were the data collected ? (Methodology)
- Are the data internally consistent and logical in light of known data sources or market factors ?

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Gathering Primary Data


- Quantitative Research
- Qualitative Research



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Problems of Gathering Primary Data

- Ability to Communicate Opinions
- Willingness to Respond
- Sampling in Field Surveys
- Language and Comprehension
 - Back Translation
 - Parallel Translation
 - Decentering




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Uses of Internet in International Research

- Internet users profile Worldwide:
 - Male 60% - Female 40%
 - Avg. Age: 32 Collage Graduate : 60%
 - Median Income : \$60,000
 - Usage : 2.5 hrs/week
 - Main activities : Email – Info Search
 - Language used: English 82%, German 4%, Japanese 1.6%, French 1.5%, Spenish 1.2% Others <1%

SOURCE: Alis Technology and the Internet Society 1997 (<http://www.babel.alis.com:8080/palmares.html>).




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Uses of Internet in International Research

- On-Line Surveys
- On-Line Focus Groups
- Web Visitor Tracking
- Advertising Measurement
- Customer Identification Systems
- E-Mail Marketing Lists


SOURCE: John A. Quelch and Lisa R. Klein, "The Internet and International Marketing," *Sloan Management Review*; Spring 1996. Pp. 60-75



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Talents Required to Analyze and Interpret Research Information


- Cultural Understanding
- Creative Talent for Adapting Research Findings
- Skeptical Attitudes when Handling Both Primary and Secondary Research



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Estimating Market Demand

- Expert Opinion
- Analogy
- Income Elasticity



The Global Planning Process

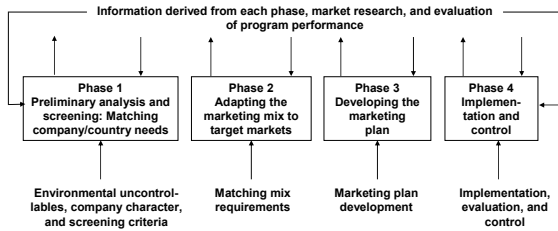
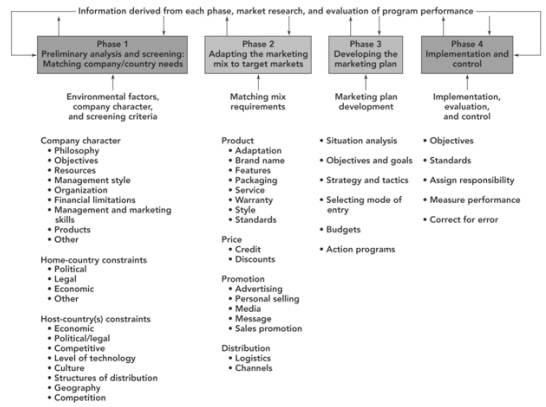


Exhibit 11.1 International Planning Process



The Nestlé Way

- Nestlé sells more than 8,500 products produced in 489 factories in 193 countries
- Nestlé is the world's biggest marketer of infant formula, powdered milk, instant coffee, chocolate, soups, and mineral water
- The "Nestlé way" is to dominate its markets can be summarized in four points:
 - Think and plan long term
 - Decentralize
 - Stick to what you know, and
 - Adapt to local tastes

