GLOBAL MARKETING MANAGEMENT

SISTEM INFORMASI DAN PENELITIAN PEMASARAN GLOBAL

BAHASAN

- Global Marketing Information Systems
- Sources of Market Information
- Formal Marketing Research
- Current Issues
- Integrated approach to Information collection
- Summary

TUJUAN BELAJAR

* To understand the key global information needs of a company
* To appreciate the impact of globalisation on the marketing research discipline
* To learn how environmental differences impinge on primary and secondary research

GLOBAL MARKETING INFORMATION SYSTEM

A means for gathering, analysing & reporting relevant data to provide managers & other decision makers with a continuous flow of information about markets, customers, competitors & company operations.

RISET PEMASARAN

* … links the consumer, customer, and public to the marketer through information

* Information is used to …
  * identify & define marketing opportunities & problems
  * generate, refine & evaluate marketing actions
  * monitor marketing performance
  * improve understanding of marketing as a process.

INADEQUATE INTERNATIONAL MARKETING RESEARCH CAN CAUSE COSTLY MISTAKES

Examples:

* US ketchup -> Japan
* US Kentucky Fried Chicken -> Brasil
* US Soft Drink -> Indonesia
* D Knorr soup -> USA
* US cake Mix -> GB

Thus: In international marketing, information is critical in developing effective marketing strategies!

6 SUBYEK KATEGORI AGENDA

* Markets
* Competition
* Foreign Exchange
* Prescriptive Information
* Resource Information
* General Conditions

SCANNING MODES: SURVEILLANCE

- Informal information gathering

- Constant, on-going effort

- Also known as presearch

- Accounts for nearly 75% of corporate information

SOURCES OF MARKET INFORMATION

* As much as 2/3 of corporate info
* Executives based abroad, company subsidiaries & affiliates
* Travel builds contact & rapport
* 75% from face-to-face conversations

RESEARCH PROCESS

* Step I: Identifying the research problem
* Step 2: Developing a research plan
* Step 3: Collecting data
* Step 4: Analysing research data
* Step 5: Presenting the findings

SECONDARY DATA

- Data from sources that already exist - they have not been gathered for the specific research project
- Therefore: Minimal effort and cost
- Possible problems
  - accuracy
  - availability
  - timeliness
  - costs and
  - comparability of data

SECONDARY DATA SOURCES

- ✖ Governments
  - ✚ US Customs
- ✖ International Organisations
  - ✚ UN, OECD, Worldbank,
- ✖ Trade Associations
- ✖ Databases
  - ✚ The Economist Intelligence Unit

PRIMARY RESEARCH

- ... when secondary data not available

- ... provides accurate data which give exact answers to a given research problem

- Possible problems
  - difficulties in gaining the data
  - cost
  - more time is necessary to gather the data

ANALYSING RESEARCH DATA

Examples:
- Demand pattern analysis
- Income elasticity measurements
- Market estimation by analogy
- Comparative analysis
- Cluster analysis

CURRENT ISSUES IN GLOBAL MARKETING RESEARCH

Must analyze many markets to recognize unique characteristics

Devise techniques to study small markets

In developing countries, data may be questionable

Compatibility

Consumer may be hard to reach

DATA COMPATIBILITY & EQUIVALENCE IN GLOBAL MARKETING RESEARCH

* National markets have different definitions

* But: It is essential that data have the same meaning & the same level of accuracy, precision of measurement & reliability

* This aspect covers all stages of marketing research from problem definition to data analysis

INFORMASI PEMASARAN SEBAGA ASET STRATEGIK

* Boundaries between marketing & other functions are dissolving

* Marketing decision process is changing

* Flatter organizations

* Information intensity causes shifts

KESIMPULAN

* Information is one of the most important assets in international marketing

* Among the idiosyncrasies of global marketing research are the complexity of factors to be considered and the lack of research infrastructure

* Comparability and equivalence in an international context is essential; i.e. the data must have the same meaning and the same level of accuracy, precision of measurement and reliability