Global Marketing Research

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- Marketing research used to be isolated from marketing function, now they are close

- Info for major global Mrk. Research

Decion Phase	Info. Needed
1. Deciding whether to Internationalize	- Assessment of global market opp. (global demand) for the firm's products - Commitment to the managemet to int. - Competitiveness of the firm (compared to local and int. competitors - Domestic versus int. market opp.s
2. Deciding which markets to enter	- Ranking of the world markets, according to market potential of countries/regions - Local competition - Political Risk. - Trade barriers - Culture/ psychic distance to pot. market
3 - Deciding how to enter foreign markets	- Nature of the product (standard Vs complex) - Size of the markets/segments - Behavior of potential intermediaries - ~ ~ ~ Local competitor - Transport costs - Gov. Requirements
4 - Desiging the global marketing program	- Buyer behavior - Competitive practice - Available distribution channels - Media and promotional ~
5 - Implementing and controling the global marketing programme	- Negotiation styles in different cultures - Sales by product line, Sales force customer type and country/region - Contribution margins - Marketing expenses per market

Global Marketing Research

Two data types: Primary data → tailored
Secondary data → Ready made

In addition to Primary/Secondary data they are either internal or external.

Primary	Secondary
	- Less expensive
	- Less time Consuming
	- No contacts needed
	- "Low Profile"
	- Objectivity
	- Screening many Countries
- Sampling in field surveys (○ Inadequate demographic, availability of lists)	- Non-availability of data
	- Reliability of data
	- Data classification (broad)
- Non-Response	- Comparability
- Language barriers	

Secondary data estimates foreign market potential:
- Lead-Lag analysis (Demand and difushion)
- Estimation of analogy (btwn Demand & factor)

Primary research → Quantitative research → or MIX
→ Qualitative ~

Research design: (objectives → approach (observation,
- Objectives
- Approach (Observation, Experiments, Survey)
- Contact Methods (Mail, Internet, telephone, personaly (Internet)
- Sampling Plan (Procedure, unit, size)
- Contact Medium (Design of questionnair, formulation of question)
- Pre-test / data Collection / data analysis

Global Marketing Research

- Other Marketing Research types:

  - Ad hoc Research
    - Custom-designed studies
    - Multiclient studies
    - Delphi studies (@ qualitative for experts)
  - Continuous Research
    - Customer Panels
    - Retail Panels
  - Sales forecasting
    - Short-term forcasts
    - Medium-term ～
    - Long-term ～
  - Scenario Planning

- Setting up an international MIS

Marketing Information System

Input	Process			
Macro Env. Micro ～ Company internal functional Areas	Stage I Locating Info	Stage II Gathering Info	Stage III Processing Info	Stage IV Presenting and using Info

Feedback

Output
International Marketing Planning & Budgeting