Chapter 1 : What is Marketing Information System? definition and meaning - Business Jargons

In an earlier post, I presented the 5 steps in creating a marketing information system, but today I'd like to take a step back to discuss the impact of a marketing information system on sound marketing decision-making; which, of course, is the main role for a marketing information system.

Consumer marketing research is a form of applied sociology that concentrates on understanding the preferences, attitudes, and behaviors of consumers in a market-based economy , and it aims to understand the effects and comparative success of marketing campaigns. Role[edit] The purpose of marketing research MR is to provide management with relevant, accurate, reliable, valid, and up to date market information. Competitive marketing environment and the ever-increasing costs attributed to poor decision making require that marketing research provide sound information. Sound decisions are not based on gut feeling, intuition, or even pure judgment. Managers make numerous strategic and tactical decisions in the process of identifying and satisfying customer needs. They make decisions about potential opportunities, target market selection, market segmentation, planning and implementing marketing programs, marketing performance, and control. These decisions are complicated by interactions between the controllable marketing variables of product, pricing , promotion, and distribution. Further complications are added by uncontrollable environmental factors such as general economic conditions, technology, public policies and laws, political environment, competition, and social and cultural changes. Another factor in this mix is the complexity of consumers. Marketing research helps the marketing manager link the marketing variables with the environment and the consumers. It helps remove some of the uncertainty by providing relevant information about the marketing variables, environment, and consumers. Ongoing marketing research programs provide information on controllable and non-controllable factors and consumers; this information enhances the effectiveness of decisions made by marketing managers. However, the roles are changing and marketing researchers are becoming more involved in decision making, whereas marketing managers are becoming more involved with research. The role of marketing research in managerial decision making is explained further using the framework of the DECIDE model. History of marketing Evidence for commercial research being gathered informally dates to the Medieval period. In , the German textile manufacturer, Johann Fugger , travelled from Augsburg to Graben in order to gather information on the international textile industry. He exchanged detailed letters on trade conditions in relevant areas. Although, this type of information would have been termed "commercial intelligence" at the time, it created a precedent for the systemic collection of marketing information. During this period, Daniel Defoe , a London merchant, published information on trade and economic resources of England and Scotland. Defoe was a prolific publisher and among his many publications are titles devoted to the state of trade including; Trade of Britain Stated, ; Trade of Scotland with France, and The Trade to India Critically and Calmly Considered, - all of which provided merchants and traders with important information on which to base business decisions. Produce, household goods and tools were produced by local artisans or farmers with exchange taking place in local markets or fairs. Under these conditions, the need for marketing information was minimail. However, the rise of mass-production following the industrial revolution, combined with improved transportation systems of the early 19th-century, led to the creation of national markets and ultimately, stimulated the need for more detailed information about customers, competitors, distribution systems and market communications. A study of the German book trade found examples of both product differentiation and market segmentation as early as the s. In , American advertising agency, N. Parlin published a number of studies of various product-markets including agriculture ; consumer goods c. Duncan of the University of Chicago. In , Arthur Nielsen founded market research company, A C Nielsen and over next decade pioneered the measurement of radio audiences. He subsequently applied his methods to the measurement of television audiences. Around the same time, Daniel Starch developed measures for testing advertising copy effectiveness in print media newspapers and magazines , and these subsequently became

known as Starch scores and are still used today. During, the s and s, many of the data collection methods, probability sampling methods, survey methods, questionnaire design and key metrics were developed. By the s, Ernest Dichter was pioneering the focus group method of qualitative research. These methods eventually lead to the development of motivational research. By the s, the first courses on marketing research were taught in universities and colleges. Brown became one of the popular textbooks during this period. Marketers, such as Paul Green, were instrumental in developing techniques such as conjoint analysis and multidimensional scaling , both of which are used in positioning maps, market segmentation, choice analysis and other marketing applications. As the Internet boomed, websites became larger and more complex and the possibility of two-way communication between businesses and their consumers became a reality. Provided with the capacity to interact with online customers, Researchers were able to collect large amounts of data that were previously unavailable, further propelling the marketing research industry. In the new millennium, as the Internet continued to develop and websites became more interactive, data collection and analysis became more commonplace for those marketing research firms whose clients had a web presence. Retail outlets were appearing online and the previous need for bricks-and-mortar stores was diminishing at a greater pace than online competition was growing. With so many online channels for consumers to make purchases, companies needed newer and more compelling methods, in combination with messages that resonated more effectively, to capture the attention of the average consumer. Having access to web data did not automatically provide companies with the rationale behind the behavior of users visiting their sites, which provoked the marketing research industry to develop new and better ways of tracking, collecting and interpreting information. This led to the development of various tools like online focus groups and pop-up or website intercept surveys. These types of services allowed companies to dig deeper into the motivations of consumers, augmenting their insights and utilizing this data to drive market share. As information around the world became more accessible, increased competition led companies to demand more of market researchers. It was no longer sufficient to follow trends in web behavior or track sales data; companies now needed access to consumer behavior throughout the entire purchase process. This meant the Marketing Research Industry, again, needed to adapt to the rapidly changing needs of the marketplace, and to the demands of companies looking for a competitive edge. Today, marketing research has adapted to innovations in technology and the corresponding ease with which information is available. Mobile devices such as Smart Phones are the best example of an emerging platform that enables businesses to connect with their customers throughout the entire buying process. Mobile devices present the perfect channel for research firms to retrieve immediate impressions from buyers and to provide their clients with a holistic view of the consumers within their target markets, and beyond. Now, more than ever, innovation is the key to success for Marketing Researchers. Marketing Research Clients are beginning to demand highly personalized and specifically-focused products from the marketing research firms; big data is great for identifying general market segments, but is less capable of identifying key factors of niche markets, which now defines the competitive edge companies are looking for in this mobile-digital age. Thus systematic planning is required at all the stages of the marketing research process. The procedures followed at each stage are methodologically sound, well documented, and, as much as possible, planned in advance. Marketing research uses the scientific method in that data are collected and analyzed to test prior notions or hypotheses. Experts in marketing research have shown that studies featuring multiple and often competing hypotheses yield more meaningful results than those featuring only one dominant hypothesis. It attempts to provide accurate information that reflects a true state of affairs. It should be conducted impartially. Research which is motivated by personal or political gain involves a breach of professional standards. Such research is deliberately biased so as to result in predetermined findings. The objective nature of marketing research underscores the importance of ethical considerations. Also, researchers should always be objective with regard to the selection of information to be featured in reference texts because such literature should offer a comprehensive view on marketing. Research has shown, however, that many marketing textbooks do not feature important principles in marketing research. Market research is broader in

scope and examines all aspects of a business environment. It asks questions about competitors , market structure , government regulations, economic trends, technological advances, and numerous other factors that make up the business environment see environmental scanning. Sometimes the term refers more particularly to the financial analysis of companies, industries, or sectors. In this case, financial analysts usually carry out the research and provide the results to investment advisors and potential investors. Pre-testing is also used on ads still in rough ripomatic or animatic form. This distinction serves as a basis for classifying marketing research into problem identification research and problem solving research. Problem identification research is undertaken to help identify problems which are, perhaps, not apparent on the surface and yet exist or are likely to arise in the future like company image, market characteristics, sales analysis, short-range forecasting, long range forecasting, and business trends research. Research of this type provides information about the marketing environment and helps diagnose a problem. For example, the findings of problem solving research are used in making decisions which will solve specific marketing problems. The Stanford Research Institute , on the other hand, conducts an annual survey of consumers that is used to classify persons into homogeneous groups for segmentation purposes. Standardized services are research studies conducted for different client firms but in a standard way. For example, procedures for measuring advertising effectiveness have been standardized so that the results can be compared across studies and evaluative norms can be established. The Starch Readership Survey is the most widely used service for evaluating print advertisements; another well-known service is the Gallup and Robinson Magazine Impact Studies. These services are also sold on a syndicated basis. Each marketing research project is treated uniquely. Limited-service suppliers specialize in one or a few phases of the marketing research project. Services offered by such suppliers are classified as field services, coding and data entry, data analysis, analytical services, and branded products. Field services collect data through the internet, traditional mail, in-person, or telephone interviewing, and firms that specialize in interviewing are called field service organizations. These organizations may range from small proprietary organizations which operate locally to large multinational organizations with WATS line interviewing facilities. Some organizations maintain extensive interviewing facilities across the country for interviewing shoppers in malls. Coding and data entry services include editing completed questionnaires, developing a coding scheme, and transcribing the data on to diskettes or magnetic tapes for input into the computer. NRC Data Systems provides such services. Analytical services include designing and pretesting questionnaires, determining the best means of collecting data, designing sampling plans, and other aspects of the research design. Some complex marketing research projects require knowledge of sophisticated procedures, including specialized experimental designs, and analytical techniques such as conjoint analysis and multidimensional scaling. This kind of expertise can be obtained from firms and consultants specializing in analytical services. Data analysis services are offered by firms, also known as tab houses, that specialize in computer analysis of quantitative data such as those obtained in large surveys. Initially most data analysis firms supplied only tabulations frequency counts and cross tabulations frequency counts that describe two or more variables simultaneously. With the proliferation of software , many firms now have the capability to analyze their own data, but, data analysis firms are still in demand. These procedures are patented, given brand names, and marketed like any other branded product. Types[edit] Marketing research techniques come in many forms, including: The shopper then records the entire experience. With respect to other factors like Advertising expenditure, sales promotion etc. All of these forms of marketing research can be classified as either problem-identification research or as problem-solving research. Primary research is conducted from scratch. It is original and collected to solve the problem in hand. Secondary research already exists since it has been collected for other purposes.

Chapter 2 : Chapter 9: Marketing Information Systems

marketing information system [mkis] & marketing research unit - v Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising. If you continue browsing the site, you agree to the use of cookies on this website.

An information system can be used operationally, managerially, and strategically for several aspects of marketing. A marketing information system can be used operationally, managerially, and strategically for several aspects of marketing. Thus to know which forces are acting on it and its impact the marketer needs to gathering the data through its own resources which in terms of marketing we can say he is trying to gather the market information or form a marketing information system. This collection of information is a continuous process that gathers data from a variety of sources synthesizes it and sends it to those responsible for meeting the market places needs. The effectiveness of marketing decision is proved if it has a strong information system offering the firm a Competitive advantage. Marketing Information should not be approached in an infrequent manner. If research is done this way, a firm could face these risks: Opportunities may be missed. Data collection may be difficult to analyze over several time periods. Marketing plans and decisions may not be properly reviewed. Data collection may be disjointed. Previous studies may not be stored in an easy to use format. Time lags may result if a new study is required. Actions may be reactionary rather than anticipatory. The total information needs of the marketing department can be specified and satisfied via a marketing intelligence network, which contains three components. Continuous monitoring is the procedure by which the changing environment is regularly viewed. Marketing research is used to obtain information on particular marketing issues. Data warehousing involves the retention of all types of relevant company records, as well as the information collected through continuous monitoring and marketing research that is kept by the organization. The ingredients for a good MIS are consistency, completeness, and orderliness. Marketing plans should be implemented on the basis of information obtained from the intelligence network. An Marketing Information System offers many advantages: The storage of important data. An avoidance of crises. Speed in obtaining sufficient information to make decisions. Data amassed and kept over several time periods. The ability to do a cost-benefit analysis. The disadvantages of a Marketing information system are high initial time and labor costs and the complexity of setting up an information system. Marketers often complain that they lack enough marketing information or the right kind, or have too much of the wrong kind. The solution is an effective marketing information system. The information needed by marketing managers comes from three main sources: Marketing intelligence is a catchall term to include all the everyday information about developments in the market that helps a business prepare and adjust its marketing plans. It is possible to buy intelligence information from outside suppliers e. Also, sources of market intelligence cannot always be relied upon to provide relevant or up-to-date information particularly for smaller or niche market segments. In such circumstances, businesses often need to undertake specific studies to support their marketing strategy â€" this is market research.

Chapter 3 : Difference Between Market Research and Marketing Research (with Comparison chart) - Key [

Marketing Research is defined as the systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation or problem facing an organization.

The Marketing Information System refers to the systematic collection, analysis, interpretation, storage and dissemination of the market information, from both the internal and external sources, to the marketers on a regular, continuous basis. The marketing information system distributes the relevant information to the marketers who can make the efficient decisions related to the marketing operations viz. Pricing, packaging, new product development, distribution, media, promotion, etc. Every marketing operation works in unison with the conditions prevailing both inside and outside the organization, and, therefore, there are several sources viz. Internal, Marketing Intelligence, Marketing Research through which the relevant information about the market can be obtained. The Company can collect information through its internal records comprising of sales data, customer database, product database, financial data, operations data, etc. The detailed explanation of the internal sources of data is given below: The information can be collected from the documents such as invoices, transmit copies, billing documents prepared by the firms once they receive the order for the goods and services from the customers, dealers or the sales representatives. The current sales data should be maintained on a regular basis that serves as an aide to a the Marketing Information System. The reports on current sales and the inventory levels help the management to decide on its objectives, and the marketers can make use of this information to design their future sales strategy. The companies store their data in the data warehouse from where the data can be retrieved anytime the need arises. Once the data is stored, the statistical experts mine it by applying several computer software and techniques to convert it into meaningful information that gives facts and figures. The marketing intelligence system provides the data about the happenings in the market, i. In order to have an efficient marketing Information System, the companies should work aggressively to improve the marketing intelligence system by taking the following steps: Providing the proper training and motivating the sales force to keep a check on the market trends, i. Motivating the channel partners viz. Dealer, distributors, retailers who are in the actual market to provide the relevant and necessary information about the customers and the competitors. The companies can also improve their marketing intelligence system by getting more and more information about the competitors. The companies can have an efficient marketing information system by involving the loyal customers in the customer advisory panel who can share their experiences and give advice to the new potential customers. The companies can make use of the government data to improve its marketing Information system. The data can be related to the population trends, demographic characteristics, agricultural production, etc. Also, the companies can purchase the information about the marketing environment from the research companies who carry out the researches on all the players in the market. The Marketing Intelligence system can be further improved by asking the customers directly about their experience with the product or service via feedback forms that can be filled online. The Marketing Research is the systematic collection, organization, analysis and interpretation of the primary or the secondary data to find out the solutions to the marketing problems. In order to conduct the market research, the data is to be collected that can be either primary data the first-hand data or the secondary data second-hand data, available in books, magazines, research reports, journals, etc. The secondary data are publicly available, but the primary data is to be collected by the researcher through certain methods such as questionnaires, personal interviews, surveys, seminars, etc. A marketing research contributes a lot in the marketing information system as it provides the factual data that has been tested several times by the researchers. Marketing Decision Support System: It includes several software programs that can be used by the marketers to analyze the data, collected so far, to take better marketing decisions. With the use of computers, the marking managers can save the huge data in a tabular form and can apply statistical programs to analyze the data and make the decisions in line with the findings. Thus, the marketers need to keep a check

on the marketing environment, i.

Chapter 4 : Marketing information system - Wikipedia

marketing information system (mis) Every firm must organize and distribute a continuous flow of information to its marketing managers. MIS consists of people, equipment and procedures to gather, sort, analyze, evaluate and distribute needed, timely, and accurate information to marketing decision makers.

More recently, the stress has been placed upon the behavioural aspects of management decision making. Behavioural models are based on empirical evidence showing that managers are less systematic, less reflective, more reactive and less well organised than the classical model projects managers to be. For instance, behavioural models describe 6 managerial characteristics: Such behavioural models stress that managers work at an unrelenting pace and at a high level of intensity. This is just as true for managers operating in the developing world as in the developed world. The nature of the pressures may be different but there is no evidence that they are any less intense. The model also emphasises that the activities of managers is characterised by variety, fragmentation and brevity. There is simply not enough time for managers to get deeply involved in a wide range of issues. The attention of managers increase rapidly from one issue to another, with very little pattern. A problem occurs and all other matters must be dropped until it is solved. Managers prefer speculation, hearsay, gossip in brief, current, up-to-date, although uncertain information. Historical, certain, routine information receives less attention. Managers want to work on issues that are current, specific and ad hoc. Managers are involved in a complex and diverse web of contacts that together act as an information system. They converse with customers, competitors, colleagues, peers, secretaries, government officials, and so forth. In one sense, managers operate a network of contacts throughout the organisation and the environment. Several studies have found that managers prefer verbal forms of communication to written forms. Verbal media are perceived to offer greater flexibility, require less effort and bring a faster response. Communication is the work of the manager, and he or she uses whatever tools are available to be an effective communicator. Despite the flood of work, the numerous deadlines, and the random order of crises, it has generally been found that successful managers appear to be able to control their own affairs. To some extent, high-level managers are at the mercy of their subordinates, who bring to their attention crises and activities that must be attended to immediately. Nevertheless, successful managers are those who can control the activities that they choose to get involved in on a day-to-day basis. By developing their own long-term commitments, their own information channels, and their own networks, senior managers can control their personal agendas. Less successful managers tend to be overwhelmed by problems brought to them by subordinates. Managerial Roles Mintzberg suggests that managerial activities fall into 3 categories: An important interpersonal role is that of figurehead for the organisation. Second, a manager acts as a leader, attempting to motivate subordinates. Lastly, managers act as a liaison between various levels of the organisation and, within each level, among levels of the management team. A second set of managerial roles, termed as informational roles, can be identified. Managers act as the nerve centre for the organisation, receiving the latest, most concrete, most up-to-date information and redistributing it to those who need to know. A more familiar set of managerial roles is that of decisional roles. Managers act as entrepreneurs by initiating new kinds of activities; they handle disturbances arising in the organisation; they allocate resources where they are needed in the organisation; and they mediate between groups in conflict within the organisation. In the area of interpersonal roles, information systems are extremely limited and make only indirect contributions, acting largely as a communications aid in some of the newer office automation and communication-oriented applications. In the area of decision making, only recently have decision support systems and microcomputer-based systems begun to make important contributions. While information systems have made great contributions to organisations, until recently these contributions have been confined to narrow, transaction processing areas. Much work needs to be done in broadening the impact of systems on professional and managerial life. Decision Making Decision making is often seen as the centre of what

managers do, something that engages most of a managers time. It is one of the areas that information systems have sought most of all to affect with mixed success. Decision making can be divided into 3 types: This level of decision making is concerned with deciding on the objectives, resources and policies of the organisation. A major problem at this level of decision making is predicting the future of the organisation and its environment, and matching the characteristics of the organisation to the environment. This process generally involves a small group of high-level managers who deal with very complex, non-routine problems. For example, some years ago, a medium-sized food manufacturer in an East African country faced strategic decisions concerning its range of pasta products. However, the company was suffering recurrent problems with the poor quality of durum wheat it was able to obtain resulting in a finished product that was too brittle. Moreover, unit costs were shooting up due to increasingly frequent breakdowns in the ageing equipment used in pasta production. The company faced the decision whether to make a very large investment in new machinery or to accept the offer of another manufacturer of pasta products, in a neighbouring country, that it should supply the various pasta products and the local company put its own brand name on the packs. The decision is strategic since the decision has implications for the resource base of the enterprise, i. The implications of strategic decisions extend over many years, often as much as ten to fifteen years. Such decisions are concerned with how efficiently and effectively resources are utilised and how well operational units are performing. Management control involves close interaction with those who are carrying out the tasks of the organisation; it takes place within the context of broad policies and objectives set out by strategic planners. The manager in this case the owner has to decide between several alternative courses of action, including: Management control decisions are more tactical than strategic. These involve making decisions about carrying out the " specific tasks set forth by strategic planners and management. Determining which units or individuals in the organisation will carry out the task, establishing criteria of completion and resource utilisation, evaluating outputs - all of these tasks involve decisions about operational control. The focus here is on how the enterprises should respond to day-to-day changes in the business environment. In particular, this type of decision making focuses on adaptation of the marketing mix, e. Within each of these levels, decision making can be classified as either structured or unstructured. Unstructured decisions are those in which the decision maker must provide insights into the problem definition. They are novel, important, and non-routine, and there is no well-understood procedure for making them. In contrast, structured decisions are repetitive, routine, and involve a definite procedure for handling them so that they do not have to be treated each time as if they were new. Structured and unstructured problem solving occurs at all levels of management. In the past, most of the success in most information systems came in dealing with structured, operational, and management control decisions. However, in more recent times, exciting applications are occurring in the management and strategic planning areas, where problems are either semi-structured or are totally unstructured. Making decisions is not a single event but a series of activities taking place over time. Suppose, for example, that the Operations Manager for the National Milling Corporation is faced with a decision as to whether to establish buying points in rural locations for the grain crop. It soon becomes apparent that the decisions are likely to be made over a period of time, have several influences, use many sources of information and have to go through several stages. It is worth considering the question of how, if at all, information systems could assist in making such a decision. To arrive at some answer, it is helpful to break down decision making into its component parts. The literature has described 4 stages in decision making: That is, problems have to be perceived and understood; once perceived solutions must be designed; once solutions are designed, choices have to be made about a particular solution; finally, the solution has to be implemented. Intelligence involves identifying the problems in the organisation: This broad set of information gathering activities is required to inform managers how well the organisation is performing and where problems exist. Management information systems that deliver a wide variety of detailed information can be useful, especially if they are designed to report exceptions. For instance, consider a commercial organisation marketing a large number of different products and product variations. Management will want to know, at frequent intervals, whether sales targets are being achieved. Designing

many possible solutions to the problems is the second phase of decision making. This phase may require more intelligence to decide if a particular solution is appropriate. Here, more carefully specified and directed information activities and capabilities focused on specific designs are required. Choosing among alternative solutions is the third step in the decision making process. Here a manager needs an information system which can estimate the costs, opportunities and consequences of each alternative problem solution. The information system required at this stage is likely to be fairly complex, possibly also fairly large, because of the detailed analytic models required to calculate the outcomes of the various alternatives. Implementing is the final stage in the decision making process. Here, managers can install a reporting system that delivers routine reports on the progress of a specific solution, some of the difficulties that arise, resource constraints, and possible remedial actions.

Chapter 5 : marketing information system and marketing research- Difference | Articles+Antonyms

A Marketing Information System or MIS is a highly desirable tool for market researcher professionals since it offers a comprehensive suite of functions. An MIS can be used to identify the type of information that marketing and advertising decision makers need, which is a very significant function.

The main difference between marketing intelligence and marketing research is that the latter is more company-specific. Marketing intelligence is existing information that small-business owners use to study markets, competition, political implications and consumer demographic variables. Marketing research data is not readily available. Companies usually use phone, Internet or in-person surveys to garner marketing research data. Marketers use both types of information to analyze their business situations and develop marketing strategies. Markets Small companies use marketing intelligence and marketing research to study their markets. Moreover, she may also learn through existing data the total dollar amount that consumers spent in her industry. However, a company would need to conduct marketing research surveys to determine consumer preference differences in the markets it serves. People in one market may prefer different product features, styles, flavors or sizes than those in other markets, for example. Customers One type of marketing intelligence is internal data, according to "Dobney" online, a popular business reference site. Small-business owners often use internal information such as customer databases for business decisions. For example, a restaurant company may have existing data on when customers typically visit its restaurants, and what they purchase. But marketers would need to conduct phone or in-person interviews to learn why people prefer eating lunch or dinner at the restaurant. Corporate management would also need to conduct marketing research to learn why customers purchase certain items. The restaurant management team would also need to survey customers to determine whether what other menu items customers may like. Competitors Small-business owners also gather competitive data through various marketing intelligence and research methods. A marketing manager may garner competitive data by studying competitive websites as well as sales and corporate brochures. However, she may first want to verify how competitors rank on quality, service and value through marketing research. One way to accomplish this is by conducting phone surveys among customers. Government Regulation Marketers may also use marketing intelligence and research in conjunction with certain government regulations. A cleaning products marketer, for example, may discover she must start including a "hazardous substance" warning on all bottles through marketing intelligence: The other option may be eliminating the offending ingredient. This option may be cost-prohibitive because a replacement astringent or cleaning substance would be required. Her company may decide to do mail surveys to estimate how many customers would be affected by the warning. The key concern may be which percentage of the customer base would no longer purchase the product because of the warning. Hence, in this case, the marketer used both marketing intelligence and research to formulate a packaging strategy.

Chapter 6 : Marketing research - Wikipedia

Market research is a branch of marketing research, whereas marketing research is a component of marketing information system. The scope of market research is limited as it studies about the aspects of market and consumer behavior only.

Saturday, January 19, marketing information system and marketing research- Difference Marketing research is the systematic method to find out the solution for marketing problems. To find out the solution is a difficult process as it involves several steps to go. MIS is always focused on preventing the problems and the marketing research is focused on solving the problems are the first difference under discussion. MIS handles the data to prevent and predict the problems. Marketing research is for the past happening and its solutions. Marketing research deals with both internal and external data used for solving the problem and MIS focused on external data. It stands as a watch dog of the organization where as the marketing research is the tool for finding a particular problem. MIS rates as a wide concept in which the marketing research also includes. But marketing research is narrow concept. MIS future oriented to preventive nature and marketing research is past oriented to find out a solution for a past problem or a postmortem. The importance of management information system and marketing research are discussed. An organization always seeks for the updated data that can be used for the accurate decision making. A company producing consumer electronics needs the data relating to the best technology and innovation coming in the market. This possible when there is a good marketing research wing is functioning in the organization. Also the management information system facilitates the information handling for such purposes. Learning the consumer behavior is another importance. The behavior of the consumer of a product is important for the survival of an organization. The marketing research focused on knowing the consumer behavior brings the information of the tastes and preference of consumers regarding the product. Management information helps to maintain a clear record for these activities. Also these are the tool for facing competition. The information about the competitor is a crucial tool to face them. To make the strategic decision in a competitive environment we may use a marketing research program to find out the competitors product features and consumer attachment to the product.

Chapter 7 : What is MIS? What is a Marketing information system? Explained in detail

The marketing information' system turns this data flow into a marketing information flow that goes to its executives. On the basis of this information, the executives develop plans and programmes, which enter a marketing communication flow that goes back to the environment.

Overview[edit] Reid and Bojanic claimed that, " The term market research informs relatively narrowerly than Marketing Information System MkIS which is altered from the term management information systemization. Market research indicates that information is not collected for a specific reason or project; the major objective is a one-time use. Harmon, The main benefit of MkIS systems is to integrate market-monitoring systems with strategy development and the strategic implementation of policies and processes that help capture and act on customer management applications with marketing decision support systems. This area constitute Marketing intelligence that supports the analysis and market based activities that support customer relations and customer service with real time information with real time applications that support market based approaches. Therefore, there would be greater need for marketing information. Secondly, when consumers obtain an increment in the level of their income, it causes a tendency for them to be more discriminating during the purchasing procedure. A full awareness of the points that drive a consumer prefer a brand and the points that distinguished his brand from that of the rivals should be obtained by the marketers. This awareness is possible only with the help of a well- designed effective MkIS. Thirdly, the development of the markets and the movement from price to non-price grounds of competition lead to an increase in the importance of adoption and implementation by the competitors and finding the response of the consumers towards them. Though marketing research information can be generated by studies, which are normally conducted in the market place whereas marketing information systems are designed to gather, integrate, process and distribute marketing information comprehensively from all sources, including that from marketing research. Emphasis is on handling external information 1. It handles both internal and external data. It is concerned with solving problems. It is concerned with preventing as well as solving problems. It operates in a fragmented fashion â€" on a project-to-project basis. It operates continuously as a system. It tends to focus on past information. It tends to be future oriented. It is a source of input for marketing information system. It includes other subsystems besides marketing research. The business function of marketing is concerned more with the planning, promotion and sale of products in existing markets and the development of new products and new markets. Thus marketing performs a vital function in the operation of a business enterprise. The following is a description of each one of these components. The essential element of the MAkINAS is the managers who will use the system and the interface they need to effectively analyze and use marketing information. The design of the system will depend on what type of decision managers need to make. These are the programs that marketing decision makers use to collect, analyze, and manage data for the purpose of developing the information necessary for marketing decisions. A marketing database is a system in which marketing data files are organized and stored. This component consists of system managers who manage and maintain the system assets including software and hardware network, monitor its activities and ensure compliance with organizational policies. Data compiled for analysis is stored and processed from a data warehouse , which is simply a data repository system that helps store and further process data collected internally and externally. Harmon, Databases[edit] From Pride and Ferrell , "Internal database is a part of the most marketing information systems. A databases allow marketers to tap into an abundance of information useful in making marketing decisions: Further more, managers regard this as a command to make effective operation. But getting the information that is really needed from a marketing information system depends on what the information is and how it is used. The following internal operating data are essential: Sales data, presented in a graphic format, can provide regular sales trend information and highlight whether certain customer types need to be targeted or focused. Price information by product line, compare with competitors, can monitor market

trends; analyzed by customer type, it can check price trends in customer groups. Stock level data and trends in key accounts or distributors, focusing on whether different outlets need support, provide market share information. Market support information, coordinating the effects of marketing promotions, through advertising, direct marketing, trade incentives, consumer competitions and so on, helps to determine whether decisions are being made effectively. It records various data from different department of a company, which is regarded as a major source of information. It is a main source used by managers for gaining daily information of the external environment, hence assists the managers to react to the changing rapidly. It is used to collect primary and secondary data, and displays the results in forms of reports. Marketing Decision Support System: Compared to the supply of the data by the three previous systems, it focuses more on processing the data. So they have to establish a Marketing Information system. There are several advantages of Marketing information systems Organized Data collection â€" MkIS can help the managers to organize loads of data collected from the market, thus results in an increment in the productivity. A broad perspective â€" With a proper MkIS in place, the organization can be tracked which can be used to analyze independent processes. This helps in establishing a broader perspective which helps us know which steps can be taken to facilitate improvement. Storage of Important Data â€" The storage of important data is essential in execution and thus proves again that MkIS is not important only for information but also for execution. Avoidance of Crisis â€" The best way to analyze a stock share market is to see its past performance. Top websites like moneycontrol thrive on MIS. Similarly MIS helps you keep tracks of margins and profits. With an amazing information system established, an organizations direction can be analysed and probably crises averted before they place. Co-ordination â€" Consumer durables and FMCG companies have huge number of processes which needs to be co-ordinated. These companies depend completely on MIS for the proper running of the organization. Analysis and Planning â€" MkIS plays a crucial role in the planning process, considering the planning procedure requires information. For planning, the first thing which is needed is the organizations capabilities, then the business environment and finallycompetitor analysis. In a proper MkIS, all these are present by default and are continuously updated. Therefore, MkIS is very important for planning and analysis. Control â€" Just like MkIS can help in a crisis, in normal times it provides control as you have information of the various processes going on and what is happening across the company. Data collection may be difficult to analyze over several time periods. Marketing plans and decisions may not be properly reviewed. Data collection may be disjointed. Previous studies may not be stored in an easy to use format. Time lags may result if a new study is required. Actions may be reactionary rather than anticipatory. Maintenance, complexity and setting up a MkIS are one of the major hindrances to Marketing information systems. Furthermore, wrong information being fed in MkIS can become cumbersome and appropriate filters need to be established. Simultaneously, a firm cannot find all the data required by itself, but sometimes can be done with the help of secondary research. However, researchers must assess those data collected from both primary and secondary data sources to enable the accuracy, updates and fairness. Each primary data collection method â€" observational, survey, and experimental â€" has its own advantages and disadvantages. Similarly, each of the various research contact methods â€" mail, telephone, personal interview, and online â€" also has its own advantages and drawbacks. RuMIS is required also by the agriculturists and farmers who have enormous decis!

Chapter 8 : Distinguish Between MIS and Marketing Research (MR)

The marketing information system distributes the relevant information to the marketers who can make the efficient decisions related to the marketing operations viz. Pricing, packaging, new product development, distribution, media, promotion, etc.

Number of problems to solve. Continuous or non-continuous operational method. Based on use of computers or not. MIS means to collect, analyze and supply relevant marketing information to the marketing managers. The marketing managers use this information for taking effective marketing decisions. It is a permanent and continuous process. Marketing Research MR is a systematic process of collecting and analyzing information to solve a specific marketing problem. The main purpose of MIS is to provide relevant information to marketing managers and enable them to make effective marketing decisions. However, the main purpose of Marketing Research MR is to solve a specific marketing problem. The scope of MIS is wide. Marketing Research MR is one of its component. It is not only used to solve problems but also helps to prevent problems in the future. The scope of Marketing Research MR is narrow. It is one small part of MIS. It solves a specific present marketing problem. MIS is more nonspecific or general in nature. It can solve many types of marketing problems. Marketing Research MR is more specific or particular in nature. At one time, it can only solve a single type of marketing problem. MIS gives four types of reports namely, plan-reports, periodic-reports, triggered-reports and demand reports. It concentrates more on earlier and latest information. It uses this information to solve a current marketing problem. MIS deals with and attempts to solve many different marketing problems at one time. For this, it collects, stores, analyze and supply relevant market information to the marketing managers. Marketing Research MR only deals with a single marketing problem at one time. In MIS, the data is collected more frequently, usually almost daily. This is a must for every company. It is collected on a required basis. MIS is a permanent and continuous system. Here, the inflow of market information never stops. Data is constantly collected and stored for further analysis. It is properly analyzed, studied and well-organized before supplying to the marketing managers. MIS has a starting but no ending point. Marketing Research MR is not a continuous system. Here, data is collected only when a company faces a specific marketing problem. It has a starting and ending point. MIS is heavily based on the use of computers. Here, computing technologies are widely used to ease and facilitate data collection, its storage, analysis, retrieval and supply of relevant information to marketing managers of the company. It uses computers only for analyzing some information and is not entirely based on computing technologies.

Chapter 9 : Table of Contents

A marketing information system (MIS) is a set of procedures and methods designed to generate, analyze, disseminate, and store anticipated marketing decision information on a regular, continuous basis. An information system can be used operationally, managerially, and strategically for several aspects of marketing.

Marketing Information System MIS is a permanent arrangement system or setup for provision of regular availability of relevant, reliable, adequate, and timely information for making marketing decisions. Information is like a life-blood of business. Quality of decisions depends on the right type of information. The right information implies the right quality, the right quantity, and the right timing of information. Circulation of needed information is as important as the circulation of blood in human being. Information keeps the organisation actively functioning, alive, and connected with internal and external marketing participants. It is a valuable asset for a firm as it is a base to manage other valuable assets. The firm fails to manage information i. Information is a basic input to know what is happening and what is going to happen. Marion Harper has rightly asserted: The system or arrangement that deals with providing the information regularly is known as marketing information system MIS. Finally, let us define the term more comprehensively: MIS concerns with setting and maintaining of a permanent system network to avail necessary information on regular basis. MIS is made of parts, subparts or subsystems which are called the components. All components are interrelated and interdependent. Internal records system is a major and easily accessible source of information. It supplies the results data. It consists of all records of marketing operations available within organisation. This system concerns with collecting, analyzing, interpreting, and distributing needed information from records of various departments of the company. Particularly, for sales orders and sales force reporting, the computer technology is excessively used for accurate, efficient, and speedy transmission of information. To manage the internal record system, some companies appoint internal MIS committee to deal with all aspects of internal information. Internal records system keeps regular circulation of the information throughout the organisation without much expense and efforts. Managers can get the up-to-date information about marketing operations. Once the system is set up properly, it can serve the purpose continually. While internal report system concerns with information available from internal records of organisation, the marketing intelligence system supplies the managers with happening data. It provides information about external happenings or external environment. Marketing intelligence system is: The set of procedures and sources used by managers to obtain every-day information regularly about pertinent developments in the marketing environment. A manager can try to expose external environment in various ways. Marketing intelligence system consists of various methods. A manager can use one or more below mentioned methods: Reading newspapers, books, and other publications. Watching TV, hearing radio, or Internet surfing. Talking to customers, dealers, suppliers, and other relevant parties. Talking to other managers and employees of his company as well as of other companies. Maintaining live contacts with other officials and agencies. Purchasing useful information from professional sources. Assigning marketing intelligence task to professional agencies, etc. Marketing research is a powerful and independent branch of the MIS. In certain cases, managers need detailed information on the specific problem of the specific marketing area. Thus, it is a formal study of specific problems, opportunities, or situations. Normally, it is carried out for solving the specific problem. In this sense, it is not a part of routine activity. It collects need-based information. Nowadays, it is treated as the separate discipline or subject. It is conducted by internal expert staff or external professionals. Previously, the component was known as Analytical Marketing System. While former three components supply data, the marketing decision support system concerns more with processing or analyzing available data. This component can improve efficiency and utility of the whole marketing information system. The system is used to help managers make better decisions. In real sense, it is not a separate component, but extension of other components. Statistical tools, new models, and software are used to help marketing managers analyze, plan, and control their operations. The MDSS

consists of two sub-components â€" the statistical bank and the model bank. It consists of quantitative tools used in marketing decision-making. It is popularly known as Operations Research OR. The statistical tools used for data analysis include: Simple statistical techniques like averages, mode, medium, etc.