



Customer Insight Tools and Techniques OVERVIEW

MK 312 Brand Management

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Let's Review

Customer Insight Tools and Techniques

Let's
Recap



Marketing Information and Customer Insights

Customer insights are fresh marketing information-based understandings of customers and the marketplace that become the basis for creating customer value, engagement, and relationships.



● **Consumer insights:** PepsiCo's "consumer insights teams" wring actionable insights out of the glut of marketing data. They have even developed a consumer insights app to share custom-designed content with brand decision makers.

PepsiCo

Marketing Information and Customer Insights

Customer insights

- **Fresh and deep insights** into customer needs and wants
- Important but difficult to obtain
 - Needs and **buying motives** not obvious
 - Customers usually can't tell you what and why
- Better information and more effective use of existing information

Marketing Information and Customer Insights

Managing Marketing Information

- Companies are forming **customer insights teams**
 - Include all company functional areas
 - Collect information from a wide variety of sources
 - Use insights to create more value for their customers



Marketing Information and Customer Insights

Managing Marketing Information

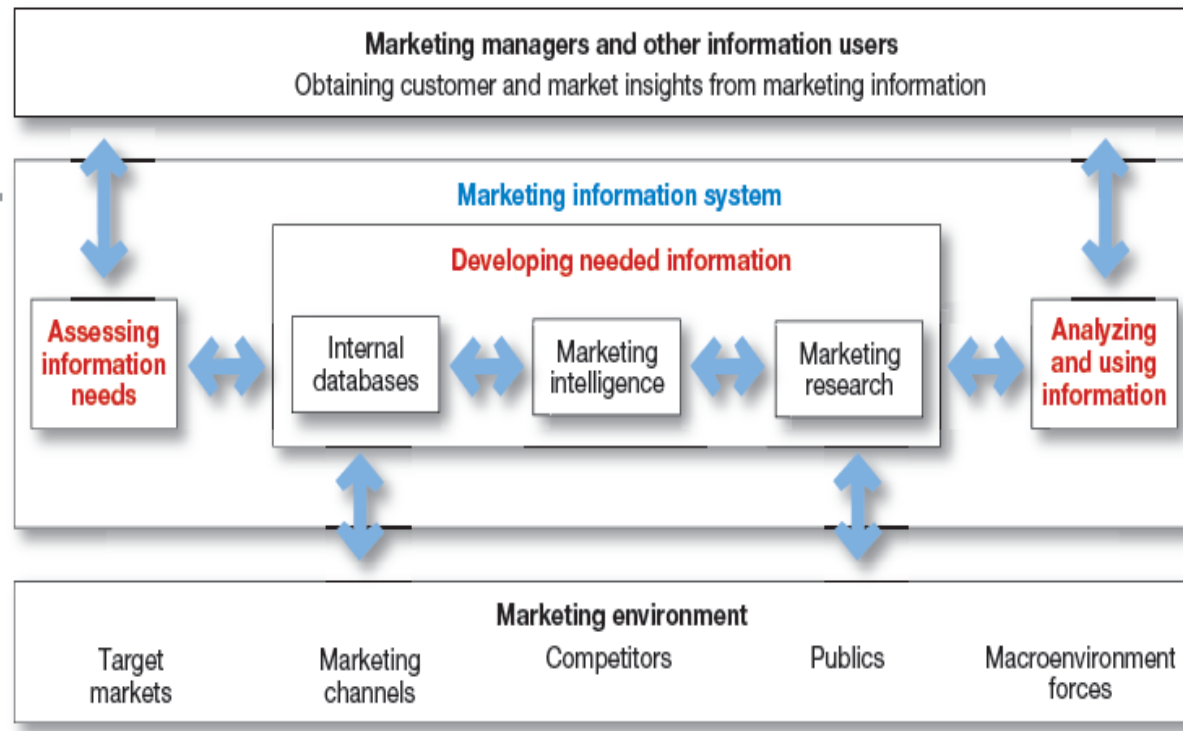
Marketing information system (MIS) refers to the people and procedures **dedicated to assessing** information needs, developing the needed information, and helping decision makers to use the information to generate and validate actionable customer and market insights.



Marketing Information and Customer Insights

● FIGURE | 4.1
The Marketing Information System

This chapter is all about managing marketing information to gain customer insights. And this important figure organizes the entire chapter. Marketers start by assessing user information needs. Then they develop the needed information using internal data, marketing intelligence, and marketing research processes. Finally, they make the information available to users in the right form at the right time.



Marketing Research

Marketing research is the **systematic design, collection, analysis, and reporting** of data relevant to a specific marketing situation facing an organization.

Marketing Research

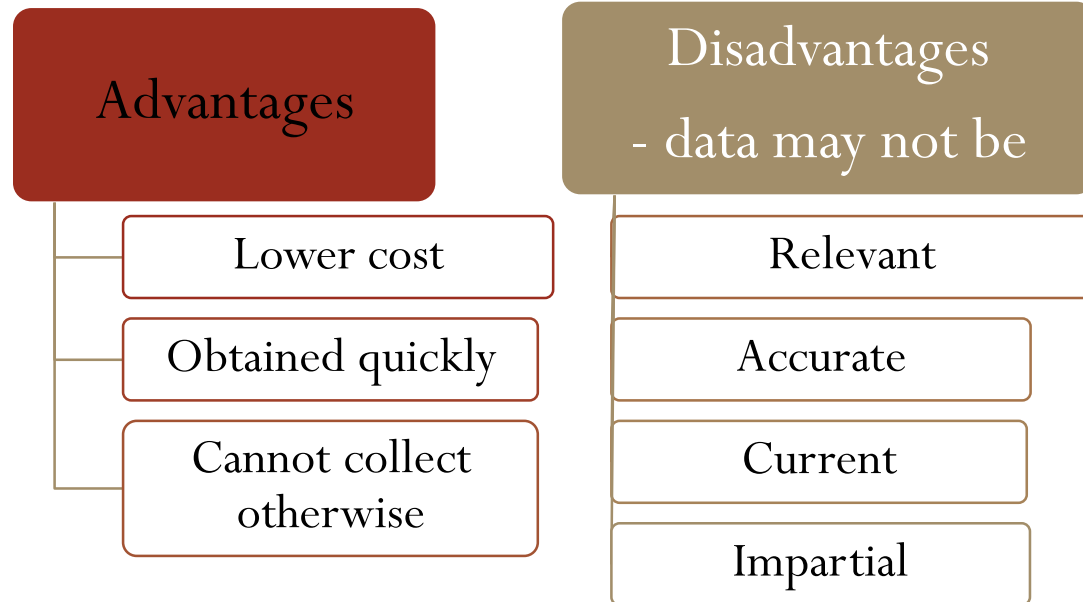
Developing the Research Plan

Secondary data is information that already exists somewhere, having been collected for another purpose.

Primary data is information collected for the specific purpose at hand.

Marketing Research

Gathering Secondary Data



Marketing Research

● **Table 4.1 | Planning Primary Data Collection**

Research Approaches	Contact Methods	Sampling Plan	Research Instruments
Observation	Mail	Sampling unit	Questionnaire
Survey	Telephone	Sample size	Mechanical instruments
Experiment	Personal	Sampling procedure	
	Online		

Marketing Research

Primary Data Collection

Research Approaches

- **Observational research** involves gathering primary data by observing relevant people, actions, and situations.
- **Ethnographic research** involves sending trained observers to watch and interact with consumers in their “natural environments.”



Marketing Research

Fly on the Wall

This is a method we use in public and semi-public spaces to observe how people interact with a product or system, as well as with others in the environment. Fly on the wall is “pure” observation, since people generally are not aware they are being observed.



Marketing Research

Primary Data Collection

Research Approaches

- **Survey research** involves gathering primary data by asking people questions about their knowledge, attitudes, preferences, and buying behavior.
- **Experimental research** involves gathering primary data by selecting matched groups of subjects, giving them different treatments, controlling related factors, and checking for differences in group responses.

Marketing Research

Focus Group—Personal Contact Method

- Six to 10 people
- Trained moderator
- Challenges
 - Expensive
 - Difficult to generalize from small group
 - Consumers not always open and honest



● New focus group designs: The Mom Complex uses “Mom Immersion Sessions” to help brand marketers understand and connect directly with their “mom customers” on important brand issues.

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Marketing Research

Online Contact Methods

Advantages

- Low cost
- Speed
- Higher response rates
- Good for hard to reach groups

Qualitative Research Methods



Factors to Consider:

- Time / budget;
- How the research results will be used;
- Product / service tangibility;
- Research goals & objectives;
- Participant availability and willingness;
- Desired analysis sophistication;
- Whether quantitative research follows.

Focus Groups

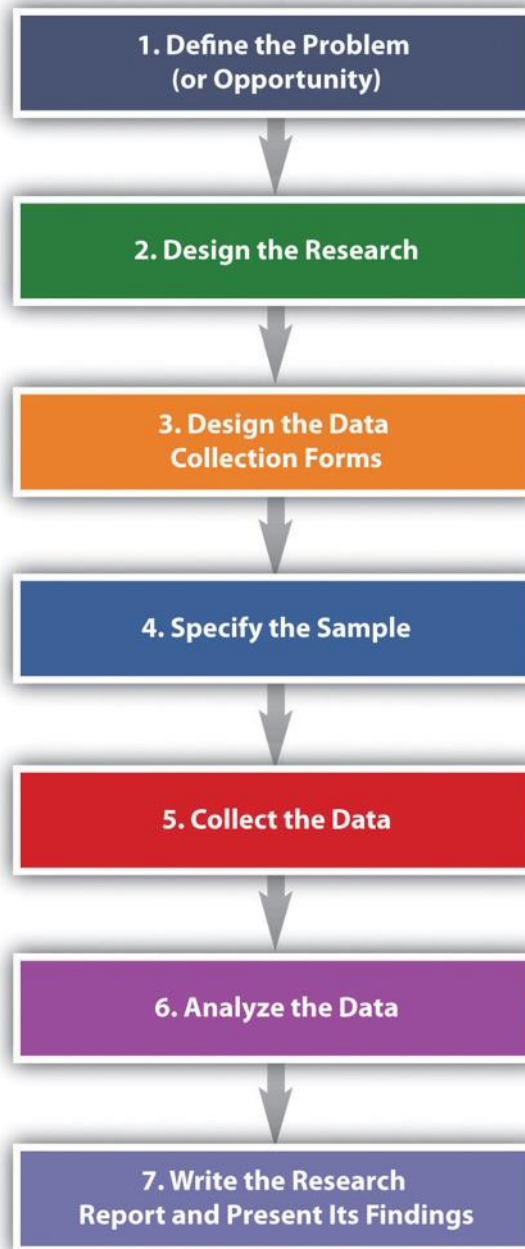
Interviews

Observation

Concept Testing

Perceptual Mapping







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