Celebrating Data:

The role of Market Research ~~data~~ Information in Business

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Client Service Manager:
On Demand and Custom Research - GeoPoll

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Agenda

☞ Some Basics

☞ Market research in business; market intelligence

☞ Evolution of research & key trends

MARKETING RESEARCH DOES NOT MAKE DECISIONS AND IT DOES NOT GUARANTEE SUCCESS!
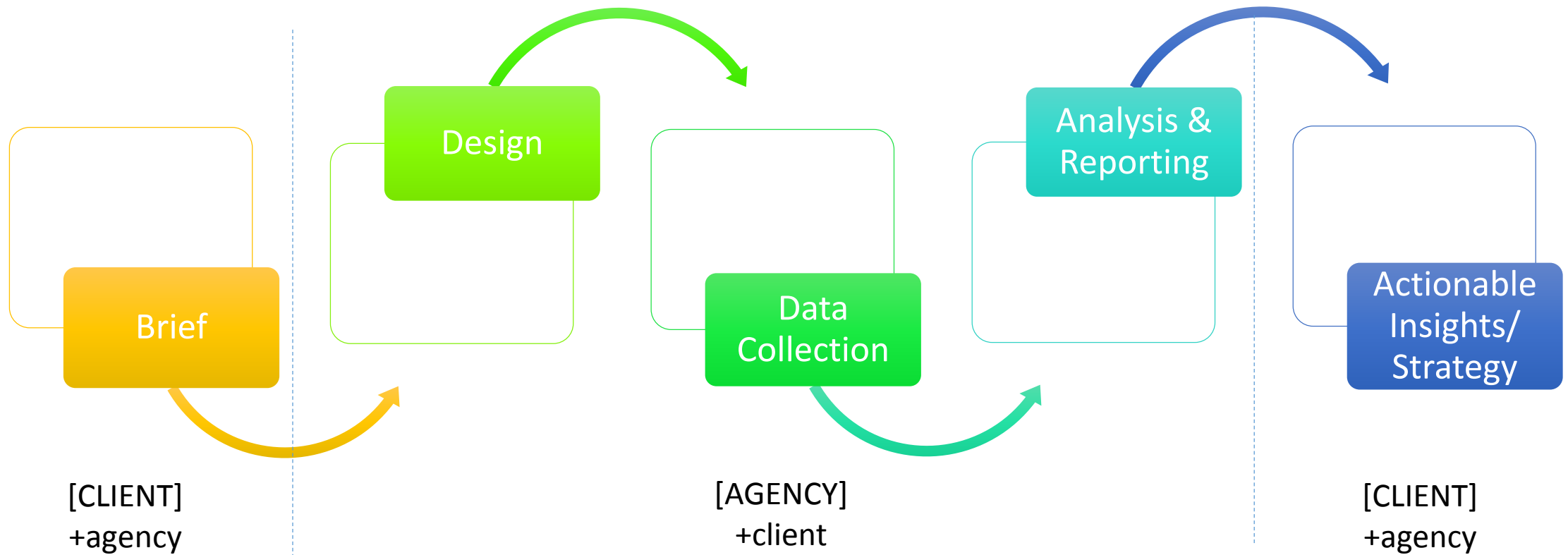
Green and Tull

"Marketing research is the **systematic** and **objective** search for, and **analysis** of, information relevant to the identification and solution of any problem in the field of marketing"
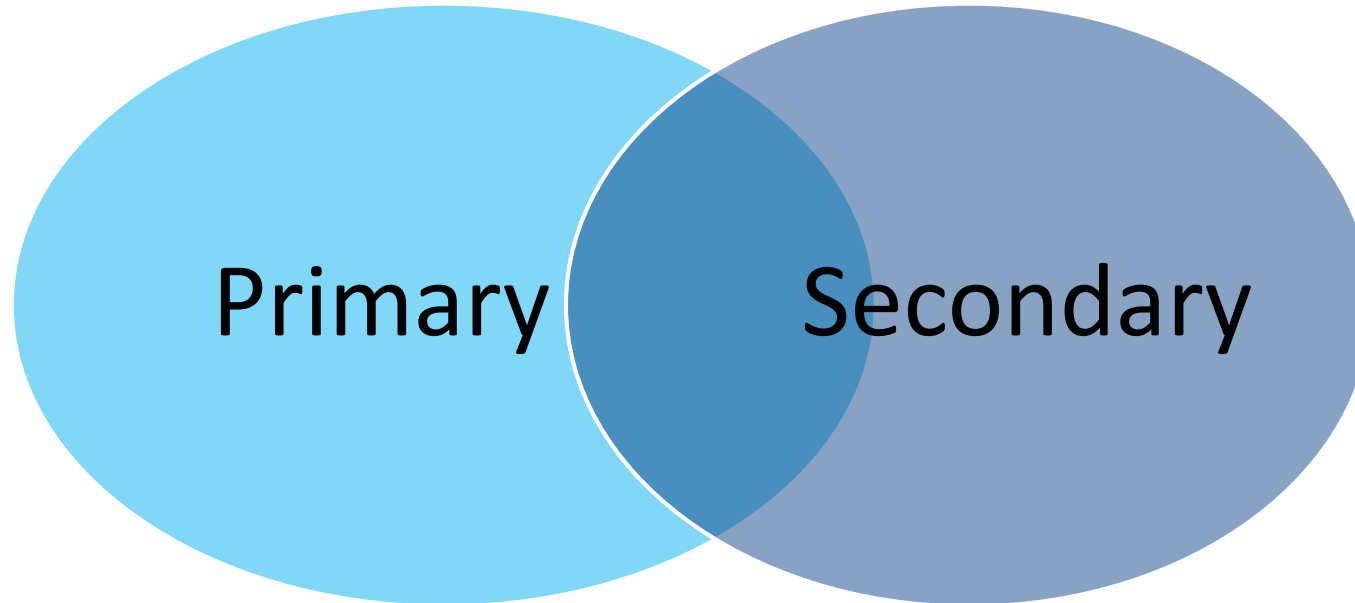
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Research

Standard Process

Design

Analysis &
Reporting

Brief

Data
Collection

Actionable
Insights/
Strategy

[CLIENT]
+agency

[AGENCY]
+client

[CLIENT]
+agency

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One can conduct Primary research or Secondary research

Primary

Secondary

- Involves the gathering of fresh data
- Could be more time consuming
- Could be more expensive depending on design

✓ Use of data already collected
✓ Mostly cheaper
✓ Could be subject to biases depending on how the first research was done

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Research can be exploratory or definitive

Qualitative

Quantitative

Used to gain an understanding of underlying reasons, opinions, and motivations etc.
- Focus groups
- In-depth interviews
- Ethnography
- Immersions
- Observation
- Etc.

Used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics.
- PAPI
- CAPI & MDC
- CATI
- Mobile survey [SMS, App, IVR]
- Etc.

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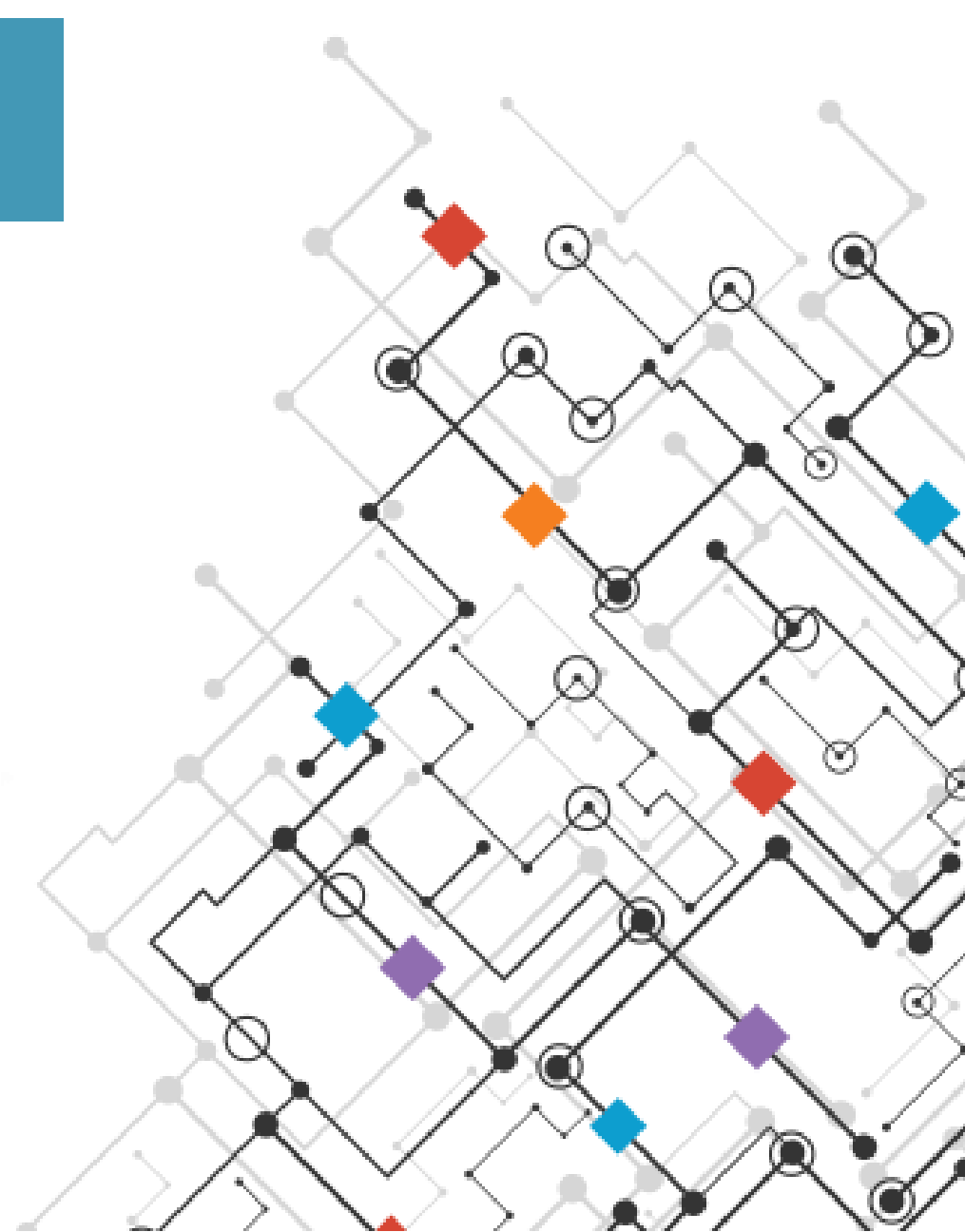DUDE...

DID YOU DO ANY MARKET RESEARCH?

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Market Intelligence

Market Research in Business

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Macro Environment

- Political factors
- Economic factors
- Sociological factors
- Technological factors
- Environmental
- Legal factors

Mostly through secondary and a bit of primary research (key stakeholder interviews)

Threats and Opportunities

Competitor intelligence

😞 Who is your primary competition? Why?

😒 Who is your secondary competition, Why?

Threats and Opportunities

Customer Intelligence

Who? profile
What?
Where?
When?
With who?
Why?
How?

- Customer understanding studies, User and Attitude Studies
- Segmentation
- Brand health tracking
- Media Audience measurement
- AD Tracking
- Customer journey studies
- New product development
- Customer satisfaction surveys
- Customer retention analysis
- Shopper research
- Etc.

Both Primary and Secondary research used.

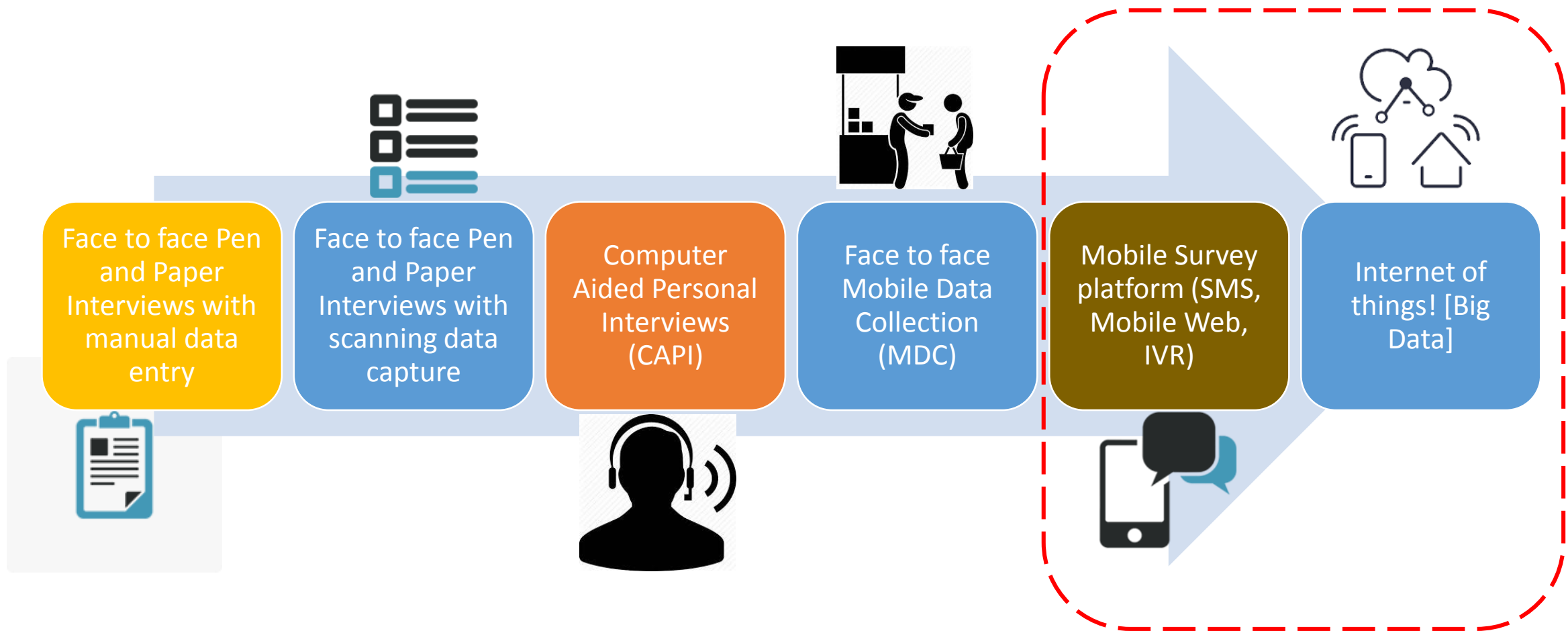GeoPoll

Internal Environment Intelligence

People, Systems & General Work Environment

👆 First customer & face of the organization

👆 Mainly from Employee satisfaction surveys
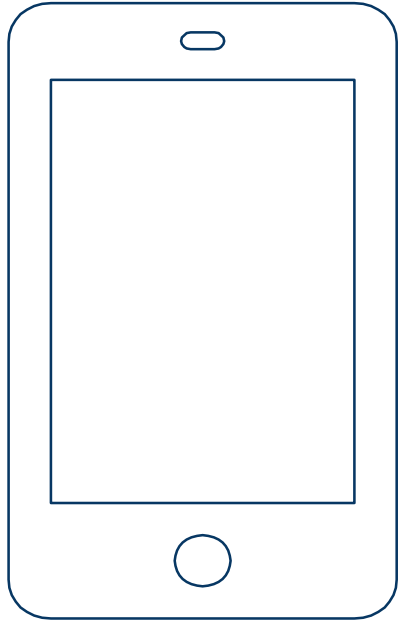

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Evolution of Research

Evolution of research in Kenya

Face to face Pen and Paper Interviews with manual data entry

Face to face Pen and Paper Interviews with scanning data capture

Computer Aided Personal Interviews (CAPI)

Face to face Mobile Data Collection (MDC)

Mobile Survey platform (SMS, Mobile Web, IVR)

Internet of things! [Big Data]

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Key Trends in Research

The Youth
- ✓ 50% of Kenyans under 18
- ✓ 80% aged Under 35

Internet
- ✓ Internet subscriptions 26.5m Dec'16 (C.A)

Mobile Phone
- ✓ penetration 88.2% Dec'16 (C.A)
- ✓ Smart uptake 44% 2016 (Google Consumer Barometer)

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https://youtu.be/449twsMTrJI

Thank You

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