**Global Information Systems and Market Research**

Global Marketing Chapter 6

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**IT for Global Marketing**

- **IT** - Information Technology
- Processes for creating, storing, exchanging, using, and managing information
- **MIS** - Management Information System
- System of hardware and software that enhances the flow of information
- **CIO** – Chief Operations Officer

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**PRIVACY Issues**

- Safe Harbor
  - Agreement between U.S. Department of Commerce and EU
  - [www.export.gov/safeharbor](http://www.export.gov/safeharbor)
  - Purposes of information collected and how used
  - Prevention of personal information being distributed to third parties (Opt out)
  - Information can be transferred to only parties that comply with Safe Harbor Principles
  - Individuals can view personal information collected and make corrections or deletions.

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**IT for Global Organizations**

- Effective and efficient throughout the organization any where in the world
- Ability to scan, digitize and input information into the firm’s market intelligence system.
- Input data for ease of analysis.
- Expand information in all regions in the world

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**KEY Acronyms**

- **Intranet** - private network of sharing information
  - Reduces paper
  - Ease in sharing information
  - Access restricted
- **EDI** – electronic data interchange
  - Used in ordering, invoicing and confirmation of product movement
- **ECR** - efficient consumer response
  - Use of electronic point of sale (EPOS) units (scanners)
- **CRM** - customer relationship management
  - Amazon.com - history of sales, suggestions
  - Replacements.com listing of personal patterns - emails on inventory available
- **SFA** - sales force administration
  - Monitoring visits, sales, training, promotions etc.
- **Data warehouses** - key aspect of a companies system

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**Market research**
Data Collection
- Primary
  - Collection of information specifically for issue at hand
- Secondary
  - Use of data collected by another source
  - May not be representative
    - Sample
    - Collection methods
    - Reporting

Data Analysis
- Tabulation
  - Making sense of the numbers
- Putting together valuable INFORMATION
- Interdependence Techniques
  - Factor Analysis
  - Cluster Analysis
  - Multidimensional Scaling (MDS)- perceptual maps
  - MDS

Methodologies
- Survey Research
- Questionnaires
- Cultural intricacies
- Language challenges
  - Back translation
  - Parallel translation
- Personal Interviews
- Consumer Panels long-term tracking of behavior
- People-meter
- Observation
- Focus Group

MDS for Beverages
- High Price
- Poor Taste
- Great Taste
- Low Price

Scale Development

<table>
<thead>
<tr>
<th>LIKERT SCALE EXAMPLE</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree or disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Marketing is exciting</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>International travel is great</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>I love eating new foods</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Iowa is a great place to live</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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</tbody>
</table>

Control of Research- Leveraging Capabilities
- Comparability
  - Use of a culture's own meaning & values to study
- Etic Analysis
  - Comparative or multi-country view

Goal is to maximize valued information available with limited resources
Strategic Asset