

## Global Information Systems and Market Research

Global Marketing Chapter 6

## 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.

## 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

## IT for Global Organizations

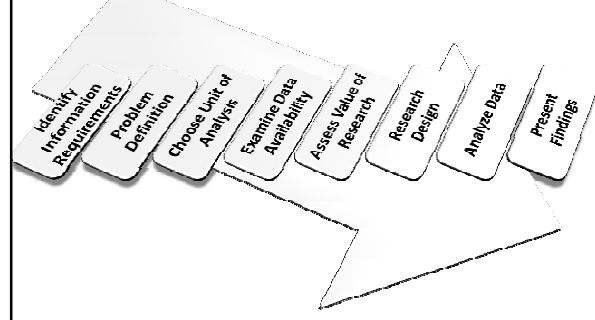
- Effective and efficient throughout the organization any where in the world
- Ability to scan, digitize and input information into the firm's market intelligence system.
- Input data for ease of analysis.
- Expand information in all regions in the world



## 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

## 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

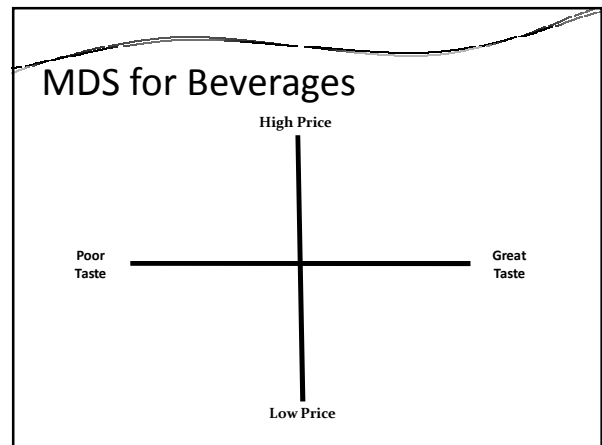


## Data Analysis

- 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



## Scale Development

LIKERT SCALE EXAMPLE	Strongly agree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree
Global Marketing is exciting	1	2	3	4	5
International travel is great	1	2	3	4	5
I love eating new foods	1	2	3	4	5
Iowa is a great place to live	1	2	3	4	5

## Control of Research- Leveraging Capabilities

- Comparability
- Emic Analysis
  - Use of a culture's own meanings & values to study
- Etic Analysis
  - Comparative or multi-country view

**Goal is to maximize valued information available with limited resources.**

## Strategic Asset

