



**Ipsos Marketing**  
The Innovation and Brand Research Specialists

# Marketing Research in China



**CHEMBA**  
China Executive MBA  
| 中山大学—明尼苏达大学EMBA |  
— Since 2001 —

**CARLSON**  
SCHOOL OF MANAGEMENT  
UNIVERSITY OF MINNESOTA

Aug 2011



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## AGENDA



- **Why Marketing Research? With Case Study (80min)**
- **The Methodologies (10 min)**
- **The Application (10 min)**
- **The Implementation (10 min)**
- **Q&A (10 min)**



## Before we actually start ...

- What is marketing research (MR) to you?
- How do you use MR in your daily work?
- What would you like to get out after these hours with me?

**INTERACTIVE  
DISCUSSIONsss  
+  
CASE STUDY**

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## To most people MR is about...



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## And, a few more...

- Self-administered - Mail Survey, internet, and “left alone”
- Retail Audit
- Consumer Panel
- Media - diary or people meter
- Internet
- Mobile
- Anything else??
  - Don't forget ...there is always the secondary data

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## Market Research Vs Marketing Research

- Market Research
  - Overall market data
    - Demographic data
      - number of people ....
      - the type of people ....
      - **ups and downs** --- not marketing research
- Marketing Research
  - Various **information** relating to each segment of marketing function
    - Product, Price, Promotion and Place
      - Customer service
        - Sometimes even include Employee satisfaction
    - So, what; then what....

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# Marketing Research



# Marketing Research

Marketing Research ~~X~~ Statistic



## Primary Data Qualitative Vs Quantitative



### Qualitative Research

- Why?
- Exploring with deep understanding

### Quantitative Research

- What? When? Where? Who?
- Quantifying with importance %



## 抽样误差

样本量	抽样误差	
	95%置信度	90% 置信度
30	±17.9%	±15.1%
50	±13.9%	±11.7%
100	±9.8%	±8.3%
125	±8.8%	±7.4%
150	±8.0%	±6.7%
200	±6.9%	±5.8%
250	±6.2%	±5.2%
300	±5.7%	±4.8%
350	±5.2%	±4.4%
400	±4.9%	±4.1%
450	±4.6%	±3.9%
500	±4.4%	±3.7%
550	±4.2%	±3.5%
600	±4.0%	±3.4%
650	±3.8%	±3.2%
700	±3.7%	±3.1%
750	±3.6%	±3.0%
800	±3.5%	±2.9%
850	±3.4%	±2.8%
900	±3.3%	±2.8%
950	±3.2%	±2.7%
1000	±3.1%	±2.6%



## AGENDA



### ■ **Why Marketing Research? With Case Study (80min)**

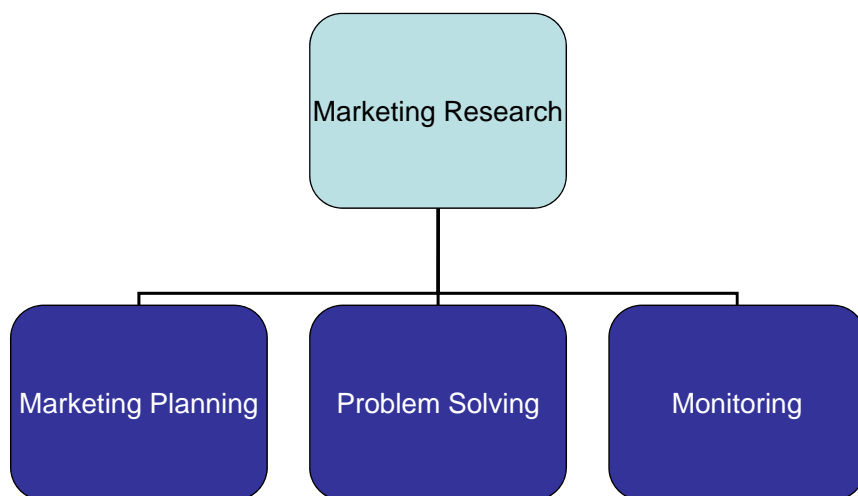
**10min Break?**

- **The Methodologies (10 min)**
- **The Application (5 min)**
- **The Implementation (5 min)**
- **Q&A (10 min)**

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## Marketing Research Applications



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## Defining The Marketing Issues

### Application

#### ■ Marketing Planning

- Marketing strategies - build the **marketing mix** (modeling)
- to **forecast** a brand/product concept

#### ■ Problem Solving

- **ad hoc** - issue base
  - For instance: A new product concept or sales decline

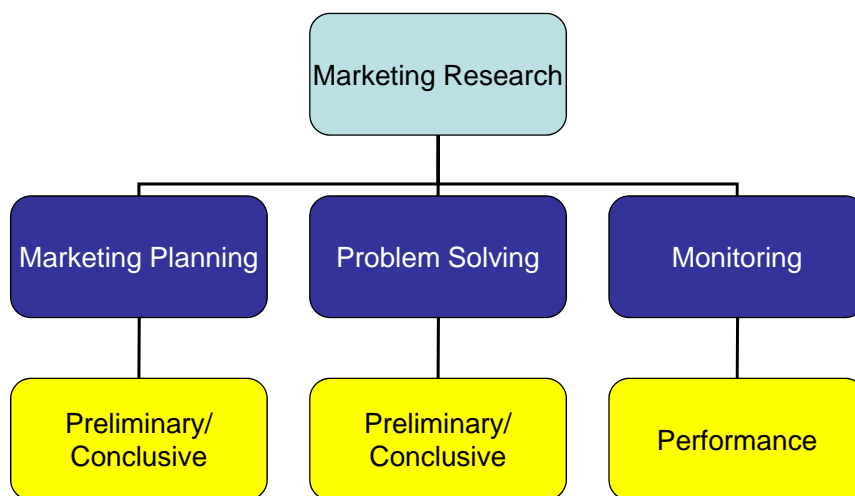
#### ■ Monitoring

- to measure what is going on to ensure that all is well and to **spot possible problem**
  - catch the problem before happening (Ad and Brand tracking)

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## Marketing Research Needs



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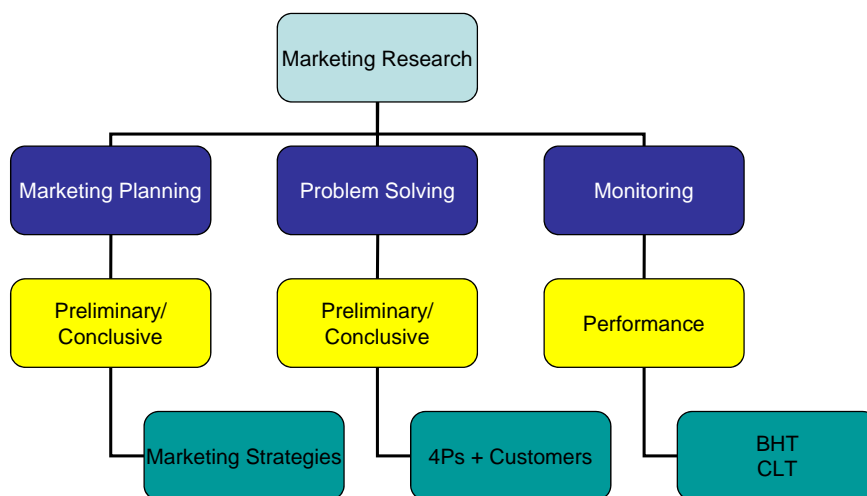
## Type Of Research Needs

- Preliminary Research (Situation Analysis)
  - a **review** of earlier research is the first step
  - in any circumstances, go exhausted the secondary research availability before **considering the primary research**
- Conclusive Research
  - certain **hypothesis** have developed after the marketing problem - test these hypothesis
- Performance Research
  - **monitors** how marketing management is doing

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## Marketing Research Types



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## Marketing Research – Marketing Planning

### ■ Marketing strategy

Beginning of All

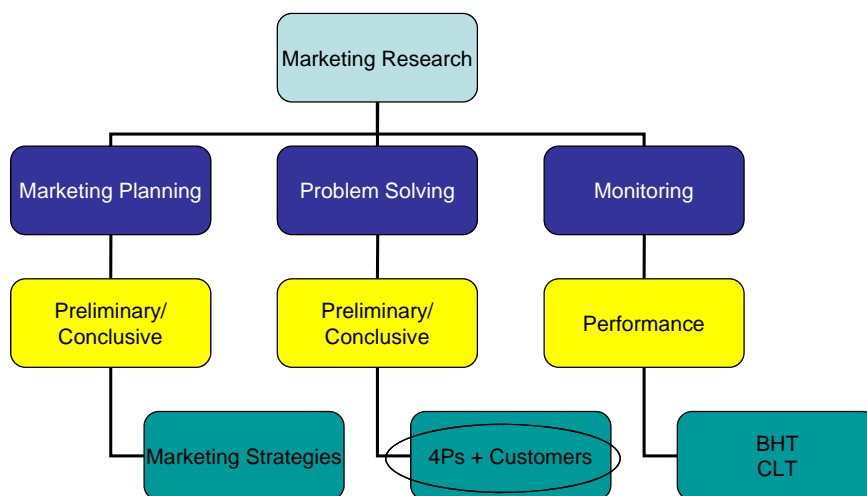
See whether your  
Marketing  
Program  
is working or not?

- segmentation/marketing mapping – every 3+ years
- usage & attitudes (U&A)
- branding (positioning vs images)

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## Marketing Research Types



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## Marketing Research – Problem Solving (4P)

### ■ Product research

- ideation and concept testing
- current vs competitive product
- new product development - acceptance/potential
- packaging
- test markets
- store audits
- forecasting and modelling

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## Marketing Research – Problem Solving (4P)

### ■ Place - Distribution research (b2b or observation)

- channel studies
- plant and warehouse location
- shoppers
- in shop decisions process

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## Marketing Research – Problem Solving (4P)

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### ■ Pricing research

### ■ Promotion research

- Pre-testing - ad and copy evaluation
- Post-testing - communication effectiveness tracking
- media research
- promotional studies - premiums/coupons/sampling

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## Marketing Research – Problem Solving (Customer)

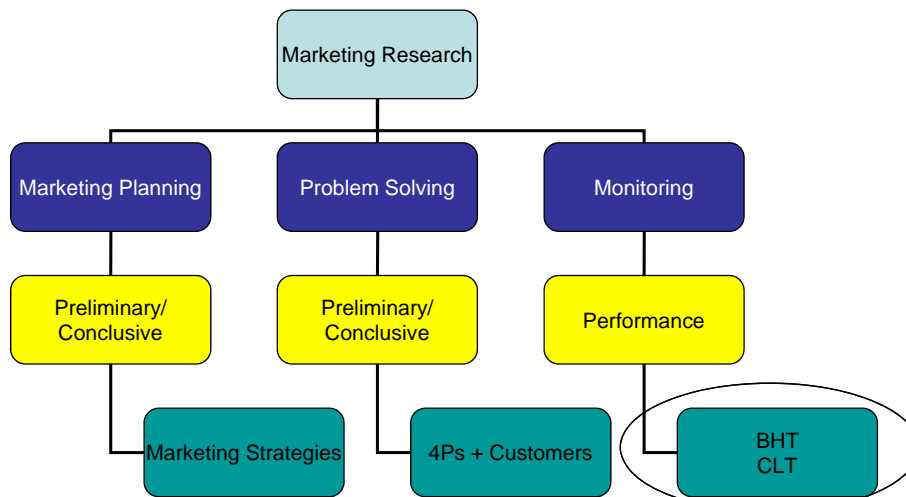
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### ■ Customer service

- customer profiling
- customer satisfaction/loyalty
- mystery shopping

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## Marketing Research Types



## Marketing Research - Monitoring

### ■ Brand Health Tracking (BHT)

- monitoring brand performance – awareness, u&a, frequency, etc...
- communication effectiveness – wear out, new campaign, etc...
- KPI monitoring

### ■ Customer Loyalty Tracking (CLT)

- loyalty programme
- customer satisfaction



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## Analyzing trends

### IDENTIFICATION of trends



### ANALYSIS of their foundations and what drives them



### TRANSLATION

into action, into words, as acts  
within the major sectors of  
consumption and services

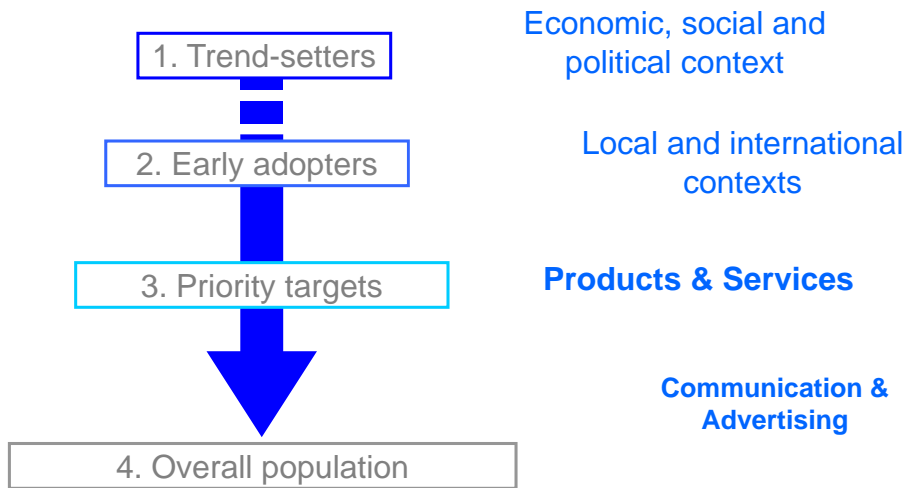


- ✓ How are new trends born?
- ✓ Where do they originate?
- ✓ What do they signify?
- ✓ What forms do they take?
- ✓ Are they durable or short-lived?
- ✓ What repercussions do they have on brands?

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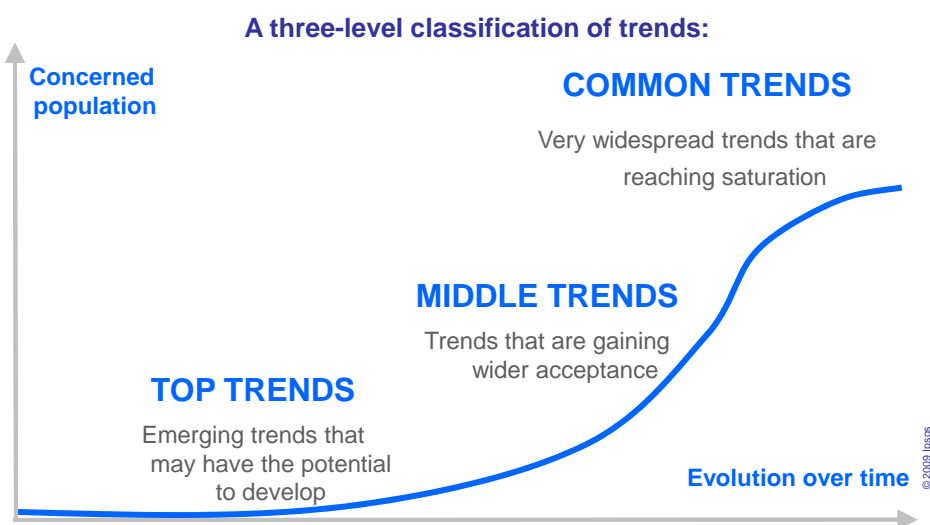
## Our starting hypothesis: How are new trends born?



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## The evolution of trends: from emergence to saturation



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## Our survey approach



## The geography of trends

The countries covered by Trend Observer in 2009:  
France, USA, Japan, UK, Sweden and Canada.





## The Trend Setters

- We collected testimonies from young "trailblazers" in France, the USA, Japan and the United Kingdom:
  - active in **artistic and creative fields or environments** (fashion / design / art / music / new media...),
  - having **"open" lifestyles** (nightlife, social life, clothing, activities, ...),
  - **professionally engaged** (independent professionals, web journalists, stylists,...), not students,
  - **highly sensitive and reactive to new trends, adoption of the newest things being offered.**

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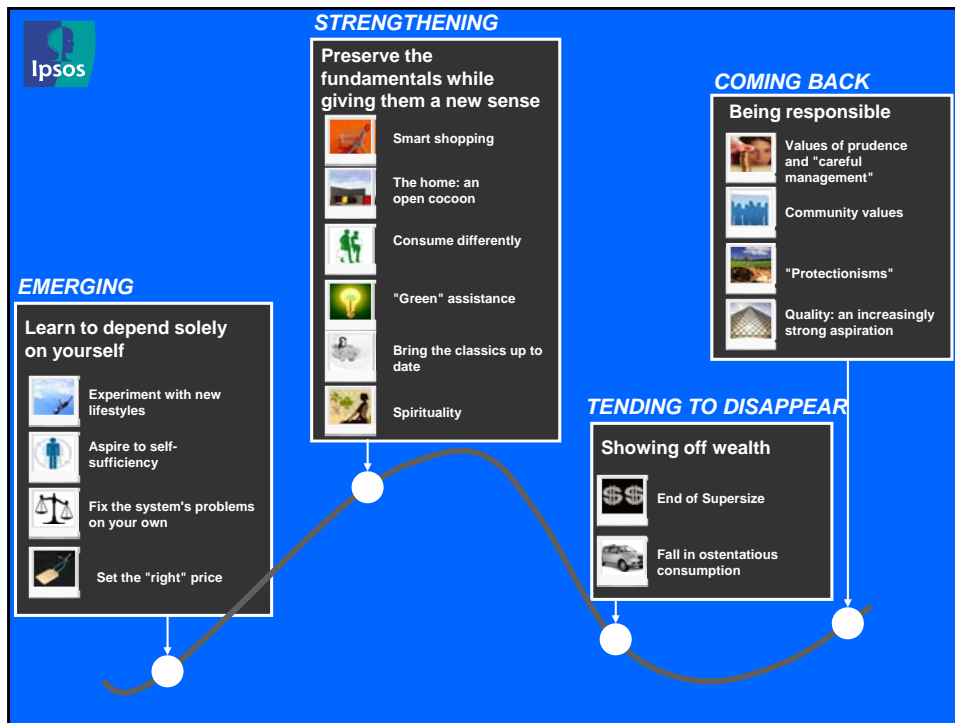


## The Experts

- We sounded the viewpoints of individuals who are experts in their fields in France, the USA, Japan and the United Kingdom:
  - a dozen experts in food, fashion, technology, luxury, design
  - with **long university careers...**
  - ... or working in **private developments labs...**
  - ... or who have **established their own businesses**

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**Twitter boosts the possibilities for forming "ephemeral communities"**

- **Micro-blogging takes off**
  - Explosive growth of Twitter in 2008.
  - Twitter makes it possible to form temporary communities. People can exchange everything, not just data, as well as experiences with a large community of anonymous users.
- **Uses diversify**
  - Even though micro-blogging was initially seen as being very superficial, Twitter in fact **created new usages**.
  - It turns out to be a tool for **sharing experiences**
  - But also a **strong tool for community organizing**.
    - American presidential campaign.
    - Israeli-Palestinian conflict.

**HubSpot Twitter User Growth**

Month	User Growth (%)
March 2007	~10%
June 2007	~15%
September 2007	~20%
December 2007	~25%
March 2008	~80%

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Trend Observer 2010

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## You can locate your friends and other people in real time...

- People can now locate their (future) friends geographically
- Combined social networks and mobile services give rise to new usages
  - It is possible find out where your friends are in real time or locate the most active spots in the city.



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Trend Observer 2010

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## Space will be "enhanced" by being enriched with layers of additional information

- The development of **visual social tagging**
- People **"tag"** daily life
  - They post comments about a place or an object while aiming with their cameras.
- They **access information that is already tagged**
  - Comments and recommendations from other visitors
  - Product characteristics
  - Place histories



The Sekei camera (world camera in Japanese) is an iPhone service



In Japan, « Quick Response Code »

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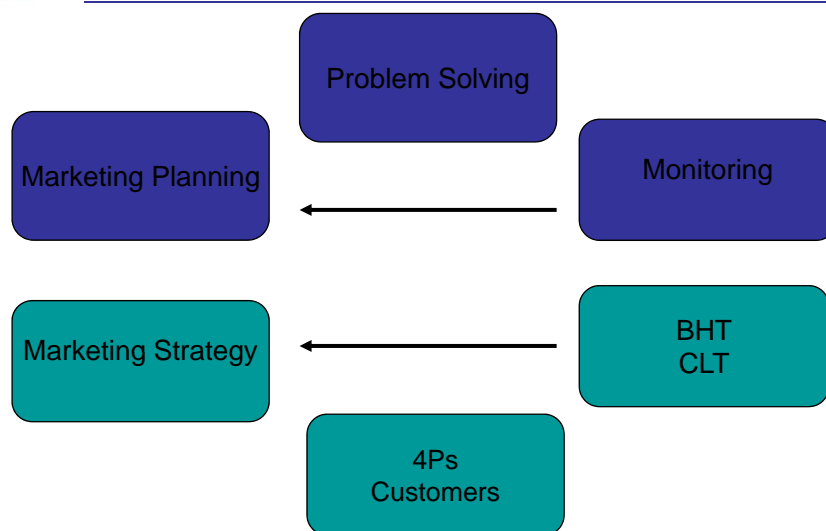
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## Marketing Research Cycle





## Typical Marketing Research Cycle - defining

### ■ Defining the marketing issues

- the marketing objectives
- the **research objectives**
- types of marketing research
  - Marketing strategy
  - Product research
  - Pricing research
  - Promotion research
  - Distribution research
  - Customer service
  - Etc.

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## Typical Marketing Research Cycle - planning

### ■ Preparing the Research Plan

- Methodologies - Secondary, Quantitative and Qualitative, or CI
- Sample Size
- Sampling - Selection Criteria (**random vs quota**)
- Areas of Investigation and **timing** of the Q / DG
- Analysis Plan
- Project Schedule (be realistic)
- **Cost of Research vs Professional Fee**

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## Objectives & What to do with the info

- A clear understanding of...
  - Why doing the research?
    - Marketing Planning/Problem Solving/Monitoring - marketing strategy/4Ps/BHT
  - What to do with it?
    - How is it going to help?
    - What decisions the organization needs to make?
  - What are the limitations
    - The realistic options for change - to what extent can changes be made to
      - product form,
      - communications,
      - packaging and
      - distribution etc.

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## 马斯洛需求层次



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