

marketing
research
is a matter
of **facts!**

(...or is it?)



Contents



▶ What is research for?

▶ The surprises that research can spring up



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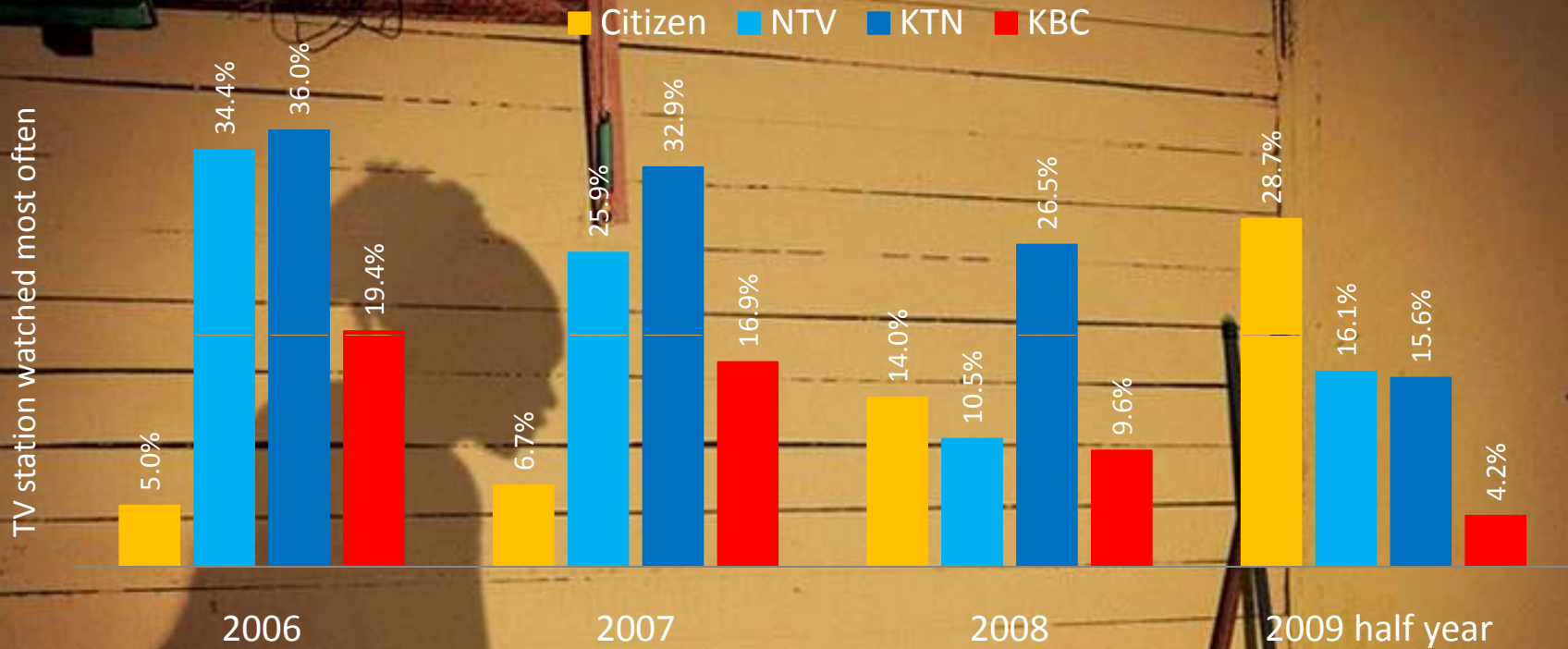


What is research for?



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What is research for?



► The state of affairs at a given point in time



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What is research for?

I think they will become too big and become aloof. From past experience, the bigger the bank, the more aloof it becomes. But as long as it doesn't affect their operations and ours, then it is a good thing

What we want is good service and so long as they provide that, then there's no problem with the merger

Bank customer, Mombasa

Bank customer, Nairobi

► Assessment of risk



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What is research for?



Use the name Sprite Light instead of Sprite Zero
Utilise the 500ml clear PET bottle
Retail at 50/-
Pitch it to older consumers (30 years +)



► Decision making



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What is research for?

Own
assessment
(average = 3.8)



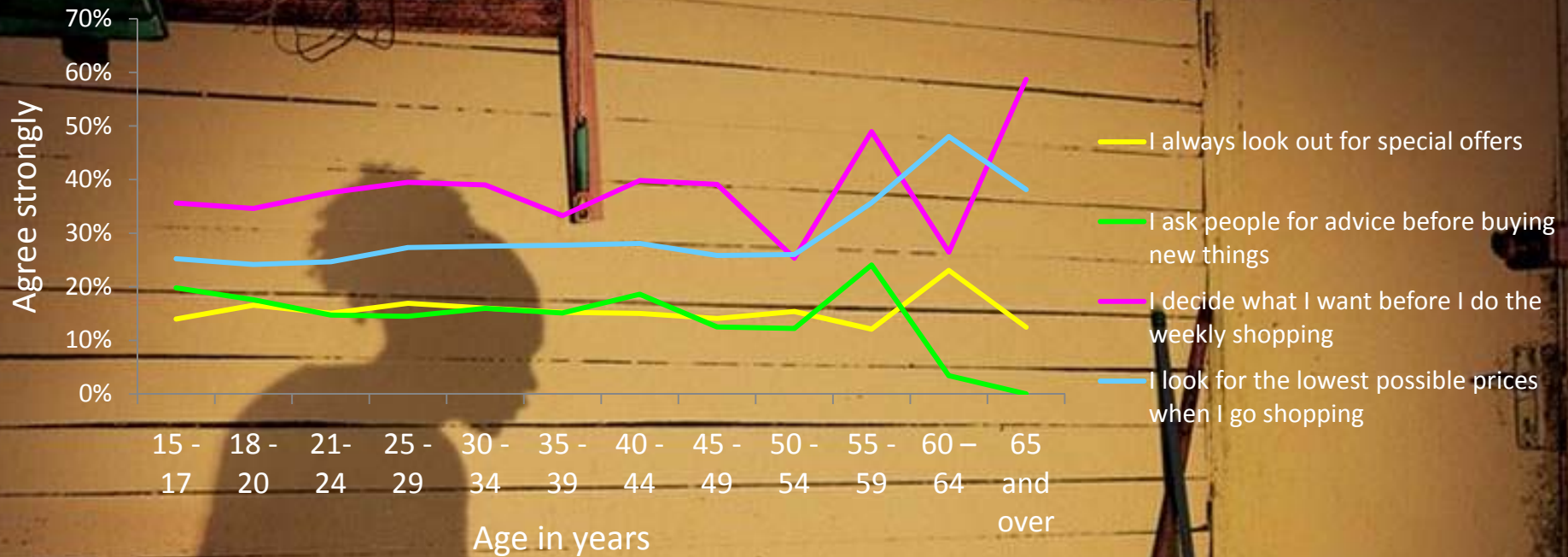
Customer
assessment
(average = 4.1)

► Evaluating performance



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What is research for?



► Testing hypothesis



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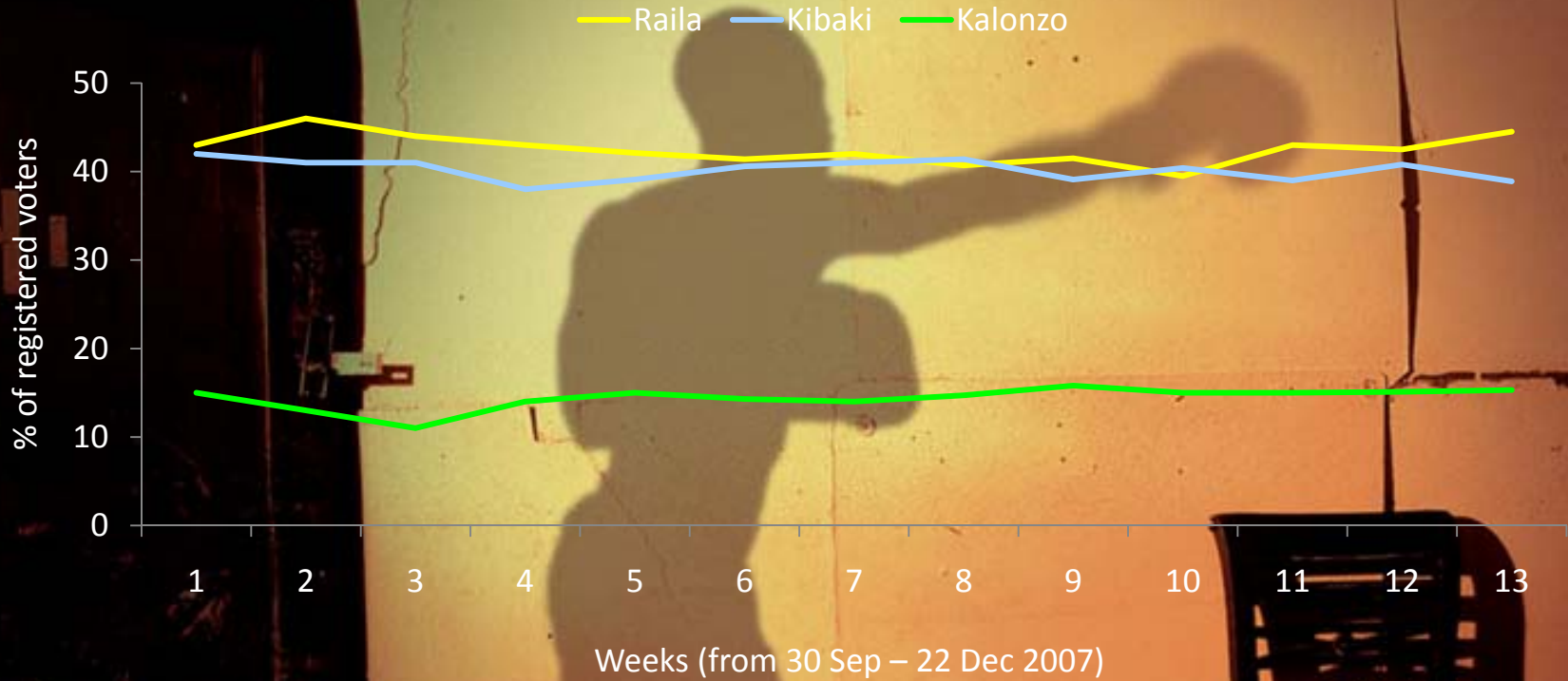
A photograph of a person's shadow cast on a yellow wall in a room. The shadow is of a person sitting on a chair, holding a guitar. To the left, there is a bed with a pink and green striped blanket and a patterned pillow. The floor is made of reddish-brown tiles. The lighting is warm and directional, creating a strong shadow.

The surprises that research can spring up



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Exhibit 1

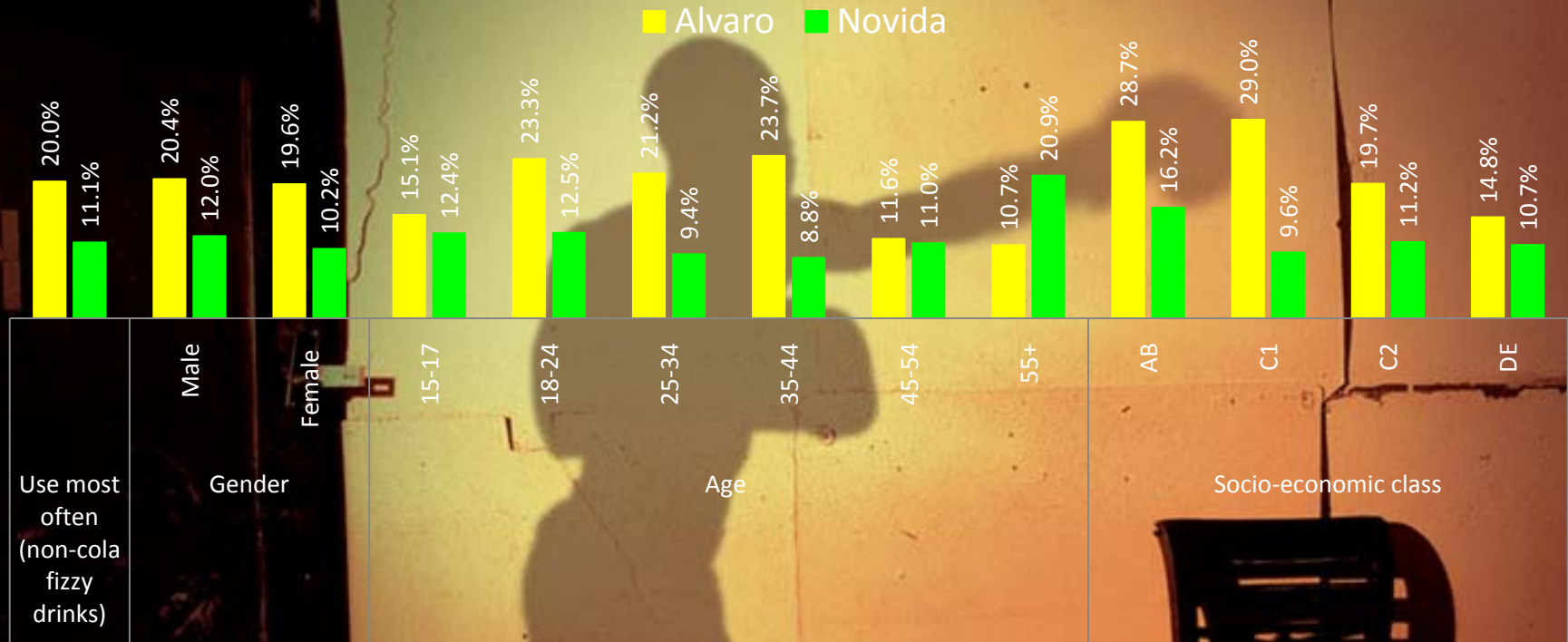


► The winner does not always win



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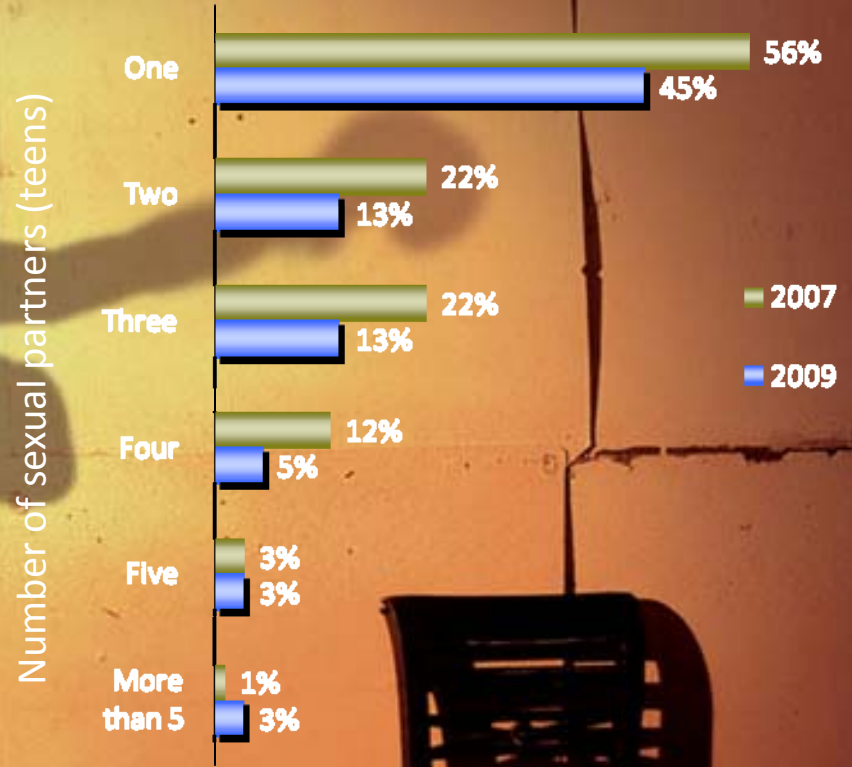
Exhibit 2



▶ Being dominant in a category does not mean a competitor cannot beat you at your own game



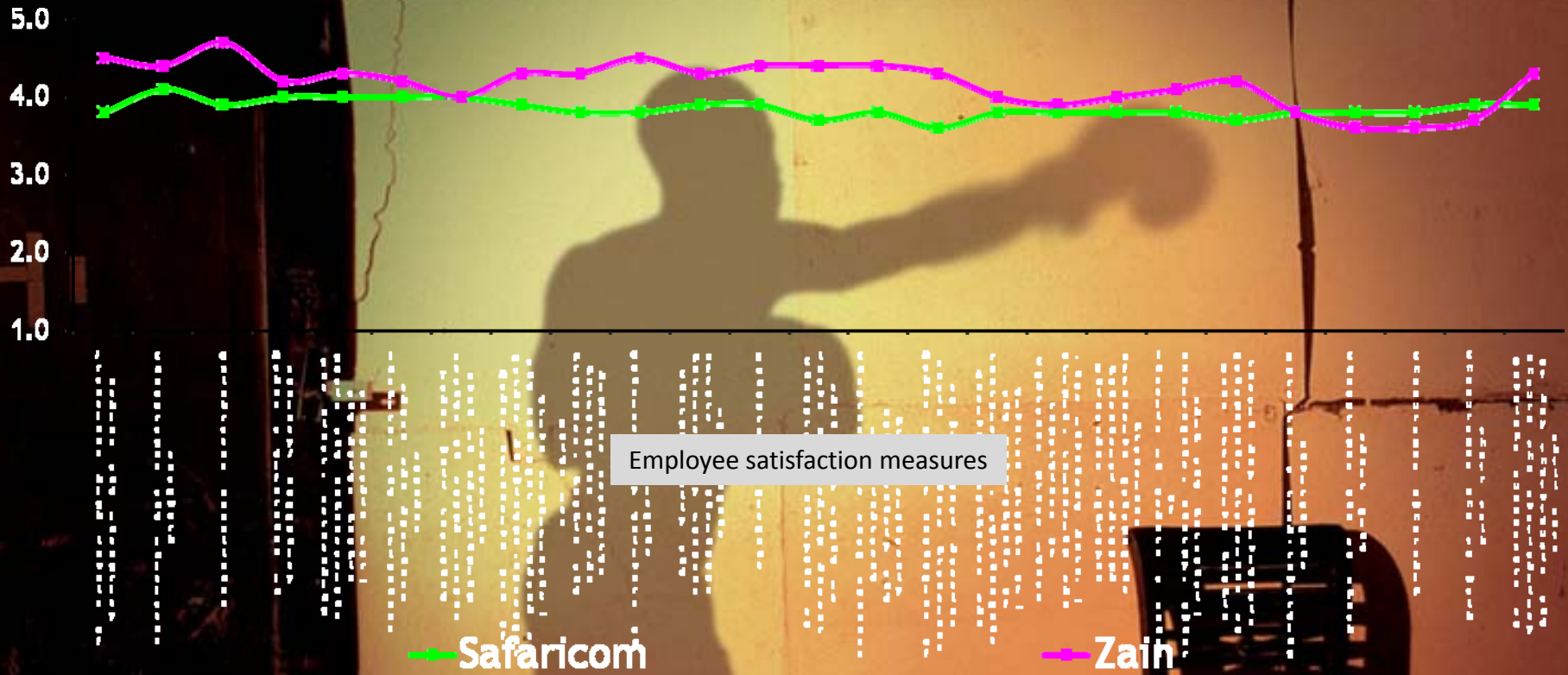
Exhibit 3



▶ 'Chilling' is the new word for bonk



Exhibit 4

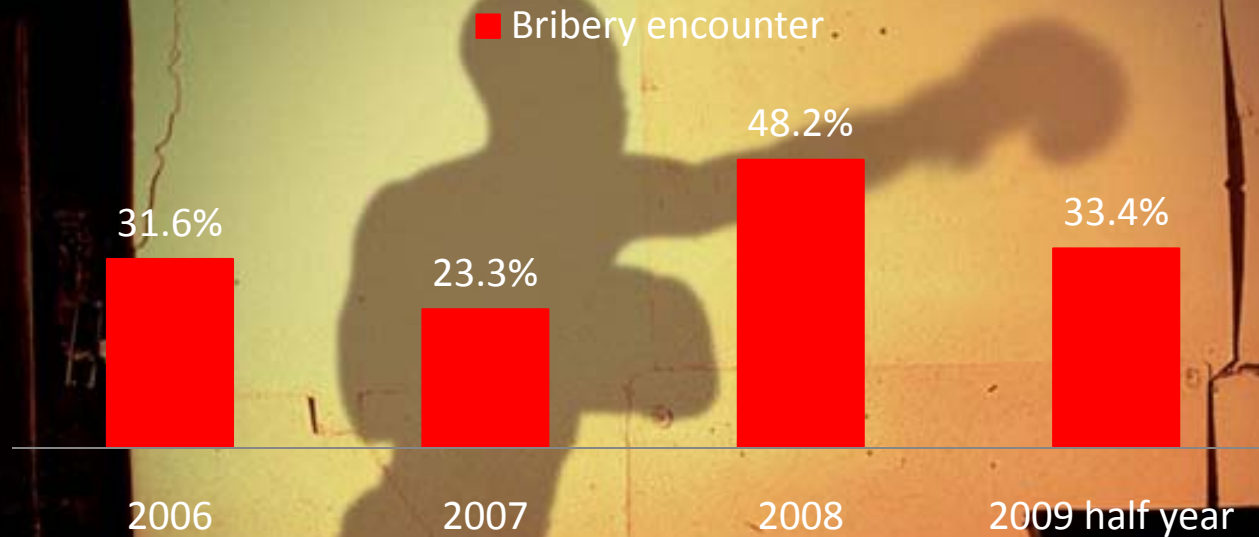


▶ You can be a corporate underdog and still make employees happy bunnies



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Exhibit 5

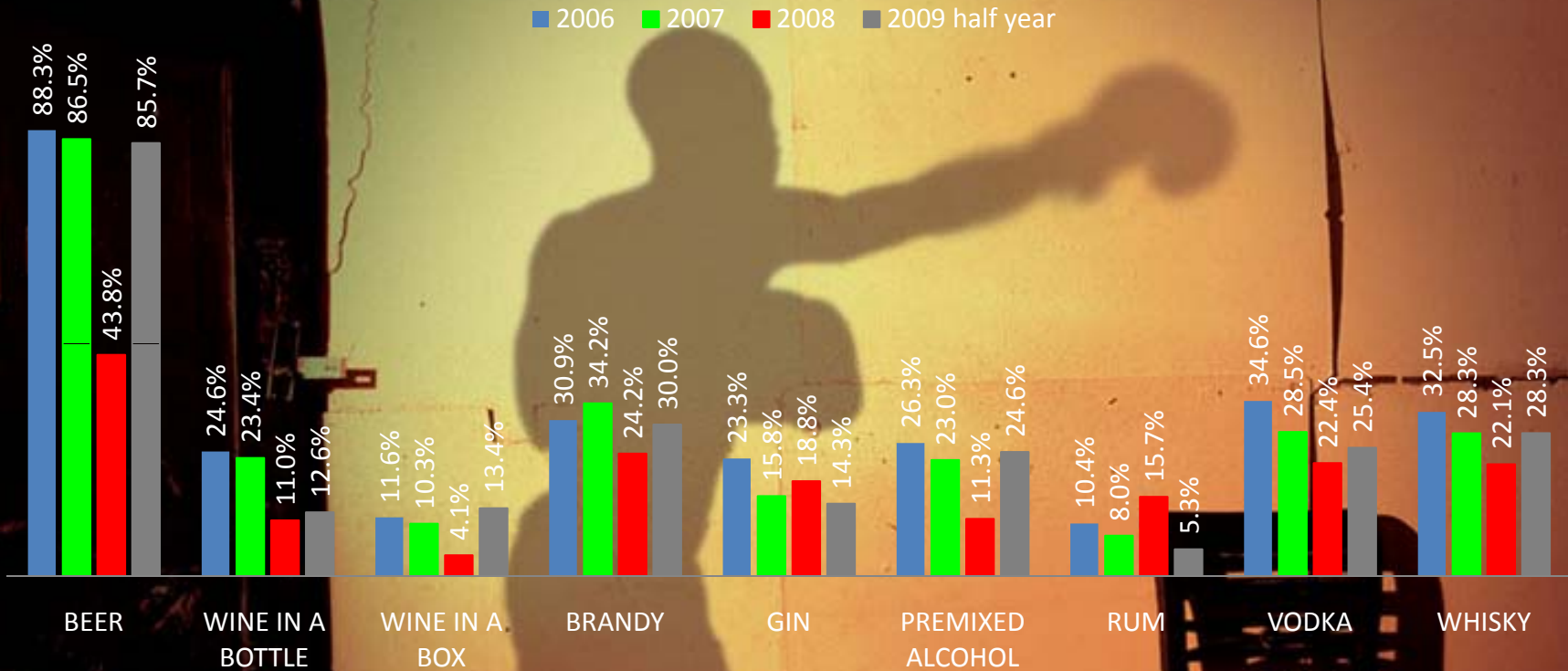


► Are elections a better antidote to corruption than the KACC?



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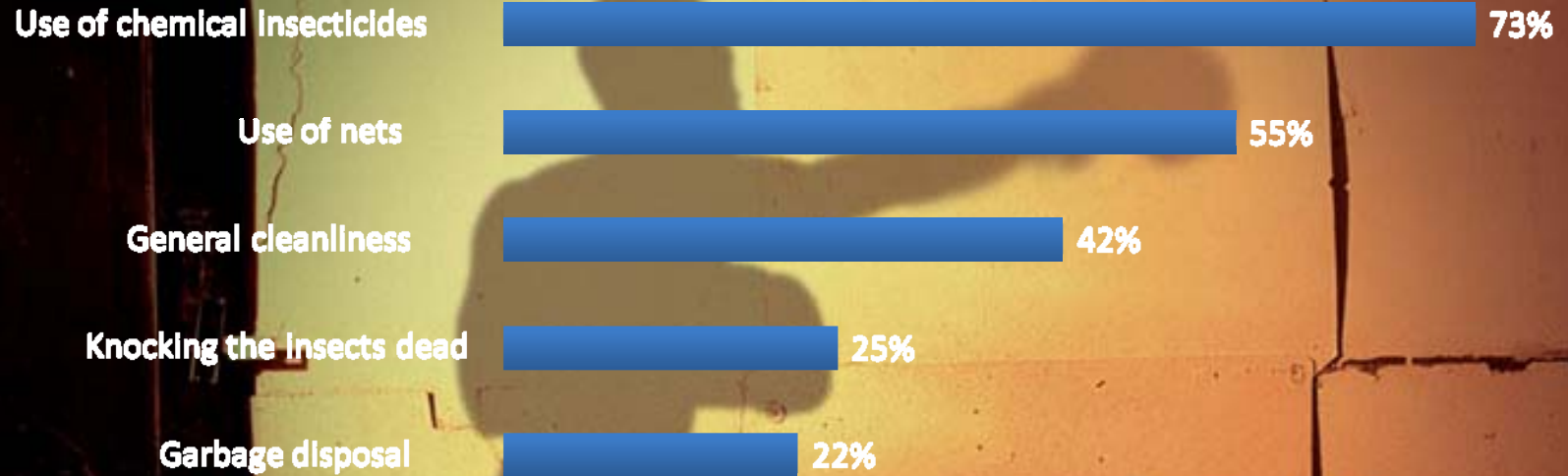
Exhibit 6



► Stress, it appears, makes people drink less, not more



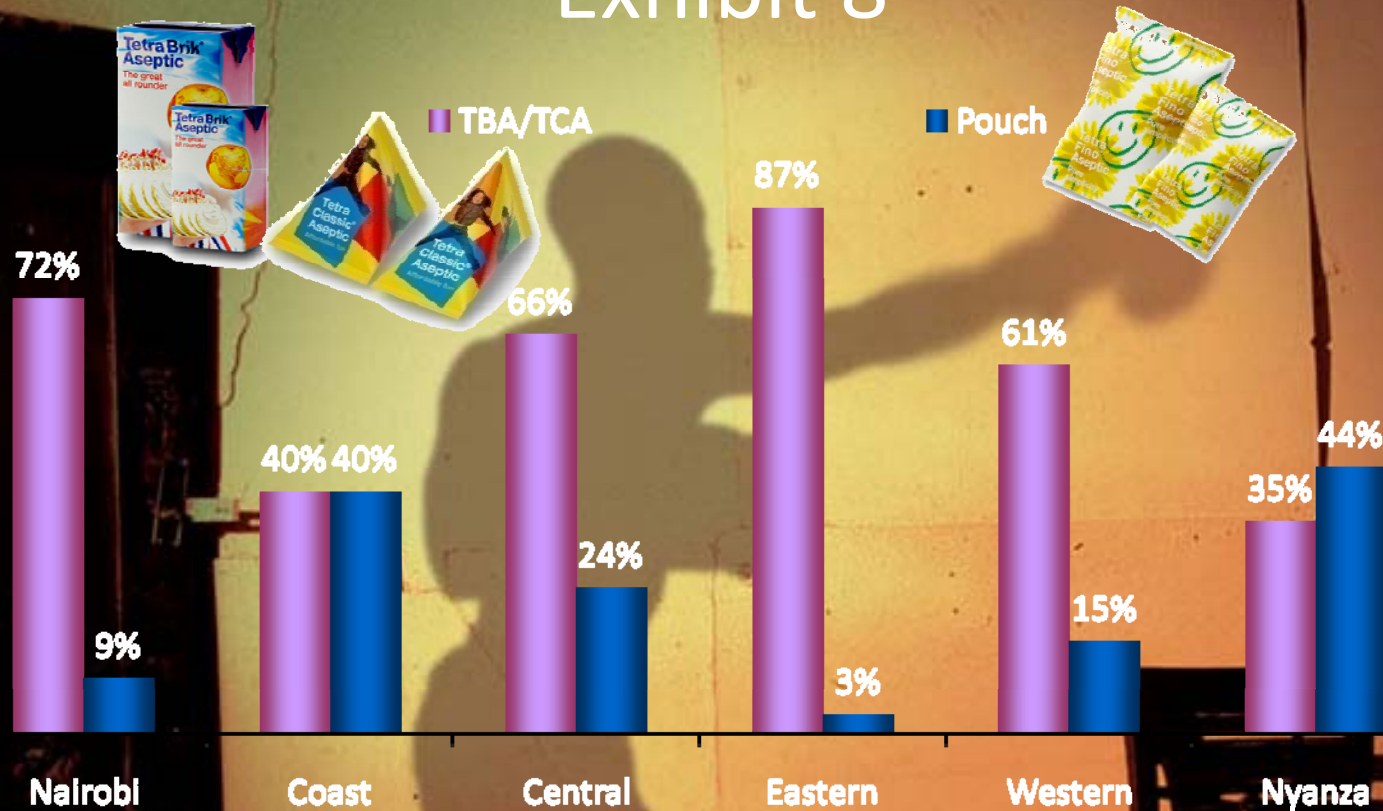
Exhibit 7



▶ All that thumping you hear next door is not spouse-beating; it is pest control



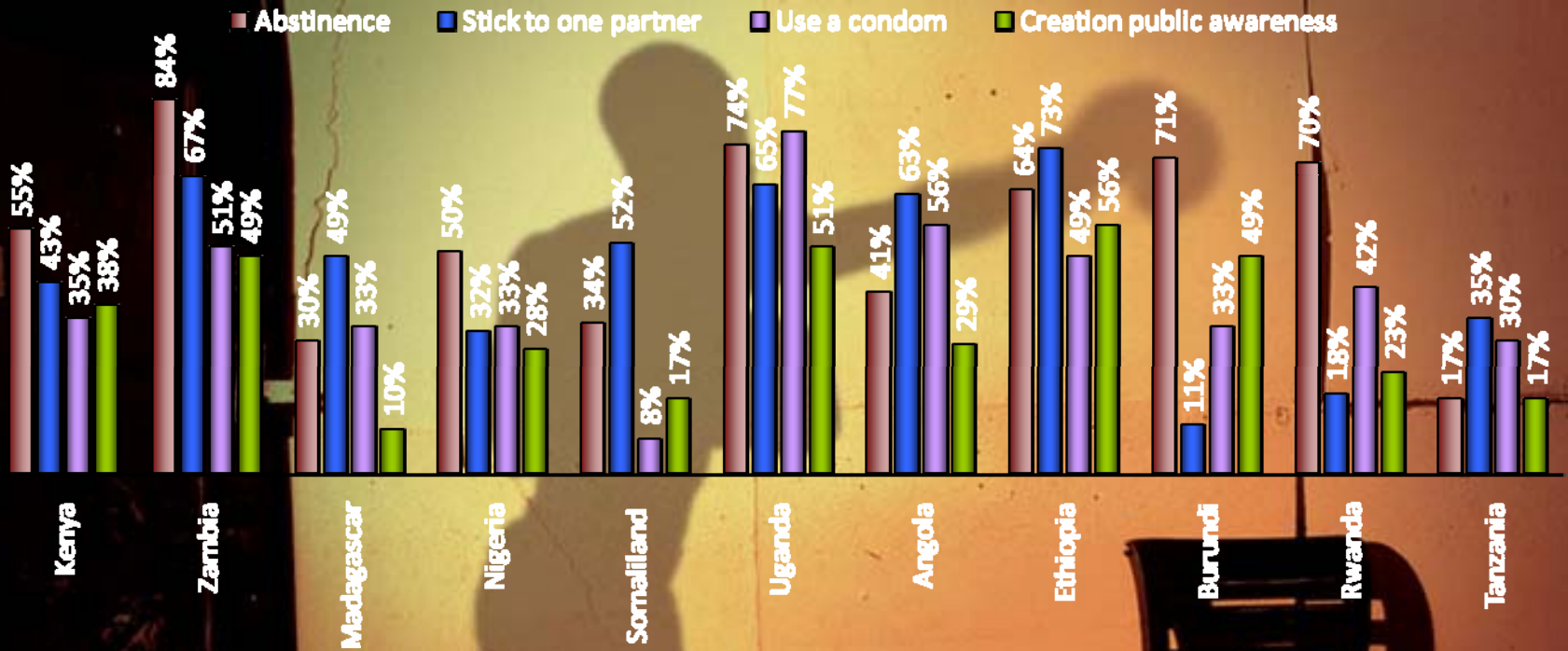
Exhibit 8



► The national poverty index is measureable by the uptake of cheaper packaging...



Exhibit 9



► ...while the continental truthfulness index can be determined by claimed actions to avoid HIV infection



Exhibit 10

Body care priorities	Men	Women
Face	38%	60%
Teeth	28%	14%
Hair	8%	9%
Armpits	12%	5%
Hands	4%	5%
Neck	1%	0%
Nails	2%	1%
Toes	1%	1%
Private parts	1%	1%

- ▶ Private parts are overrated – personal hygiene is driven by social judgement of the outers



A photograph of a person's shadow cast on a yellow wall in a room. The person is sitting on a chair, and the shadow is clearly visible. To the left, there is a bed with a patterned blanket and a pinkish-red curtain. The floor is made of dark tiles. The lighting is warm and directional, creating a strong shadow.

Summary and sources of data



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Summary

- ▶ Some applications of research
 - ✓ Determining the state of affairs
 - ✓ Assessment of risk
 - ✓ Aid to decision making
 - ✓ Evaluating performance
 - ✓ Testing hypotheses
 - ✓ And much more ...

- ▶ Research is useful in everyday and business life
 - ✓ It helps you see, decide, act, measure



Summary

- ▶ Research data can obscure
 - ✓ Hence, the 'facts' presented should be used as an aid to judgment not as a standalone deck of information for decision making
 - ✓ Marketing practitioners like you ought to bring your knowledge of products and brands, consumers and markets, societies and cultures to bear when interpreting research information
 - ✓ Only then will the surprising insights catalogued here come to light



Sources

CONSUMER



INSIGHT



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Thanks



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