

BEHAVIORSCAN, ERIM, SCANAMERICA AND MARKETING EDUCATION

Dave Kruegel, San Jose State University, San Jose, CA 95192

ABSTRACT

Electronic innovation is changing the way market research is conducted. It is now practical to combine supermarket "scanner" data, TV viewing patterns, package good purchase histories, and household demographics into a single data base. These data can be used to study the detailed effects upon consumer purchases caused by television advertising variables such as copy, weight, and flighting, and also to investigate other variables important in consumer purchasing decisions.

Three providers of this "single source" data are BehaviorScan, Erim, and ScanAmerica. These services are reviewed and compared with particular attention given to BehaviorScan. Then the use of data from BehaviorScan in marketing education is considered.

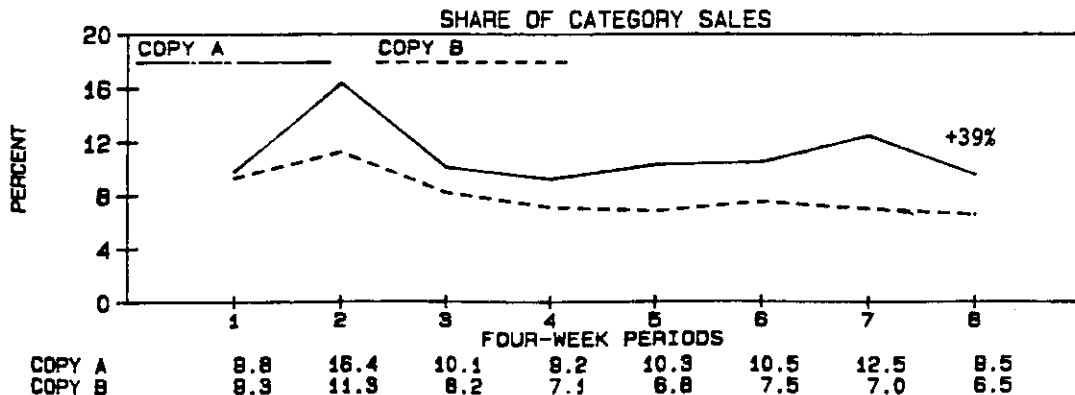
BehaviorScan gathers data from ten small cities, such as Visalia, CA, dispersed across the US. Each test city is served primarily by cable TV. The television sets of panel households, about 3,000 per city, are "individually addressable" so that test commercials can be directed to different "experimental" and "control"

groups for testing different products and promotions. Unique test groups for each marketing experiment are formed on the basis of demographic characteristics and purchasing histories. Purchases for both panel members and community residents are captured by supermarket and drugstore scanners. The net result is that BehaviorScan provides a method for conducting powerful marketing experiments.

BehaviorScan data suitable for classroom use are now becoming available. This is important because accurate reports of easy-to-understand, designed marketing experiments have been difficult to locate previously. Illustrative results from one of seven reported BehaviorScan experiments are presented below.

The reported experimental procedures and results can be used either to illustrate substantive marketing and advertising generalizations or to illustrate methodological principles.

Instructors and students no longer need to depend excessively upon hypothetical examples or a few well-known reports such as Ackoff's Budweiser studies. The information revolution has changed marketing research and also has provided an opportunity for advances in marketing education.



Source: "Measuring Advertising Effectiveness with BehaviorScan: Capabilities and Case Examples," 21 pp. and "New Product Testing with BehaviorScan Capabilities and Case Examples," 22 pp. Available from: Information Resources Incorporated, 150 North Clinton Street, Chicago, IL, 60606; phone 312 726-1221.