



MARKETING RESEARCH

Naqib DANESHJO

Abstract: If marketing research is able to fulfill its mission - to provide information, it has to focus on important issues for the company, to be representative, credible, properly timed and economical. This implies that a correct procedure will be applied in shaping. Each process of marketing research is unique and it depends primarily on nature of the studied problem. General steps can be, however, outline in the sequence of execution of marketing research, which follow logically completely independently on the extent and depth of marketing research.

Keywords: Marketing research, marketing strategy, steps of the process, implementation.

Introduction

Marketing research can be understood as a series of successive operations or actions that are aimed at determining collection, processing and interpretation of data for the purposes of marketing management. This sequence is called the process of marketing research. It represents the user manual, the recommendation to design, to develop and to implement a research project in its aggregate form:

- Identification of research objectives, defining the problem and what benefits we expect.
- Determination where we draw the information, determine resources.
- Methodology and technique of collecting information for problem solving.
- Determination of the sample size.
- Gathering information to solve the research problem.
- Analysis and processing of information.
- Processing and presentation of the final report.

Process of marketing research

The process of marketing research is understood as a chronological sequence of follow-up steps, it also contains much feedback raised by need for reassessment, drafting or revising various aspects of the process.

Marketing research is a set of activities that serve to examine internal and external conditions of the company, company development and company management. It is a part of business planning. It focuses on problems in a perspective way, but also intermediate and short-term. A company should perform marketing research after use of all available internal information because the costs of execution of marketing research are high and they should not exceed the expected benefits. If the company desires to change its marketing strategy or tactics, and it does not have enough current and specific information, then it is forced to invest in marketing research. Marketing research relates to information and data collection methods which provide a coherent representation of a need and its potential solutions. The system may be used for ongoing monitoring of the marketplace or on a step by step evaluation of a product concept.



Marketing Research relates to the systematic collection, recording and carefully analyzing the data about problems related to the marketing of goods and services.” According to Philip Kotler, “Marketing research is a systematic problem analysis, model building and fact finding for the purpose of improved decision-making and control in the marketing of goods and services.”

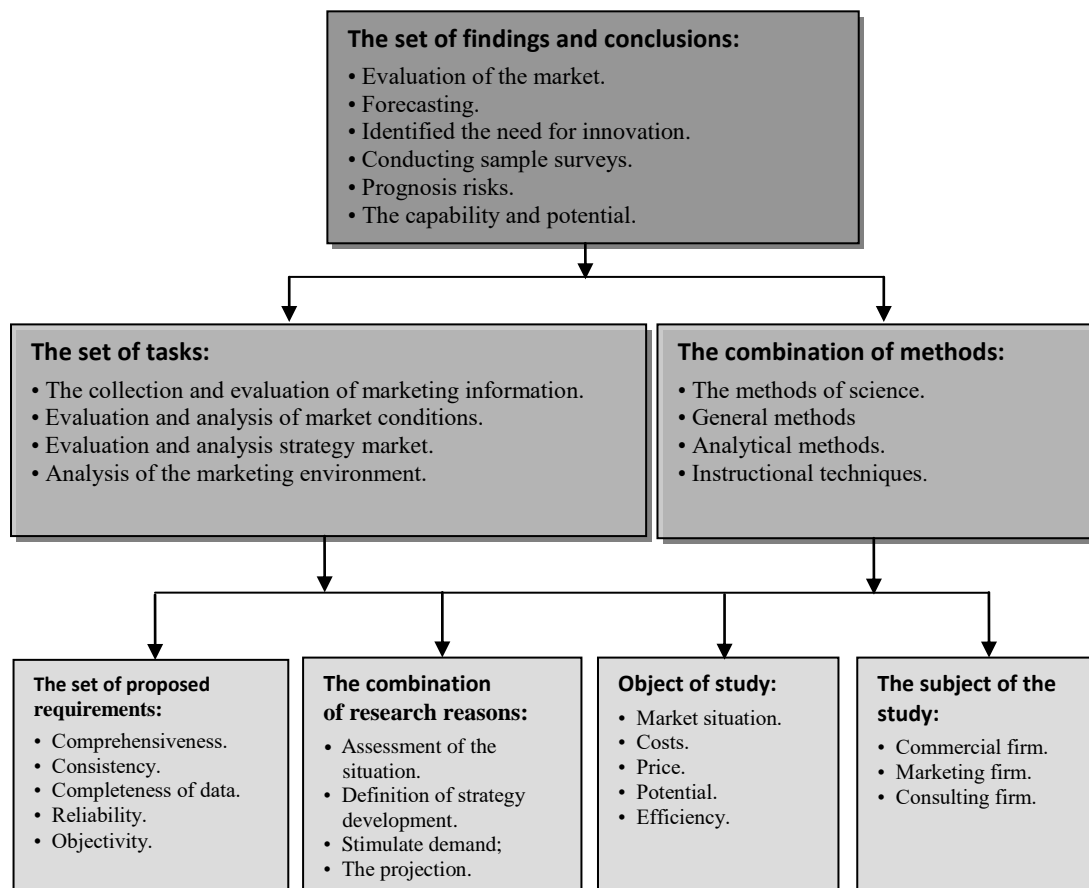


Fig. 1 Integrated model of marketing research

A special place in the statistical models occupy and econometric models of market activity, which is a system of mathematical relations describing certain socio-economic object, process or phenomenon. In marketing research are quite widely used simulation models that reproduce the operation processes of the object. It also uses linear programming model, particularly in solving transportation problems. Consider a comprehensive model of marketing research.

Any model is based on certain principles, so market research should observe the following principles:

- Scientific, i.e., explanation and prediction market studied phenomena and processes based on scientific principles and objective of the data and identify patterns of these phenomena and processes.
- Consistency, i.e. the allocation of individual structural elements constituting phenomena detection and hierarchical degree of subordination.



- Complexity, including the study of phenomena and processes in their entirety, and relationship development.
- Accuracy, i.e. obtaining adequate data by providing scientific principles of collection and processing, the exclusion bias in the estimates careful monitoring, the use of computers and created a science research tools.
- Objectivity – the requirement to take into account possible errors measuring a phenomenon not adjust the facts under predetermined scheme, be careful in interpreting the facts.
- Initiative, that exercise creativity, taking initiative, finding new, innovative ways to study: conservatism is contraindicated to marketing research.
- Effectiveness, i.e. the achievement of the objectives put forward, comparing the results with the cost.

Steps of the process of marketing research

It is important to carefully plan the research process and formally recognize the relationship between the stages. The researcher should write a formal plan for the project, including the background information and statement of objectives, which then becomes the master guide for implementing and controlling the research project. Each step in this research process will now be introduced. Marketing research process has five basic steps:

1. Defining the problem: Processing research project: to define the problem and determine the aim of research is often the most important step in the entire marketing research. After the clarification of what is the subject of the research, what information it should bring, a plan or a project of the research is usually processed. It contains all essential facts related to research tasks. There is included the purpose, the methods, the techniques of the research, the sample size, the method of processing information and other facts needed to solve. A part of the project is also the price and the deadlines, in which the steps will be performed.

Closely related to problem formulation is the development of a working hypothesis, or an assertion about a state of nature. While hypotheses are crucial for basic research because they tell the researcher what to do, the concept of a hypothesis can also be useful in decisional research to direct the development of the research problem statement. In most cases, the marketing researcher will not explicitly state hypotheses for the research. Research problems and hypotheses meet the following criteria:

- The problem statement expresses a relationship between two or more variables.
- The problem is stated clearly and unambiguously in question form.
- The problem statement implies possibilities of empirical testing.

Where properties of good hypotheses include the following:

1. The hypothesis is a statement about the relationship between two or more variables in declarative statement form.
2. The hypothesis carries clear implications for testing the stated relationship (i.e., variables must be measurable or potentially measurable).

2. An analysis of the situation and an identification of sources of information: After defining the basic problem that we solve in the research it is useful to carry out an analysis of the



situation in the field of information, i.e. which information is necessary for the solution which ones are available and which must be found. A decision about which sources of information we shall use is therefore the next phase of the research.

Many research organizations conduct its own agency investigation, they "sell" the results for smaller amounts than an execution of own research costs. Information that is collected by advertising agencies, some publishers, journals, directories containing lists of trade and professional associations, etc. can be used. For example the Slovak marketing association has its own library and it gathers information from a variety of areas.

3. Information collection: Gathering primary information (basic methods - observation, questioning, experiment): A decision on how primarily information will be obtained which type of research we use depends not only on the nature of the problem addressed but also time and financial possibilities. One of the possible breakdown of research is divided into quantitative and qualitative.

A fundamental difference between those two types of research can be considered that a quantitative research detects primarily factual, quantitative observable data, where it explores a relationship between causes and effects in the next stage. A quantitative research can also bring for example knowledge about lifestyle, prices, and even purchase intentions of residents, etc. We can calculate how many percent of respondents use a particular product, average satisfaction with it. The essence of qualitative psychological research is an analysis of relationships and dependencies causes, directly examined the unit and their generalization. A qualitative research often looks for detailed answers to the question "why".

4. Analysis and interpretation of information: Collecting data through any type of research is followed by their analysis and interpretation. This step represents statistical concepts expressing such frequency, mean values, dependency ratios between variables for quantitative research. There are computer programs "statistical package" that simplify this step. The representativeness of the data and their validity are also assessed, i.e. the extent to which the data really is evaluated what they have to evaluate. Each individual "case" is analyzed in a qualitative research, indirect psychological methods are used, it is finding the causes, motives. A choice of methods for the analysis of the data depends on the research objectives and the type of the research we chose for this objective adequately. When combining research methods, that is where we used methods and techniques of both types of research, it is necessary to combine the evaluation procedures.

5. The final report: Solution of the problem: the final step is the processing and presentation of the final report which must include:

- Determination of the scope and objectives of the research.
- An overview of methodologies.
- A description of the study sample.
- A summary of basic research knowledge.
- Recommendations for solving the problem studied.



Research results are basis for marketing decisions to address the problem, which was the subject of the research. Findings of the research should provide management information that can be applied to planning marketing strategies, whether provide information, whether to answer a series of specific questions such as an impact of various factors on product sale, brand image and effectiveness of action promotional mix. A worker of marketing research executes various tasks. Sometimes their task is to find out just one piece of information, e.g. : how big the firm's share of the market, sometimes it is a more complex task, such as : finding brand loyalty. Although each of these tasks requires a special approach and individual companies may use different methods, process of research can be generalized into several steps. In general, marketing research can be understood as a series of interlinked activities or actions which are arranged in a logical sequence.

Conclusion

An effective implementation of the research assumes to consider in advance all the steps and understand their mutual relations. Market research means a cognitive activity of market factors and their mutual relations. It is a purposeful examination of a particular market and is a part of marketing research. It includes obtaining information on both sales as well as the supplier markets of one organization in terms of its size, structure, and so on.

In practice of marketing research, we encounter to the categories of qualitative and quantitative research. A fundamental difference in their use is primarily connected with our previous knowledge of the problem studied. Until we solve a problem about which we know little, it is necessary to begin to find new contexts. Then we shall use qualitative methods. We shall use quantitative methods in known situations where basic types of addictions have been demonstrated. A company can implement marketing research by its own research department, or partially or completely it can be outsourced through specialized research firms. Then it is preferable to apply several suppliers to submit tender proposals of research project. Prior to the adoption of a research project it must be carefully considered whether the research is justified. If it is probable that the expected financial benefits from increased awareness will be higher than the costs of research, we can proceed to the elaboration and preparation of the project.

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Contact address

doc. Ing. Naqib Daneshjo, PhD.
Ekonomická univerzita v Bratislave,
Podnikovohospodárska fakulta so sídlom v Košiciach,
Katedra obchodného podnikania,
Tajovského 13, 041 30 Košice
daneshjo47@gmail.com

Recenzent:

1. doc. Ing. Vladimír Rudy, PhD.
2. doc. Ing. Lucia Bednárova, PhD.