

TYPES OF MARKETING RESEARCH AND THE USE OF IT

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Abstract

In terms that production and supply of goods and services is considered as the basis for measuring the degree of economic development of countries, an element that would ensure sustainability of the process plays a crucial role. This element without doubt is consumer that has right to choice. Therefore in order to option that is in front of him, and according one of them takes precedence over another, another is very important and crucial, Must know these things, analysis and product thing based on them. Marketing of products and services is the factor of survival and development of enterprises and institutions, therefore, it has a particular importance and in the cycle of production to consumption is a key point. Now if this process can be supported by market research, which is part of marketing science, will definitely more efficacious. In marketing, the information is not only as a basis for better decisions. But also is a valuable asset that can strategically bring competitive advantages. Rossby Gazir

1. Introduction

Today, society more than ever is faced with a shortage of resources and diverse needs, therefore, therefore, to identify opportunities and optimize the use of limited resources to meet needs is important. Achieving this goal requires understanding the client's interests, understanding of market developments and proper planning. To conduct a successful business, it is important to know who your customers are, what they need and how they can be accessed. Marketing research can help you to get specific and accurate information about your customers and competitors, which is an important part of starting or expanding your business. Consumer demand effects on all activities of your company and led it and can determine the success or failure of your business. Environment where your business do there can be so dynamic. (McDonald,2012)

Changes in economic conditions, demographic changes, new regulations and technology changes can all affect the way your business. In situations where production and supply of goods and services is considered as the basis for measuring the degree of economic development, the element play crucial role that guarantee the stability of the process. (Samuel Craig,2007) This element without doubt is consumer that has right to choice. Therefore in order to option that is in front of him, and according one of them takes precedence over another, another is very important and crucial. So must know these things, analysis and product thing based on them. Marketing of products and services is the factor of survival and development of enterprises and institutions, therefore, it has a particular importance and in the cycle of production to consumption is a key point. (Tsu Wee Tan,2006) Now if this process can be supported by market research, which is part of marketing science, will definitely more efficacious. (Wayne,2004) Rossby Gazir believes that in marketing, the information is not only as a basis for better decisions. But also is a valuable asset that can strategically bring competitive advantages. What is marketing research? Research includes full review of subject to regular and consistent way based on objective methods to learn the basics or it's related. application of marketing research domain: one of the things that led the decision

maker and provides for marketing managers is marketing research, a variety of utilization comes from marketing research that include

* Marketing research, is first step to identifying buyers, as a result, is infrastructure of organizations that manage their business performance according to customer needs.

* Marketing research is used in marketing policy and thus from controllable and out of control factor in marketing, use in best way.

* Marketing research, to discover new markets, expands the use of the former goods and Services

* Marketing research lead to elimination of decision that is based on incorrect information or guesses, Since usually in important business decisions there is no way to return, avoid from heavy investment

* Marketing research will reduce costs

*Marketing research increase impact promotional activities and will increase sales.

2. Marketing research can help you:

- To better understand the characteristics and preferences of your customers
- Identify opportunities to increase sales and grow your business
- Put the level of competition in the market place under the auspices
 - Reduce risks to business decision
 - Develop a business plan and complete

Formed businesses that think about fundamental changes such business development or change location can also use from marketing research in support of their decision.

Other routine items that may require marketing research are:

- The launch of a new advertising campaign
- Increased product inventory levels
- Offering new lines of products or services

3. What is marketing research?

Research is to investigate the whole subject of systematic and in integrated way, based on objective procedures to obtain discovery of data or its affiliates.

Domain of using marketing research and the benefits of marketing research

One of The cases that provide creative decision marketing managers is marketing research. Different utilize of marketing research will be done, which include such:

Marketing research is a first step in identifying buyers and as a result, is infrastructure management of organization that adjust themselves according to the needs and demands of customers. Marketing research is used in determining marketing policy and so used from the controllable and uncontrollable factors in the market is the best way. Marketing research by discover new markets, expands the use of the previous goods and Services. (Reynolds,2008) Marketing research because elimination of decision that is based on incorrect information or guesses and because usually after making important business decisions, there is no possibility to return avoids heavy investments in unnecessary part. Marketing research led to costs reduce. Marketing research increase the impact of promotional activities, increase selling. The role of marketing research is to establish a link between the organization and the customer or consumer through information. (Malhotra,2011)

4. Marketing research can generally be divided into the following groups:

A) Research on Market

- Review a product or company's market share compared to competitors
- Examine how market Segment
- Channels of distribution compared to competitors

- New product market entry feasibility

B) Research about customer and consumer

- Study society characteristic of product customer

- Study purchase model of customer

- Study consume model of customer

- Study customer loyalty to business brand

- Study level of customer satisfaction from product

- Study needs, demands and customer expectation from product

- Study characteristic of goal market in purchase decision making process

c) Study about product

- Study parameter of product in compare with competes

- Study state of company in goal market (identifying, performance, perspective, satisfaction)

- Study state of product of a company from product, price, and distribution and develop purchase

- Product pre-test in order to access customer taste

- Study parameter of product such as market share, influence people, product preference

- Study packaging product

- General level of conducting marketing research

- 1. The problem adjustment

- One most important activities of marketing research, is the defining problem

Part of the definition process; include the specific objectives of the research project, while this goal doesn't clear, we cannot go to the next step.

- 2. Determine research design

• Research design and data sources closely related to each other, depend on the level of our understanding of the problem. If our understanding of the phenomenon under study is relatively low, research will be exploration; in the case of accurate recognition the issue of research is descriptive or causal.

- 3. Determine data collection

- If the information is not readily available or be inappropriate, should rely on original data that specifically collected for the study. Otherwise the above reasons, secondary data that before collected for some reason except current reason can be used.

- 4. Design of data collection forms

When data collection was determine, should decide about kind of project or view which estimate projects need better.

- 5. Sampling

- At this stage, the researcher must decide whether to go for an interview or send questionnaire to whom.

Sampling must be according to the following.

- The sampling frame

- Sample Selection

- Sample Size

- 6. Data collection

- This step is required for field study. Methods of field study mostly are determined through data collection, data type and sampling method.

- 7. Data Processing

- At this stage, to ensure full and continuous forms data collection and implementation of the orders and instructions, forms should be carefully corrected and adjusted.

8. Analysis and interpretation of data

At this stage the results obtained are interpreted in relation to the problem. In analyzing the data, tables and diagrams can also be used.

9. Preparing the research report

The results of research are usually in the form of written or oral report is provided to managers Research findings should provide simple and about information needs related to decision-making positions.

5. Types of marketing research

- quantitative researches

- In quantitative research, the methods used that the can measured results.

These methods are based on surveys research which is often used by samples more than 100 people. But the researchers do not believe that only quantitative methods can be used. Most researchers believe that, we must first with using qualitative methods aware the views and opinions of individuals and then seeks to provide figures rise. So maybe the best way is to use a combination of qualitative and quantitative methods. (Levy,1995)

6. Qualitative Research

- In some studies, the researchers would not only know what happened but about the cause it happened and the way to find a deeper understanding. Qualitative research is mostly to investigate why subject happened, this does not take action in response to the measurement. Qualitative research can provide rich and useful data, and the researchers with this kind of attitude, can understand behavior, needs and motivations of the following subjects. In qualitative research mainly use free interview methods and group discussions. (Hart et al ,2011)

7. Comparison of qualitative and quantitative research

- Qualitative research creates a better view of the matter, while quantitative research has sought to quantify the data and statistical analyzes. Whenever a new subject is introduced in market research, qualitative research with proper quantitative research begins. Sometimes, qualitative research is use in order to explain the quantitative research. Applying the results of qualitative research, as research definitive and to extend the results to the general population, is a wrong performance. It is better that these two types of research are used as complement each other rather than as rival. In following table, compares the terms of various qualitative and quantitative researches discussed.

Qualitative Research	Quantitative Research	Criterion of Comparison
To gain more understanding about the causes and motivations	quantitative of the data and the results of the sample to population studied	Target
Small, is not representative of the .population	Large, is representative .population	sample
Un Structured	Structured	Data collection

Non-statistical	Statistical	Data Analysis
Improve the basic understanding of the subject	Developed for operation	Result

8. When marketing research is useful and helpful?

- 1. When there is not enough information for marketing decisions.
- 2. When there are a number of ways, and we do not know what to choose.
- 3. When inside organization there is conflict on issues such as the organization's policies, objectives and strategies
- 4. When a problem effects is seen, such as loss of market share or poor distribution.
- 5. When we get a new job, including new product releases, price changes, creating new distribution channels, changes in packaging or market share

9. Selecting marketing research team

- Organizations and institutions to decide about doing a project within their organization or outsource must considered some things. The following some circumstances in outsourcing marketing research recommended:
- If the project has wide range (or large number of samples must be done in a region or area)
- Lack of expertise or lack of time for the project
- In many cases in order to avoid distortion of the results, the use of outside experts recommended

10. What is the use of marketing research?

Before starting, determine clear goals about which activities you want to do market research, you must specify causes and thing that you need to aware about it. After determining your goals, set a strategy and techniques for data collection. Two wide types of research that can be doing are primary research and secondary research.

- Primary research includes information directly collected from potential clients via survey, focus group, survey groups, etc. You can either do the research yourself or hire a company to do it for you. If you do your research, you can reduce expenses and further your knowledge of the market, adding to your business. Detriment of basic research is that could be time consuming and expensive, especially if hired a marketing company to do study. The benefit is that you can make certain groups (such as customers or geographic markets for business), the target and do the research and be able to respond to specific questions.(Bootee,2010)
- Secondary research study data have already been collected, including data on population statistics and industry and use it in your own business or marketing plan. The secondary research use sources such as company records, surveys, research studies and books. This is usually take less time toward primary research and can be cheaper. Although secondary research considered less than primary research can give valuable information. Below are examples of questions that can be examined during the secondary research will be present:
 - How is the current economic situation, and it is changing?
 - What are the industry trends?
 - Whether there is an international market for my product?
 - Who are my customers? (Population, age, income, where they live, etc)

- What is the market opportunity?

11. Conclusions

As mentioned marketing research collect, record and analyze data systematically and objectively about the problems associated with the marketing of goods and services. View performance of customers in order to understand what it draws attention finally, concluded from the observation is its tasks.

- Market research, interact your connection with current and potential customers
- Marketing research reduce activities risk
- Marketing research to discover potential problems
- Marketing research provides a benchmark for you
- Marketing research can help you evaluate the success

Resources

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