

PROBLEMS OF MARKETING RESEARCH IN BUSINESS SPHERE

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Marketing research is the process or set of processes that links the consumers, customers, and end users to the marketer through information — information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications [1].

It is the systematic gathering, recording, and analysis of qualitative and quantitative data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behavior. The term is commonly interchanged with market research; however, expert practitioners may wish to draw a distinction, in that market research is concerned specifically with markets, while marketing research is concerned specifically about marketing processes.

Marketing research is often partitioned into two sets of categorical pairs, either by target market: consumer marketing research and business-to-business (B2B) marketing research. Or, alternatively, by methodological approach: qualitative marketing research and quantitative marketing research [1].

The aim of this article is to prove the necessity of defining the problems in marketing researches and finding ways of their evading.

Companies and other organizations use marketing research to manage the risks associated with offering new products and services. These organizations don't want to spend too much money developing a product line that research indicates will be unsuccessful. Some problems make marketing research costly and produce results of questionable value for the organization.

The marketing research process involves six steps:
problem definition;
development of an approach to the problem;
research design formulation;
data collection;
data preparation and analysis;
report preparation and presentation.

The first step in any marketing research study is to define the problem, while taking into account the purpose of the study, the relevant background information, what information is needed, and how it will be used in decision making. This stage involves discussion with the decision makers, interviews with industry experts, analysis of secondary data, and, perhaps, some qualitative research, such as focus groups.

Marketing research problem is a situation that one company wants to sell their product to reach a goal. Defining the marketing research problem is the most important step in a research project. This task often is made more difficult because of the tendency of managers to focus on symptoms rather than underlying causes. Only when a problem has been clearly and accurately identified a research project can be conducted properly. This is because problem definition sets the course for the entire project.

There are three types of objectives that can be deployed in marketing research:

1. Exploratory research. Used to better define a problem or scout opportunities.

In-depth interviews and discussions groups are commonly used.

2. Descriptive research. Used to assess a situation in the marketplace (i.e., potential for a specific product or consumer attitudes). Methods include personal interviews and surveys.

3. Causal research. Used for testing cause and effect relationships. Typically through estimation.

There are several problems in marketing researches in business sphere [2]:

1) Survey Design. Organizations use marketing research to find out what customers think and what they want. The survey is a direct way of collecting quantitative, or numerical, information and qualitative, or descriptive, information. When there are errors in the survey design, marketing research problems can surface. For example, a company might use a method that is designed to collect a random sample from the target consumer population, but the method is not really random. Therefore, the organization cannot generalize its survey results to represent the target population.

2) Survey Nonresponse. One marketing research problem relates to how the survey is offered to the target population. Marketers design a survey that many customers choose not to respond to. They look at reasons why people don't want to participate, and they might reach conclusions such as the survey takes too much effort or that the incentive for participation is not appealing to respondents.

3) Survey Bias. A survey might include one or more sources of bias. Marketers might believe, for example, that they have created an online survey to appeal to respondents of all ethnic backgrounds, but the survey questions, and even images, might be biased to favor one ethnic group or could offend one or more ethnic groups. A survey's format and content must be acceptable to all audiences from which marketers seek to gather information.

4) Observation Research. Some marketing research involves observing consumers in action and noting their preferences. Marketers can become intrusive, interfering with a consumer's experience to the point that a consumer feels disgusted and leaves the business site. For example, a fast-food chain's researchers need to determine if there is a need for a new location of its store so they survey people going through the drive-through line. Although researchers conduct a short survey, they aggravate customers by slowing down the line.

Summarizing all above mentioned we may conclude that the marketing research problem guides the entire research process. It is important in determining the working hypothesis. With the hypothesis and the research problem, it is easy to outline what is to be achieved after the research which is commonly referred to the objectives in the research world. The nature of the problem then determines the methodology which is suitable for effective collection of data. The data collected is then what is used to suggest the strategies to be adopted in solving the marketing research problem, but of course after data analysis. The problem therefore dictates the entire research process.

References:

1. Wikipedia, the free encyclopedia [Электронный ресурс]. – Режим доступа: http://en.wikipedia.org/wiki/Marketing_research

2. American marketing association [Электронный ресурс]. – Режим доступа: <http://www.marketingpower.com/AboutAMA/Pages/DefinitionofMarketing.aspx>