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MARKETING RESEARCH OF AREAS AMBIGUOUSLY DEFINED

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Abstract: Marketing research is an integral part of every corporate strategy, or can be used for analysing and resolving of corporate issues. His creation is very important because it shows the kind of feedback possible opportunities, identifies the consumer and provides data about future motivations, requirements and market needs. The very creation of marketing research is often not so easy. Due to the complexity of products, market diversity and technological innovation, a process diagram has been created for areas ambiguously defined by the input. The diagram defines how to proceed in marketing research in these complicated and branched areas. Due to this diagram, marketing research can be more specific and closer to the desired results. The individual diagram inputs point to possible influencing factors. Marketing research of ambiguously defined areas is becoming more systematic and objective.

1 Introduction

Properly conducted marketing research must follow certain principles not only to avoid costly mistakes but to focus on objectivity and systematicity. At the same time, research needs to be done creatively and looking for new approaches [1-3].

Marketing research cannot always be uniformly modelled according to available systematic procedures, especially in difficult areas. In such cases, the definition of assignment itself is very important.

2 Proposal of the flow diagram

This definition may be more demanding and more difficult than research itself. Ignoring the fact that the assignment should correspond to the output, then you can divide the whole marketing research into three basic parts, see Figure 1.

- A) Definition of assignment.
- B) The collection of data.
- C) Data evaluation and analysis.

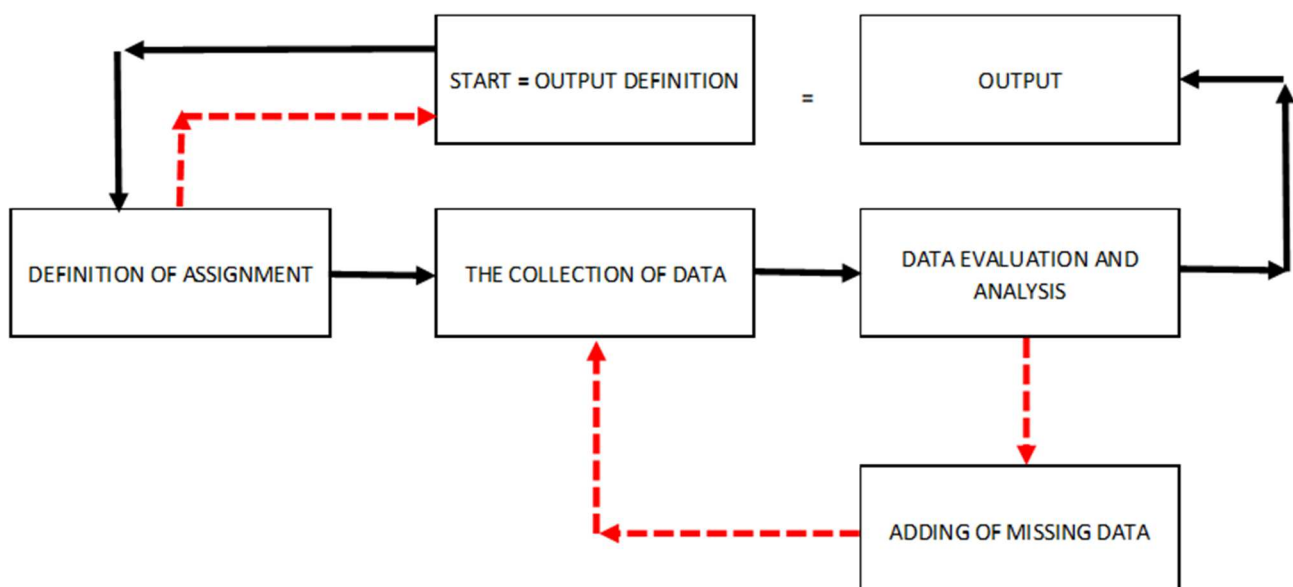


Figure 1 Graphical basic definition of marketing research

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A) Definition of assignment

The most important part of marketing research for ambiguously defined areas by the assignment is the specification of the assignment. In many cases, the definition of individual input parameters alone is a complex secondary research. In order to create marketing research on a specific product, specific parameters affecting data collection and analysis must be strictly defined. A diagram has been created on this issue. Figure 2, which show the six most important parameters influencing marketing research itself.

- 1) **Definitions of terms** - what is the real "name" of the monitored object, how the object is perceived by experts, the public, according to regulations and legal practices, what is all under the research term included for the study.
- 2) **Definition of extent** - where, at what level the research is in progress, local, national, international, within the continent, worldwide ...
- 3) **Definition of time interval** - what period of time the research will involve. Here we must define short-term or long-term research, including a precisely defined time interval, fiscal year of the company, last 3 years, 10 years ...
- 4) **Definition of the criteria of origin** - How (technology) and from what (impute material) and its purpose of use. Here is an important specification of the manufacturing technology, the origin of the product and the material used. This definition can be very comprehensive and include several sub-parts of research.
- 5) **Definition of the monitoring unit** - we describe in which units the product is checked and generally monitored (e.g., tonnes, litters, euro, pieces, percentages ...)

- 6) **Definition of the area of data drawdown** - the sources from which the information for the analysis will be drawn and what information sources will be included in the research or, if necessary, we will determine the form of obtaining information / data for research. It is also important to divide data according to credibility.

B) The collection of data

Data collection is based on the last definition of point 6, from the definition of the data area. In making any marketing research, one of the most important tasks of the creator is the evaluation and splicing of data according to the credibility and certain objectivity, i.e.:

Verified Source = Source of Data Draw, which is always listed and can be traced

Credibility of author / media = Absence of alternative and peripheral resources and local research

Verify information from other sources such as Google, the same information used in another publication

C) Data evaluation and analysis

We prefer to solve the problem by combining multiple methods and gathering information from multiple independent sources. Of course, every analysis is not research. Marketing research should therefore function as a scientific method using scientific methods and applications, e.g. statistical, psychological, sociological, ethnographic and other. Using the scientific method, we just do not think, that our intuition is right. On the contrary, we will use this intuition, resp. already known information to create hypotheses that we must confirm (accept or reject) before the final decision. The scientific method promotes systematic research [1,2,4,5].

The systematic process of marketing research means determining when research will be used and what decisions to influence, determining the organizational security of the research, specifying the scope by determining the type and method of research, and also proposing approximate prices for the whole research.

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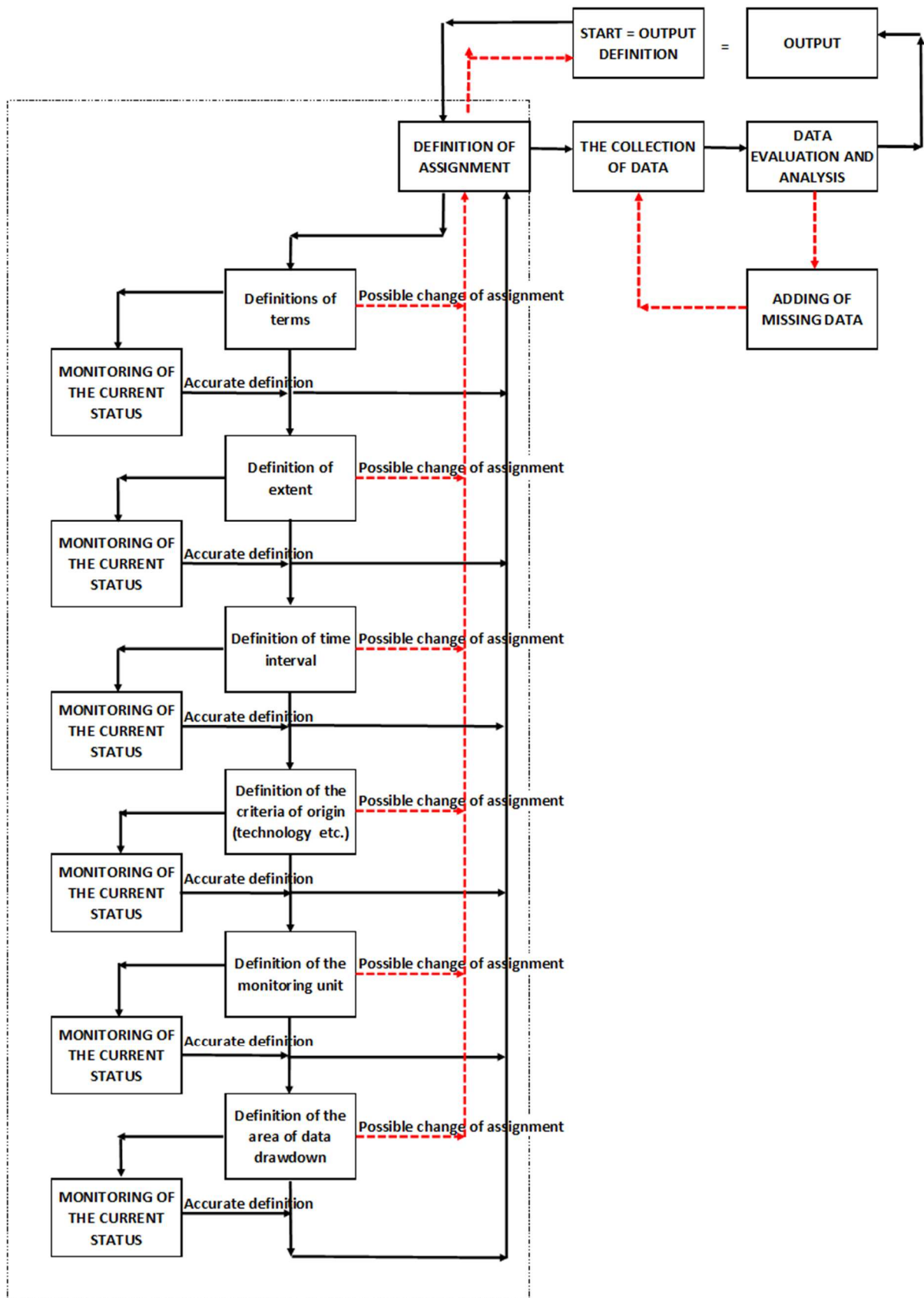


Figure 2 The flow diagram of the exact definition of the assignment

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3 Verification in practice

The general diagram of the procedure for the precise definition of the assignment (Figure 2) was generated by the generalization of very extensive marketing research on

the application of technical textiles. Here, marketing research should define what technical fabrics are currently produced, where they are in deficient quantities/ quality on the market and where they are completely missing (Figure 3).

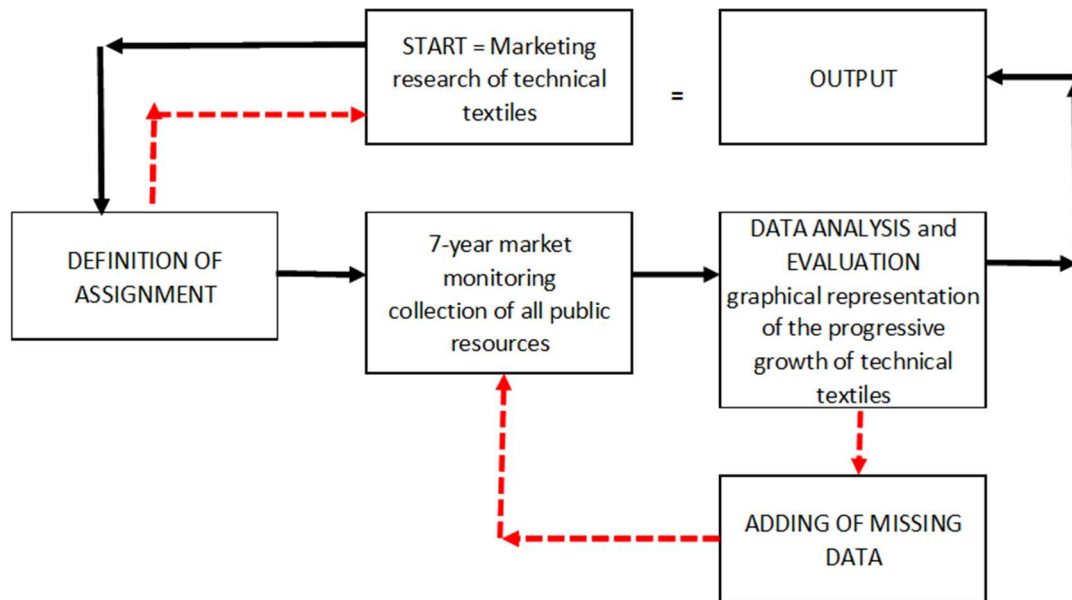


Figure 3 Diagram of basic division of marketing research of technical textiles

Based on the vast amount of data collected, they were selected into six groups and was created a specific flow diagram of the exact definition of process. (Figure 4).

- 1) **Definitions of terms** - what is included by the term technical textiles, how I understand this concept for this particular marketing analysis.
- 2) **Definition of extent** - Worldwide overview because the local has no benefits in this case.
- 3) **Definition of time interval** - dates from 1995 to the present.
- 4) **Definition of the criteria of origin** - this part was the most extensive. The technological possibilities of production are countless, including the use of input material. Here was selected a fabric that was divided into groups according to the field of use [6].
- 5) **Definition of the monitoring unit** - market monitoring carried out in tonnes.
- 6) **Definition of the area of data drawdown** - all publicly verified sources.

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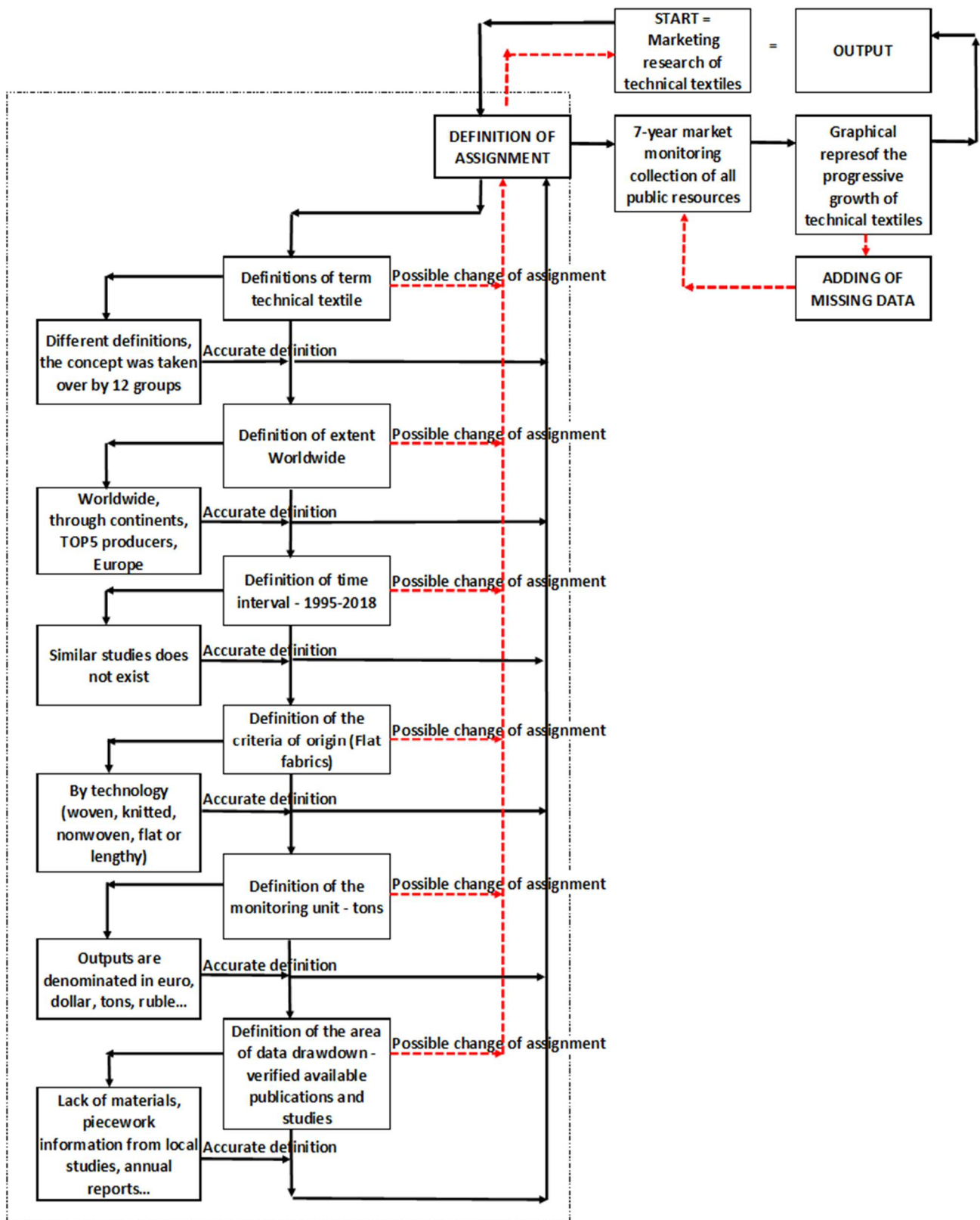


Figure 4 Diagram of the process of creating a marketing research on technical textiles

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Here the ability to implement the diagram was verified on a specific example of an area that did not have a clearly defined or difficult to define assignment. Thus, it can be stated that the workflow diagram is applicable to marketing research that does not have a clearly defined assignment.

4 Conclusions

Based on personal experience with very extensive marketing research, a workflow model was created for areas ambiguously defined by the assignment. Here is described how to proceed in complicated and larger areas, a workflow scheme is created that can be implemented in different areas. The individual inputs of this workflow diagram point to possible influencing factors. They also show the need for a large number of analyses and comprehensive market monitoring that are essential for a proper understanding of the market. Marketing research of difficult-to-defined areas becomes more systematic and objective. Due to this diagram, marketing research can be more specific and closer to the desired outcome.

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Review process

Single-blind peer review process.