



MARKETING RESEARCH AND WAYS OF ITS IMPLEMENTATION

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Article history:	Abstract:
Received: 14 th June 2024	This article covers marketing research and how to do it. Definitions given by economists to the term marketing research were studied and the author's approach was formed . Marketing research classification, methods and stages of its implementation are offered.
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ENTER. It is important for every marketer to know what marketing research is and how it is done. Marketers often rely on data to make effective decisions. Such information is obtained through marketing research. Relying on the results of properly conducted marketing research allows manufacturers and sellers to reduce risks, develop the right strategy and get the maximum profit from a product or service.

When explaining how marketing research works, who conducts it and what methods can be used, it is necessary to answer the following questions . What is marketing Research?; Who conducts the research?; What types of research are there?; What methods can be used?; What are the stages of research?

Level of study of the problem . "Marketing research is the collection, processing and analysis of information necessary for the marketing of the enterprise. Depending on what the business wants to know, marketers can learn everything: - prices, customers, competitors, the market, consumer wants and preferences. Marketing research is done to gather information and make sound business decisions. It helps the business make more money - or avoid losing money due to mistakes" [1].

" Marketing research is a form of business research and a branch of applied sociology that aims to understand the behavior, desires and preferences of consumers, competitors and markets in a market-driven economy, as well as the company's position in the market"[2].

"Marketing research is the search and analysis of market data and its use to achieve business goals. By conducting marketing research, the company collects data, interprets them, and creates an informational and analytical basis for decision-making" [3].

RESEARCH METHODS. In the process of research on the topic of marketing research and ways of its implementation, methods of dialectics and systematic approach were used.

ANALYZES AND RESULTS. Here are some examples of the benefits of marketing research. Omad LLC decided to enter the confectionery market . LLC delivered goods from Russia, but sales were not good. The reason for this was investigated and it was found

that the LLC does not have a major competitive advantage. Competitors have the same prices as Omad LLC, but their confectionery products are of better quality . In order not to fall into this situation, to avoid losses, LLC should first conduct marketing research. Then it was immediately clear whether it made sense to enter the market with this product.

Another example. Large with well-established logistics connections "Access trans logistics" LLC It is engaged in wholesale delivery of light footwear goods from China to Uzbekistan . The counter supply is going well and the company has decided to enter the Nukus market with the same range. However, the enterprise did not take into account the specific characteristics of the new area. The first is the colder climate, so there was less demand for light shoes in Nukus. Second, there were aspects related to consumer income and taste. On the contrary, there is a fashion for modern light shoes, while in Nukus they like more classic models.

Another example. "Orzu" LLC plans to produce oil products. There were many competitors and several suppliers in the market with a wide range of prices. LLC commissioned marketers to conduct research to understand what price for oil products would allow them to make money. Marketers who conducted the research presented a brief picture of prices for oil products. The data showed that prices vary greatly by region. "Orzu" LLC also set different prices and successfully sold oil products.

Marketing research can be done in-house or by outsourcing companies. It all depends on the size of the company and how often it needs research. A full-time marketer is responsible for conducting marketing research in small companies. It analyzes the company, its market position, competitors and product range. However, such marketer only has access to information collected by the company, as well as public information. Therefore, its capabilities are limited - it can only conduct superficial research. This is the problem of the republic market - many companies work "in vain" and do not share their data. Therefore, a full-time marketer cannot determine, for example, the average sales level in the market.



Large companies need to have a team of specialists engaged in marketing research. Data handling in this type of business is usually well established - the company collects a lot of information about customers, so it can do better research. Large companies usually have access to closed databases, such as customs databases. Therefore, the quality of their research is higher. Good research is always expensive.

Marketing research is classified according to different criteria. In practice, the classification that includes the division of research into quality and quantity is more common:

- qualitative data, opinions, preferences, behaviors are collected and studied in *qualitative research*. It is "how?", "why?" and "why?" answers questions such as helping to understand how customers choose a product.
- in *quantitative research*, quantitative data, sales volume, market share, prices are obtained and studied. It's "how much?" "helps to answer the question. For example, understanding how many units of a product a company can sell in one city helps to determine.

There are also classifications based on purpose, data acquisition method, geography, and other criteria. However, it is much more important for a marketer to know marketing research methods.

What are the methods of marketing research? There are dozens of marketing research methods. Businesses choose them based on their goals and available resources. A marketer should be familiar with the basic techniques to select them correctly for various research purposes. You will get acquainted with some of these methods.

Questions. It can be door-to-door, street, phone and online. They can be used both to understand the motivations of the target audience and to obtain quantitative data - for example, how many people drink coffee every day.

Focus groups. This is a qualitative study - a group interview, in which people selected according to important parameters are involved. For example, people of the same age or the same profession. The researcher asks them questions and evaluates their reactions and answers.

CustDev. It is not a single method, but a multi-method concept. CustDev stands for Customer Development - Customer Relationship Development. CustDev was created for young companies to bring their products to market quickly, which is why the concept is popular among startups. CustDev uses surveys, A/B testing, in-depth interviews and other tools. Read articles about CustDev to understand how the concept works.

In-depth interviews. A deep conversation is a conversation with a person that reveals their true intentions, needs, and fears. Skill box Media has an article about in-depth interviews.

Jobs to be done. The method name translates to "work to be done". The goal of the method is to understand what the product should do for the customer. Some buy flowers to please their wife, while others buy them to decorate their office. These two groups of consumers will have different expectations of products and services. Read these cards to learn more about how things are done.

Mystery Shopper. The method works like this: a person disguised as a customer makes purchases and evaluates the quality of the employees' work. This allows you to check your customer service and find flaws.

R&D. Research and Development - research and development. The method implies that the company uses research and development to create and develop products. The company studies trends, looks for potential threats, and prepares responses to future challenges. As a result, for example, new car models or satellite messages on smartphones.

SWOT analysis. Analysis of four groups of factors affecting the company: strengths, weaknesses, opportunities and threats. To better understand the method, read the article on SWOT analysis with practical examples.

PEST analysis. Study of the external environment of the company according to four groups of factors: political, economic, social, technological. This is part of the SWOT analysis, which you can read more about in this article.

Porter's five forces. A classic method of analyzing the external environment. It is used to evaluate business prospects. The study examines five "sides" that affect a company: customers, suppliers, substitute products, new competitors, and existing competitors. You can learn more about analysis in Porter's Five Forces.

Boston Consulting Group (BCG) matrix. Analysis of business lines: which ones will provide the main benefit, which ones will ensure it in the future, and which ones will only cause harm. Read more about the BCG matrix with examples in our article.

CJM. Customer journey map (translated from English as customer journey map) is a method of studying customer behavior. It's a chart or infographic that shows a user's entire journey to purchase. It shows the channels through which the user communicates with the company and what actions they take. For example, I visited the site via search → left an email message → received emails → followed a link in one of the emails → made a purchase. Read a detailed article on how to create such a map " [1] .

One method is used for research. For example, a company might conduct in-depth interviews with multiple customers to understand how to improve a product. Questions to help you solve your problem: "What problems do you have that our new product can solve? ", " Which features of this product are important



to you? ", "How would you like to see this product design?". Sometimes more than one method is used in a single study. Let's give an example - let's return to the issue of entering the confectionery market of "Omad" LLC. Based on the BCG matrix, LLC found out that there is a "difficult child". This means there is room for growth with additional financial investment. Thanks to the PEST analysis, the company learned that a new law would soon come into force that would require special packaging for confectionery products. SWOT analysis showed that there is an opportunity to enter new markets. Therefore, the marketer came to the following conclusion: if you invest in a new direction, you can get a good market share in five years. Management decides whether the LLC will do this or not.

How to conduct marketing research. There are six classic stages of conducting marketing research, which should be carried out in the following order. *Problem statement stage*. Let's say sales numbers are down, or you need to figure out whether it's worth adding a new product to your lineup. When the problem is defined, the purpose and tasks of the research are formed. Purpose is what needs to be determined. Objectives - what needs to be done to achieve the objective, for example, the market size, the share of competitors and the competitive advantages of the product should be assessed.

At the stage of creating a research plan, a budget is drawn up, research methods and sources of information are determined, necessary tools are prepared - for example, surveys. If you have chosen a method that involves working with a target audience, you need to define the segment and determine what the sample size should be. For example, it is determined how many people should be invited to the focus group.

Data Collection Manager, this is the longest phase, the research itself includes collecting responses, interviews, brainstorming for SWOT analysis. This is the most error-prone stage, so strict quality control is necessary. For example, it is necessary to scrutinize the work of interviewees or listen to audio recordings of surveys.

The data analysis phase, the collected data is processed. Processing includes: verification of received data; edit-exclude wrong answers; classification of answers; transfer data to tables and special services; data cleaning and correction; data analysis. After that, conclusions and recommendations are formed. For example, if the goal of research is to understand which stage of the sales process users are having trouble with, recommendations can show how to improve that stage.

At the stage of report preparation, a report on the obtained results is presented to the client of the research, i.e. manager, marketer, business owner. The report shows the objectives of the research, its methods, the obtained data and conclusions with recommendations.

The decision-making stage is the most important stage, where decisions are made based on information, conclusions and recommendations.

The steps can take different time. When using simple methods like A/B testing, a few days is enough for research. A marketer decides to test how the first screen image affects page conversions → runs a test → compares page conversions with the old and new image and does things like abandoning the page with the best results.

Complex studies can take weeks or even months. Typically, the more data that needs to be acquired, processed, and analyzed, the more time and resources are required.

CONCLUSIONS AND SUGGESTIONS. In short, marketing research involves the collection, processing and analysis of information . Businesses conduct research based on what they want to learn about the market, competitors, consumers, etc. Ideally, marketing research should be done by a full-time marketer, team, or contractor. An in-house marketer typically doesn't have access to proprietary data, so bringing in a contractor allows for better quality research.

There are many research methods in marketing research: in-depth interviews, surveys, focus groups, SWOT analysis, BCG matrix, etc. When conducting marketing research, it is necessary to select it based on the objectives and available resources.

When conducting marketing research, it is necessary to focus on the following six main steps and their sequential implementation: problem statement, planning, data collection, data analysis, report preparation, and decision making.

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