

# Planning Market Research At The Level Of The Enterprise

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***Abstract : This article discusses marketing research is nothing more than any research activity aimed at meeting the needs of marketing, that is, a scheme for collecting, processing, summarizing, analyzing and forecasting data for specific marketing activities. Consequently, marketing research here acts as the beginning and the logical end of any cycle of the company's marketing activities. Several approaches are given for the stages of marketing research.***

***Keywords - Marketing Research, Qualities, Information, Survey, Observation, Experiment, Panel, Export Assessment, Validity, Reliability, Representativeness.***

## 1. INTRODUCTION

One of the important features of the current stage of development of modern civilization is that the dynamic development of the service field has become a global trend that is characteristic of the national economies of many countries around the world. According to the World Bank, today "in developed countries, the share of industry in GDP is 74%, total employment is 70-75% and the total number of enterprises is 90-95%".

The analysis of macroeconomic indicators revealed that similar trends are observed in the Republic of Uzbekistan. During the years of independence, the service field in Uzbekistan has developed rapidly. Rapid development of the service field in the country is one of the priorities of the Action Strategy for the further development of Uzbekistan in 2017-2021. A special state program for the development of the service field "State Program for the Development of the Service field for 2016-2020" has been adopted and is being successfully implemented.

As a result of the systemic reforms, the share of the service field in the country's GDP increased from 33.8% to 37.8% in 1990-2019, as well as the share of the employed in the service field in the total number of people employed in the economy increased from 35.6% to 50.5%. It is noteworthy that At the current stage of socio-economic development, the role of the service field in Uzbekistan in addressing such pressing issues as "... reducing unemployment among the population, increasing the income of people and families ..." is invaluable.

At the same time, the results of the analysis showed that there are opportunities for the development of entrepreneurship in the service field, especially small and private businesses, with the effective use of their potential and resources. Further development of entrepreneurship in the service field in the country requires the study of its specific features in the industry.

Marketing research of every business is very important. Therefore, planning marketing research in advance will further enhance the future capabilities of the enterprise and serve to increase its efficiency.

## **2. LITERATURE REVIEW**

The following scholars have considered planning market research at the level of the enterprise in their research: Gary Armstrong, Philip Kotler [1], Philip Kotler, Kevin Lane Keller [2], Kotler F. [3], Soloviev B.A., Meshkov A.A., Musatov B.V. [4], Belyaev V.I. [5], Mamatkulova Sh.J. [6], [7], [8].

## **3. RESEARCH METHODOLOGY**

In this research, we used of methods of logical analysis and synthesis, grouping, comparative and structural analysis, abstraction, factor analysis, induction and deduction.

## **4. ANALYSIS AND RESULTS**

In the economic literature, a complete scheme for conducting marketing research has not yet been published, taking into account the most extensive and detailed advanced marketing tools. An omission of this nature can be explained as follows:

First, there is a significant dependence of the marketing research algorithm on the goals and objectives of such a conduct.

Secondly, the deliberate simplification of the marketing research planning scheme out of practical feasibility.

Thirdly, the constant replenishment of techniques and methods of research with new advanced developments.

Marketing research is nothing more than any research activity aimed at meeting the needs of marketing, that is, a scheme for collecting, processing, summarizing, analyzing and forecasting data for a specific marketing activity. Consequently, marketing research here acts as the beginning and logical completion of any cycle of the company's marketing activities. Then the question arises: what is the purpose of such a study? Naturally, reducing the uncertainty associated with making marketing decisions.

It should be noted that in the literature there is an idea that any marketing research involves the presence of two interrelated parts:

research of a specific market and the company's own capabilities to enter and consolidate its position in the market. It follows from this that market research is part of a comprehensive marketing research. The mandatory requirements for marketing research are as follows:

- research should be systematic and only in this case can we count on effectiveness;
- when conducting marketing research, a scientific approach based on objectivity and accuracy must be observed;
- marketing research can be applied to any side of marketing that requires information to make a decision;
- research is a multi-stage process, including data collection, registration and analysis of materials;
- data can come from the enterprise itself, a neutral organization, or research professionals.

At the same time, in the broad sense of the word, the assessment of public opinion and social research have recently begun to be used in marketing research. In accordance with the International Chamber of Commerce (European Community for the Study of Public Opinion and Marketing) Code of Practice for Marketing and Social Research, adopted in 1976, there are certain approaches (rules) for conducting marketing research. In this case, marketing research refers to the systematic collection and objective recording, classification, analysis and presentation of data related to the behavior, needs, attitudes, opinions of individuals and organizations in their economic, social, political and everyday activities. In this regard, the basic principles of marketing research can be formulated as follows:

1. Marketing research depends on the public, that is, there must be confidence that such research is carried out objectively, without unwanted interference and without prejudice to the respondents, that this research is based on voluntary cooperation with the public.
2. Marketing research must not violate individual rights.
3. Marketing research should be conducted in accordance with the principles of fair competition, as it is understood everywhere, at the level of high standards.
4. Specialists undergoing research should be ready to provide the necessary information to assess the quality of work and the validity of the conclusions.

The current state of marketing research is characterized by three trends that deserve constant attention and discussion. These are the increasing availability of commercial databases, the rise in the use of new technologies, and the deteriorating image of polls among respondents. These tendencies predetermined the division of marketing research into two directions: desk research and field research.

Desk research - processing of already existing secondary information (desk research). Secondary information is data collected earlier for purposes other than the one currently being solved. Advantages of secondary information: low cost of work, since the collection of new data is not needed, the speed of collecting material, the presence of several sources of information, the reliability of information from independent sources, the possibility of a preliminary analysis of the problem. The disadvantages of this method are that it is not always suitable for the purposes of the research being conducted due to its general nature, the information may be outdated, the methodology by which the data was collected may not be consistent with the objectives of this research.

Field research - collecting and processing data specifically for a specific marketing analysis. Field research is based on primary information, that is, data that has just been obtained to solve a specific problem under study. Advantages of primary information: data is collected in accordance with the exact objectives of the research task; data collection methodology is monitored; all results are available to the enterprise and can be classified. Disadvantages: significant costs of material and labor resources.

Usually, in practice, field and desk research are mutually complementary. Part of the marketing research is the analysis of the market situation, that is, the situation that has developed at the moment in this market under the influence of a set of different conditions.

When evaluating options for the development of marketing processes, methods of simulation are used, the essence of which is that a mathematical model of controlled and uncontrolled factors of the marketing environment is being built. In most cases, it is possible to obtain an analytical dependence of the result of the action of the marketing system on environmental factors. And of course, data on marketing research should be accumulated in the marketing information system of the enterprise.

First of all, it should be noted that the most complete scheme for planning marketing research at an enterprise should take into account all the listed areas of activity.

**Definition of the research problem.** This is essentially the formulation of the object of the subject and the method of marketing research. The implementation of this operation focuses on the collection and analysis of specific information necessary for making a management decision. The object of research can be the studied “general population”: a geographic market, definitions of a group of consumers, a specific system, competing firms, the internal environment of an enterprise, etc. specific goods, services, potential or the image of an enterprise can act as research subjects, that is, what is planned to make a management decision based on the results of marketing research. Research method is a way of conducting scientific research.

**Development of the research concept.** At this stage of the study, it is important to find out how the problem can be solved. In principle, research concept development involves processes such as defining a hypothesis, method of data collection, and sample size. The formulation of a theoretical hypothesis is necessary for the subsequent statistical verification and limitation of the possibilities of free interpretation and logical thinking, analogies, the study of the relevant literature. Methods of data collection in field research - survey, observation, experiment, panel, export assessment and desk various methods of economic and mathematical modeling. A prerequisite for organizing a study is a preliminary study of the general population, an assessment of its homogeneity and a substantiation of the sample size.

**Office marketing research.** The practice of marketing activities teaches that it is better to start any marketing research with desk research, that is, the analysis of secondary information obtained in the course of other research. The most important here are the analysis of the potential of the enterprise, the analysis of competitors, the analysis of the internal (micro) and external (macro) environment of the enterprise. An enterprise potential analysis should cover all areas of the enterprise, including management, marketing, manufacturing, research, finance and others. Based on the identified strengths and weaknesses in the operation of the enterprise in comparison with competitors, it is easier to determine the positive and negative environmental factors. Simply put, the main purpose of potential analysis is to identify the real capabilities of an enterprise. Internal reporting and documentation can serve as a source of quantitative indicators.

**Competitor analysis** means the definition of firms that can be attributed to the number of real or potential competitors. The most appropriate methods for assessing the capabilities of competitors are special expert studies and indirect calculations based on known data. Can give positive results in the analysis of competitors "method of reflection", which consists in identifying information about the company of interest from customers or intermediaries of this company. A very convenient and accessible tool for comparing the capabilities of an enterprise and its main competitors is the construction of competitiveness polygons, which are graphical connections of assessments of the position of an enterprise and competitors in the most significant areas of activity.

As compared areas of activity of the enterprise and the main competitors can be selected: the concept of a product or service, quality, price, finance, trade, after-sales service, foreign policy, pre-sales preparation. By superimposing the competitiveness polygons of different enterprises on top of each other, it is possible to identify the strengths and weaknesses of one enterprise in relation to another.

Evaluation of the factors of the marketing microenvironment consists in identifying a group of people who show a real interest in the company or influence its ability to achieve its

goals. These groups are made up of suppliers, marketing intermediaries, financial institutions, government bodies, civic groups (societies).

It is known that the activity of any enterprise is carried out under the influence of many environmental factors that are poorly or not at all controlled by the top management of the enterprise. These factors are categorized into social, economic, technological, political and cultural. Taken together, they can, to one degree or another, affect the results of the commercial activity of an enterprise, largely predetermining the prospects for the future.

**Field market research.** Traditionally, field marketing research uses methods such as survey, observation, experiment, panel and peer review to obtain the necessary information. A survey is finding out the position of people or getting help from them on any issue. The survey can be oral or written. Oral and telephone interviews are called interviews. About 90% of field studies use this method. Observations as a way of obtaining information are used less frequently in market research than surveys. It is essentially a systematic study of the response of the observed to the subject of research without affecting it. The experiment consists in the fact that the study of the influence of one factor on another is carried out with the simultaneous control of extraneous factors. Experiments are subdivided into laboratory experiments that take place in an artificial environment (for example, a product test) and field experiments that take place in real conditions (for example, a market test).

**Research of foreign markets.** This implies the use of methodological approaches of international marketing, since any market external to a given enterprise has its own specifics, its own socio-cultural differences, its own competitive environment. Therefore, it becomes necessary to consider the features of studying foreign markets and methods of international marketing research.

**Simulation modeling.** In accordance with the results of the work, the main criteria for the classification of imitation marketing models are highlighted. In this case, many models can be divided into three classes in accordance with the purposes for which they are developed: 1) consumer behavior models; 2) response models; 3) models for policy making.

Each model class can be subdivided according to suggestions; the underlying model; relationships with other subclasses; methods for calculating the optimal values of variables. It should be noted that in primary marketing research, consumer behavior models are most often used that do not take into account the actions of the enterprise.

**Formation of a marketing information system.** The results of marketing research acquire significant significance if they are included in the integrated information process of accumulation, exchange and analysis of marketing information. Due to this, the need for the formation of a marketing information system is due to the urgent requirement for entrepreneurship of profitable, and therefore multiple and appropriate use of available primary and secondary marketing data. For a special management decision-making, it seems extremely expedient to create a marketing information system for an enterprise - a system of constant complexity, storage and processing of marketing data, to form the necessary database for the development of management decisions.

I must say that in the economic literature there is a unified approach to the formation of a marketing information system, which should include basic marketing data - the results of marketing research, external and internal marketing information, as well as data on activities in the main areas of marketing advertising, sales promotion, decisions on product sales and pricing policy of the enterprise. The data of the marketing information system are, as a rule, confidential, since they are a commercial secret, therefore, a procedure for protecting the system's data and management decisions made on their basis should be developed.

A managerial solution to the problem. The main determinants of marketing activities include two groups of factors: uncontrollable, or external, and controllable or internal factors of the firm. Uncontrollable factors are the constraints that a firm faces in the marketplace.

Controlled factors can be grouped into four broad categories, which McCarthy referred to as the “four Ps” of the initials Product, Place, Price, and Promotion. If you look at the "Four R" from the point of view of the buyer, then they correspond to:

- a product or a "solution" to a buyer's problem and a set of created goods;
- price, the aggregate of costs borne by the buyer in order to take advantage of the chosen solution;
- the place or provision of goods with the greatest convenience for the buyer;
- promotion or communication informing about the merits of the offered product. So, managerial decisions for all marketing complex should integrate solutions for both controlled and uncontrolled factors of the enterprise environment.

As theoretical studies show, most authors devote a central place in the marketing activities of enterprises to marketing research. This is due to the fact that the bulk of the most accurate and long-term information about the market situation comes from marketing research.

Marketing research is a systematic collection, processing and analysis of all aspects of the marketing process - a product, its market, distribution channels, marketing methods and techniques, pricing system, sales incentives, advertising, etc.

Consequently, marketing research is a mechanism that connects the internal marketing environment of an enterprise with the external environment through marketing information. The variety of connections with the external environment determines a large number of objects of marketing research. So, for example, in the research of N. Golubkov, 33 main directions of marketing research are highlighted, and in the work of G. Assal, there is a talk about the presence of more than 50 objects of marketing research. At the same time, practice shows that any marketing research is complex and it is rather difficult to single out a single direction of research.

Therefore, usually the objects of marketing research are determined based on the goals pursued by the enterprise from the research. To fulfill its purpose, market research must provide the leadership of companies with information for decision-making.

- The first step is to identify a marketing opportunity or problem.
- In the second step, management develops alternative strategies to take advantage of the identified opportunity.
- In the third stage of marketing research, alternative strategies formulated by management are tested.
- At the fourth stage, the management selects and uses marketing strategies based on the conducted research.
- In the fifth stage, after the implementation of the marketing strategy, the research reveals the reaction of consumers. Track the progress of sales. In addition, consumers are surveyed to find out whether they know about the brand of the product and its advertising and whether they are inclined to buy the product.
- The sixth stage is a change by the management of the marketing strategy, taking into account the feedback received as a result of marketing research.

When conducting marketing research, companies face three types of risk: incorrect assumptions about the required research; conducting the wrong research to obtain the required information; misinterpretation of the data obtained during the research. In order to avoid the aforementioned risks when conducting marketing research and ensure the use of

research results, their rigorous conduct is required. The rigor of the study is ensured if the data obtained are substantiated, reliable and representative.

Reasonableness is getting the information you need to match your research goals.

Reliability is the accuracy of data retrieval. Researchers should strive to collect data without the inherent measurement errors. A reliable study, when repeated, should give the same results.

Representativeness is the degree that characterizes the totality of consumer output. Researchers are rarely able to interview every consumer in the market, so a sample is usually taken that is representative of the population, that is, the entire market under study.

Making decisions in the field of marketing is directly related to the use of marketing information, therefore the need for marketing research is also based on the content and structure of the marketing information system of the enterprise.

The marketing information system of an enterprise is a formal structure of the movement of marketing information and its use in the interests of the enterprise. Common information typical for the marketing information system of an enterprise does not require special methods of obtaining, processing, delivering and using it. However, that information about the external environment, which is not included in the structure of the marketing information system, requires marketing research.

Based on this, marketing research is aimed at filling the gaps in the marketing information system of the enterprise. The more perfect the marketing information system, the less special research is required for an enterprise to operate effectively in the market. At the same time, it is impossible to completely abandon marketing research, due to the unpredictable variability of the enterprise's external environment. Thus, the goals of marketing research are determined from the need for additional information to make marketing decisions (see Fig. 1).

Diversification of production, the amount of income have a direct impact on the direction of marketing analysis. The volume of research carried out depends on the direction of the enterprise, the prospects for entering the market with new products, changes in the range of manufactured products. It should be borne in mind that any change in the company's activities will lead to the need for a deeper marketing analysis aimed at identifying such market segments where the company could hold its position throughout the entire life cycle of the product. Independent marketing research can only be carried out by a large firm that has a special research unit with an appropriate staff of qualified specialists and sufficient financial resources. The largest and smallest firms usually order marketing research from specialized companies. The ultimate goal of any marketing research is the formation of an optimal strategy and tactics of action, taking into account the really existing and likely in the future a set of conditions and market factors. Marketing research information can be obtained by conducting research: desk research; quantitative and qualitative; permanent (panel) and episodic and others.

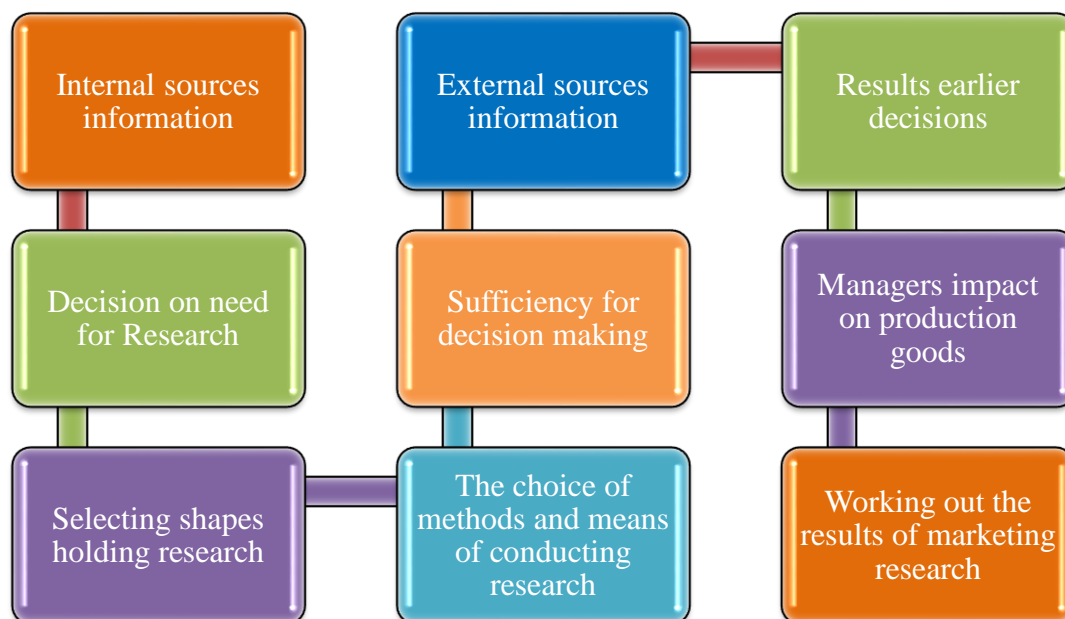


Figure 1. Schematic diagram of marketing research at the enterprise

The process of marketing research includes a number of operations that make up the stages of their implementation. There are several approaches to the stages of marketing research (Fig. 2).

Marketing research on Evans	Marketing research on E. Golubkov	Marketing research on Assel
1. Defining the problem; 2. Analysis of secondary information; 3. Obtaining primary information; 4. Data analysis; 5. Recommendations; 6. Using the results.	1. Defining the problem; 2. Choosing goals research; 3. Choice of methods of marketing research; 4. Defining data collection methods; 5. Development of a research plan; 6. Data collection; 7. Data analysis; 8. Final report.	1. Defining research objectives; 2. Situational analysis; 3. Development of a research plan; 4. Determination of the composition of information; 5. Development of a sampling plan; 6. Data analysis; 7. Final report.

Figure 2. Stages of marketing research

As can be seen from this figure, the technology of conducting marketing research presupposes the presence of two interrelated parts: first, the study of external variables, which, as a rule, cannot be regulated by the management of the company and therefore flexible adaptation to them is required for successful commercial activity, and, secondly, an analysis of the internal components of organizations under the control of the administration, and certain reactions of the firm to changes in the environment.



It should be noted that the decision to conduct marketing research is made by the management of the enterprise (firm) and therefore is subjective, that is, it depends on the point of view and way of thinking of top management.

The definition of the problem is recognized by all authors as the most important stage in marketing research. The form, breadth and depth of research, as well as its final results, depend on this.

For example, an enterprise always has an alternative to carry out research on its own or to entrust it to a specialized firm; conduct research within the existing budget or allocate dedicated research funds. In addition, depending on the need to make a decision, there may be objective obstacles to conducting marketing research, such as lack of time, lack or lack of resources, availability of relatively cheap information in the materials of other studies, etc.

When defining a marketing research problem, two types of difficulties can arise:

- Difficulties in marketing management, when certain signs of failure to achieve the goals of marketing research appear;

- Difficulties of research associated with the requirements of the leaders of the enterprise for accurate, reliable and objective information for making marketing decisions.

At the stage of defining the problem, the exact boundaries of the study and the nature of the necessary information about the object under study are established. In the specialized literature, there are often several approaches to defining the research problem - analysis of the results of economic and financial activities, expert assessments of specialists, monitoring of the marketing information system, analysis of the production and marketing functions of an enterprise.

After identifying the problem and determining the goals of marketing research, an analysis of secondary information is carried out. Secondary information is understood as the final or concomitant results of previous studies concerning this object, regardless of the goals set.

After identifying the problem and the purpose of the marketing research, definitions of methods for collecting data in the process of marketing research are carried out. At this stage, scientists have no consensus. Regarding the content of data collection methods, some authors believe that data collection methods include analysis of secondary information and obtaining primary information. Others divide this stage into planning methods for collecting information and implementing information gathering, and information is understood as both secondary and primary information. The next part of marketing research deals with data analysis. This is the most crucial stage of marketing research, which depends not so much on the information itself as on the researcher's understanding of the essence of information.

## **5. CONCLUSION/RECOMMENDATIONS**

Data analysis can be carried out both by the subjects who conducted marketing research and by the person who makes the decision on the research. Traditionally, the final stage of marketing research is the preparation and execution of a research report. The report reflects not only the factual data that is ready for use, but also recommendations regarding the scope of the information presented. In some sources, the final stage of marketing research is the use of the results. However, in our opinion, this concerns more marketing impacts than marketing research.

Based on the foregoing, we can conclude that the problem of organizing marketing research has a multivariate solution, and therefore providing a scientific approach to this problem plays an important role in marketing management.

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