

STRATEGY AND REQUIREMENTS FOR MARKETING RESEARCH AND CONSUMER PROTECTION

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Abstract:

Research aims to shed light on marketing of scientific research outputs strategic requirements through a sample survey of experts and specialists views in the areas of administrative and economic sciences and formed the research sample of (107) people have been adopted of the resolution as a tool head of the collection of data and information on the research and analyzed the responses using SPSS statistical software and statistical methods were adopted in the research Cronbach's alpha coefficient, Chisquare) and research found to several conclusions, including; The results showed that the mean public responses sample researched for requirements of marketing research outputs strategy was greater than the mean premise selected on the scale space which indicates a state of high importance and perception has researched the concept of the sample and the importance of those requirements in the marketing of scientific research output process. Internet marketing refers to the strategies used to market products and services online and through other digital means. These can include a variety of online platforms, tools, and content delivery systems, such as: Digital

marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. planning, pricing, Benefiting parties). Vary sample researched responses about marketing research outputs at the macro-level strategy and the level of dimensional requirements.

Keywords: Marketing Strategy Requirements, Market Research, Consumer Protection Centers .

Introduction

No society, whatever the resources to apply without scientific research, which is a key factor in improving the establishment of a knowledge society, which will be able to meet the challenges of the times, therefore, the available scientific way for educational institutions to catch up with developed societies is through a strategic approach in the marketing of the output of the process scientific research, as the educational institutions were not only services institution, but productivity Foundation contributes to the importance of her research for the benefit of the community. Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.

Digital marketing helps you reach a larger audience than you could through traditional methods, and target the prospects who are most likely to buy your product or service. Additionally, it's often more cost-effective than traditional advertising, and enables you to measure success on a daily basis and pivot as you see fit.

Experiencing the world today scientific and technological developments reflected on the various aspects of life, it has accelerated the industrialized countries to invest in scientific research to know the importance of this activity and its role in development, as the civilized world is based mainly on the educational and research institutions that shopping her research on their own and to serve the party that want to benefit from this research to provide quick solutions to the problems

they face, so the research in the industrialized countries the best way to develop and own new technologies. From here he went researcher to conduct this research is the heart of the nature of her work as a researcher in one of the educational institutions and research of this research was to try to determine the marketing of scientific research output requirements in order to focus on the completion of doing research touches the reality and field work to be marketed and utilized to benefit the community in solving its problems.

Internet marketing refers to the strategies used to market products and services online and through other digital means.

Internet marketing uses customers' online activity to connect them with a business by reaching them in a variety of places on the internet. The types of internet marketing a business uses will depend on the business model, types of products, target customers, budget, and more.

Based on the foregoing, we can define the research problem by answering the following questions:

- What degree of importance of the marketing strategy of scientific research output requirements from the point of view of the surveyed sample?
- Is there a difference in the surveyed for marketing research outputs at the macro-level strategic requirements of the sample responses?
- Is there a variation in the sample researched responses for each dimension of marketing research outputs strategy?

The Importance of Research

- This research comes in response to the approval of the Ministry of Higher Education and Scientific Research on the formation of Marketing Scientific Products Division to take over the marketing research outputs of universities tasks.
- Search will monitor the props and pillars upon which the marketing research outputs to be the basis of the evaluation

process for the production of scientific research and quality of Iraqi universities

- Find gaining importance in drawing the attention of officials researched the importance of the marketing strategy of the university administration to identify the needs and interests of the beneficiaries of scientific research output in solving the problems to be focused on more.
- The importance of research emerges through careful and aware of the university administration researched to support applied scientific research, materially and morally.
- The current research contribution in the field of management studies related to marketing thought it was a new addition to the local environment for studies and research in this area, as well as to enrich the contents of the library this topic.

Type of Marketing Tools Traditional Marketing Media

Traditional media such as billboards, banners, newspapers, magazines, television, radio and telephone directories involve marketing tools such as paid print advertisements, commercials and news releases. This approach focuses on a one-way sales push and relies on reaching high numbers of people to ensure success. Advertising with publications and networks is a costly marketing tool which makes analyzing the return on your investment extremely important.

Digital Marketing Media

Computer software technology can reach potential customers with targeted, measurable communications. Specific digital media marketing tools include search engine optimization, mobile marketing, interactive online advertisements, opt-in email and online partnerships such as affiliate marketing and sponsorships.

A key component of digital marketing tools is web analytics, which provide information on an internet user's online activities, IP address and search keywords. This information can then be used to craft a targeted

advertising campaign to reach your business's core audience. To get started in digital media marketing, you may want to hire a digital media marketing agency skilled at bringing a brand to the web's ad networks.

Social Media Marketing

Social media marketing is a subset of digital media marketing. However, the goal of social media marketing tools is to develop an interactive, online relationship with the customer rather than to mine covertly for customer data. Specific examples of social media marketing tools include blogging, tweeting, posting, sharing, networking, pinning, bookmarking, media sharing and commenting on social media websites such as Twitter, Facebook, LinkedIn, Pinterest, Reddit and YouTube. Social media marketing level the playing field for small companies and individual entrepreneurs by offering low-cost tools with potentially high returns.

Promotional Marketing Tools

Promotional items, such as brochures, business cards, press kits, websites, informational videos and merchandise, are tangible marketing tools. Some of these items include large amounts of detailed information and highlight attributes of your products or services; business cards and trade show giveaways may display only a company logo and provide contact information. In addition to increasing sales, promotional items contribute to building brand awareness, but cost is a factor when selecting these items.

Purpose of Marketing Research:

- To gain an understanding of markets
- To identify changes in the market
- To Improve market awareness
- To gain an understanding of customer needs
- To reduce the risk and uncertainty
- To anticipate /forecast market trends
- To provide a sound basis for marketing decisions.

Research Objectives

- Identify the marketing strategy of scientific research output requirements through a sample survey of experts and specialists in administrative and economic sciences views.
- Identify the degree of the order of marketing research outputs strategy requirements are prioritized and relevance.
- detect variation in The sample researched responses for marketing research outputs at the macro-level strategy requirements.
- detect variation in the sample researched responses for each dimension of the marketing strategy of scientific research output requirements.

Literature Review

Consumer Protection can provide information on a variety of topics including tenancy, consumer rights, fair trading, buying and selling property, scams, licences and registrations and running a not-for-profit organisation.

Consumer Protection's Contact Centre provides "on-the-spot" information, advice and assistance about general issues in the marketplace, particularly consumer and trader rights and responsibilities. Callers who require more specific advice or information are transferred to other areas of Consumer Protection, or are redirected to external agencies. Support is also available for consumers with special needs due to a hearing impairment, or for those who require the assistance of an interpreter. In contrast, applied research, also known as decisional research, attempts to use existing knowledge to aid in the solution of some given problem or set of problems (Chintagunta, Nair & Sukumar, 2009).

Marketing research assists in the overall management of the marketing function. A marketing manager must prioritize the more important and pressing problems selected for solution, reach the best possible solution based on the information available, implement the solution, modify the

solution when additional information so dictates, and establish policy to act as a ready-made solution for any recurrence of the problem (Danaher, Hardie & Putsis, 2001). As suggested by Goeree (2008), marketing research often focuses on understanding the “Customer” (purchasers, consumers, influencers), the “Company” (product design, promotion, pricing, placement, service, sales), and can also be expanded toward the environment to include “Competitors” (and how their market offerings interact in the market environment).

Types of Market Research:

Whether an organization or business wishes to know purchase behaviour of consumers or the likelihood of consumers paying a certain cost for a product, market research helps in drawing meaningful conclusions. Depending on the methods and tools required, following are the types:

1. Primary Market Research (A combination of both Qualitative and Quantitative Research): Primary market research is a process, where organizations or businesses get in touch with the end consumers or employ a third party to carry out relevant studies to collect data. The data collected can be qualitative data (non-numerical data) or quantitative data (numerical or statistical data).

While conducting primary market research, one can gather two types of information: Exploratory and Specific. Exploratory research is open ended, where a problem is explored by asking open ended questions in a detailed interview format usually with a small group of people also known as sample. Here the sample size is restricted to 6-10 members. Specific research, on the other hand, is more pinpointed and is used to solve the problems that are identified by exploratory research.

As mentioned earlier primary market research is a combination of qualitative market research and quantitative market research. Qualitative market research study involves semi-structured or unstructured data collected through some of the commonly used qualitative research methods like:

Focus groups: Focus group is one of the commonly used qualitative research methods. Focus group is a small group of people (6-10) who typically respond to online surveys sent to them. The best part about focus group is the information can be collected remotely, can be done

without personally interacting with the group members. However, this is a more expensive method as it is used to collect complex information. One-to-one interview: As the name suggests this method involves personal interaction in the form of an interview, where the researcher asks a series of questions to collect information or data from the respondents.

The questions are mostly open ended questions and asked in a way to facilitate responses. This method is heavily dependent on the ability and experience of the interviewer to ask questions that evoke responses. Ethnographic research: This type of in-depth research is conducted in the natural settings of the respondents. This method requires the interviewer to adapt himself/herself to the natural environment of the respondents which could be a city or a remote village. Geographical constraints can be a hindering factor in conducting this kind of research. Ethnographic research can last from a few days to a few years.

Qualitative Research Methods

Qualitative research methods are used by organizations to conduct structured market research by using online surveys, questionnaires and polls to gain statistical insights to make informed decisions.

This method was once conducted using pen and paper. This has now evolved to sending structured online surveys to the respondents to gain actionable insights. Researchers tend to use modern and technology-oriented survey platforms to structure and design their survey to evoke maximum response from respondents.

Through a well-structured mechanism, data is easily collected and reported and necessary action can be taken with all the information that is made available first hand.

How to conduct quantitative research

2. Secondary Market Research: Secondary research uses information that is organized by outside source like government agencies, media, chambers of commerce etc. This information is published in newspaper, magazines, books, company website, free government and nongovernment agencies and so on. Secondary source makes use of the following:

Public sources: Public sources like library are an awesome way of gathering free information. Government libraries usually offer services free of cost and a researcher can document available information.

Commercial sources: Commercial source although reliable are expensive. Local newspapers, magazines, journal, television media are great commercial sources to collect information.

Educational Institutions: Although not a very popular source of collecting information, most universities and educational institutions are a rich source of information as many research projects are carried out there than any business sector.

Market Research Example with Types and Methods

Market Research Challenges

There are several challenges in conducting market research. This challenge is proposed by

Dekeba & Alemayehu. 2003) which involved the following:

- Objectives are unclear, leading to conflicting or unrealistic expectations. This often is due to imprecise or too many goals.
 - ✦ Consumer cannot easily express how they feel.
 - ✦ Sometimes data providers are not strategic advisors.

- Sample has quality issues (participants are not sufficiently qualified or authenticated, or do not pay adequate attention), or needed sample size is unmet.
 - ✦ Instrument is poorly designed. Long, complicated questionnaire design (or rambling discussion guides for focus groups or in-depth interviews) confuses participants with awkward question sequences and poor answer options.
 - ✦ Data analysis is conducted with more attention to techniques than results; either the choice of analytics is poor or is misaligned with client needs.
 - ✦ Poor matching of methodology and customer needs (incorrect use of qualitative or quantitative methods).

- Schedules slip significantly; research is completed too late to support intended decisions.
- Internal clients unable to apply the research as originally intended; “action-ability” of research.
- Programming (for online or telephone data collection) is done hastily, and questionnaire logic is not enforced nor approved by client. Entire questions are missing, and answer options are not properly presented.
- Research report may contain egregious errors.
- Client-agency relationship is unproductive or strained, causing miscommunication and conflicts.

Who is Responsible for Performing Market Research?

- A wide range of consumer may participate in market research, based on their area of expertise.
- A team approach may be best since many functional areas may need to be gathered during market research, the team may be composed of: Project Officers, End Users, Technical Specialists, Logistics Specialists, Scientific Researchers, Testing Specialists, Cost Analysts, Legal Counsel, Contract Specialists, and Contracting Officers.
- Conserve energy and time by making sure the individual responsible for the operational requirement is on the team.

Why is Market Research Important

With economy being competitive with each passing day it is important for businesses to know and understand preferences of their consumers. Conducting research is one of the best ways of achieving customer satisfaction, reduce customer churn and elevate business. Here are the reasons why market research is important and should not be ignored:

- It provides information and opportunities about the value of existing and new products, thus, helping businesses plan and strategize accordingly.

- It helps in determining what the customers need and want. Marketing is customer-centric and knowing the customers and their needs will help businesses design product or services that best suit them.
- By understanding the needs of customers, businesses can also forecast their production and sales. One of the most difficult aspects for a production manager is to keep inventory stacked. What is the requirement and how much should be produced to fulfill the needs of the customer? Market research helps in determining optimum inventory stock.
- To stay ahead of competitors, market research is a vital tool to carry out comparative studies. Businesses can devise business strategies that can help them stay ahead of their competitors.

Benefits of an Efficient Market Research

- **Make well-informed decisions:** The growth of an organization is dependent on the way decisions are made by the management. Using market research techniques, the management can make business decisions on the basis of obtained results that back their knowledge and experience. Market research helps to know market trends, hence to carry it out frequently to get to know the customers thoroughly.
- **Gain accurate information:** Market research provides real and accurate information that will prepare the organization for any mishaps that may happen in the future. By properly investigating the market, a business will undoubtedly be taking a step forward, and therefore it will be taking advantage of its existing competitors.
- **Determine the market size:** A researcher can evaluate the size of the market that must be covered in case of selling a product or service in order to make profits.
- **Choose an appropriate sales system:** Select a precise sales system according to what the market is asking for, and according to this, the product/service can be positioned in the market.
- **Learn about customer preferences:** It helps to know how the preferences (and tastes) of the clients change so that the company

can satisfy preferences, purchasing habits, and income level. Researchers can determine the type of product that must be manufactured or sold based on the specific needs of consumers.

- Gather details about customer perception about the brand: In addition to generating information, market research helps a researcher in understanding how the customers perceive the organization or brand.
- Analyze customer communication methods: Market research serves as a guide for communication with current and potential clients.
- Productive business investment: It is a great investment for any business, because thanks to it they get invaluable information, it shows researchers the way to follow to take the right path and achieve the sales that are required.

Theoretical Framework



The term marketing strategy consists of the first two concepts, strategy and plans developed by the means the organization in the long term to ensure the achievement of the correlation between the organization and its mission. (Al- Hill& Jones ,2008: 55). As for marketing, it: (Al-Masri,2002: 185) system of integrated activities and ongoing research in which each of the workers involved in the organization, and belong to the management of an integrated marketing mix by maintaining a sustaining relationship with customers and make a positive impression in the long term. This is the trend of modern marketing concept is a primary focus on the customer as the main objective, which focus on all marketing activities. (Al-Sumaidaie

□ Youssef ,2001: 54). And it is a marketing function of the important functions and the key to any organization and can not imagine any activity without the marketing function and its mechanisms and transmittance depends on the nature of the product and the beneficiaries.

(Al-Bakri & Rahoomi, 2008: 28). A lot of changes have occurred in the external environment in recent years, which made clear through the marketing service industry was marketing strategy is a long-term plan

for the development of the marketing mix is the way by which access to key marketing objectives of the organization. (Al-Sumaidaie & Youssef ,2001: 162). Accordingly, the marketing strategy is a dynamic and interactive strategy planned in advance of her to ensure the success of the marketing process in organizations. The importance of marketing strategy are:

Achieve a balance between the organization and the environment in which it operates.

-  Help the administration to identify and analyze the strengths and weaknesses.
-  Help to measure, analyze and evaluate marketing opportunities and identify targets more realistic.

Search term is defined as inspection, exploration, investigation, inquiry, access to the knowledge of the facts or the discovery of new facts to study the operation of the subject. The flag is designed to raise the human ability to control nature. (Hillis , 2006: 13) and see (Lewis & Mannion, 1990: 46) that scientific research: is to reach practical solutions to the problems can be relied upon by pooling data-planned and orderly manner and then analyze the data and their interpretation. He also each activity with a curriculum designed to generate new knowledge related to human understanding of natural phenomena and eventually lead to the lifting of the human capacity to control the production of these phenomena. (Khader, 2011:5Points (Hillis ,2009: 9) that scientific research is deep and real scientific study to find the problem of the problems facing the community in any field of the natural sciences and technology and in any branch of science in order to make a comprehensive development and development solutions.

Research Methodology

There are different method of market research namely: qualitative or quantitative.

Qualitative market research means "quality." Conversely, and importantly, it does not mean "quantity." Qualitative research methods

are designed to talk to a relatively few people in the target audience of interest. The purpose of qualitative research is to plumb the depths and range of buyer attitudes and beliefs, not to measure incidence, project, or forecast quantity (Barabba & Gerald, 1991).

Popular qualitative market research methods include focus group studies, depth interviews triads (one interviewer, two respondents, and dyads (one interviewer, one respondent,) and observational techniques such as ethnography and, popular in marketing research, photo ethnography (Creswell, 2003). Qualitative market research methods refer to "market survey" method because they offer a way to measure the market, again, in terms of depth and range of buyer perceptions and needs rather than quantity. Often market researchers and clients succumb to the temptation to inappropriately impute quantitative implications and projections based on this type of market survey. The quality and validity of market surveys is driven by the design, interviewing experience of the moderator or principal interviewer, and the interpretation of results by the market research consultant or marketing analyst.

Qualitative research is based on opinions, attitudes, beliefs and intentions. This kind of research deals with questions such as "Why"? "Would?", or "How?". Qualitative research aims to understand why customers behave in a certain way or how they may respond to a new product. Given that these opinions are often obtained from small numbers of people, the findings are not necessarily statistically valid. However, such data can highlight potential issues which can be explored in quantitative research. Focus groups and interviews are common methods used to collect qualitative data. The data is often revealing and useful, but it is costly and time-consuming to collect, particularly for a start-up or small business (Creswell, 2003).

Quantitative market research methods attempt to gauge quantity. Using a range of sampling strategies, quantitative market research methods seek to project results of a quantitative market survey to the entire marketplace. Popular quantitative market survey methods include online surveys, personal quantitative interviews, mail surveys, and telephone

surveys. Combinations of these marketing research survey tools are referred to as "hybrid" research methods Hair, Bush & Ortinau (2006). The data collection technique through phone, face to face interviews, web interviews, traditional mail surveys and will based on marketing research objective, time and quality issues (Creswell, 1994).

Conclusions

Marketing research is usually the first step in the marketing process, after ideas for products are conceived. Businesses conduct marketing research to obtain information from the marketplace. They use it to solve problems, obtain information on competitors and determine the needs and wants of non-paying consumers and customers. Marketers then analyze the data and develop various marketing strategies. Coca Cola has remained successful by using market research by implementing surveys and over time some other types of market research as well to remain successful. In this paper, I have shared with you that any type of market research can be used but it is based on what the business need at the time. I hope this information has shown you how important market research is and what it has to offer **competition** According to a study conducted by Business Insider, 72% of small businesses focus on increasing revenue. Conducting research helps businesses gain insight into competitor behavior. By learning about your competitor's strengths and weaknesses, you can learn how to position your product or offering. In order to be successful, small businesses need to have an understanding of what products and services competitors are offering, and their price point.

Recommendations

- Define the Problem-The foremost decision that every firm has to undertake is to find out the problem for which the research is to be conducted. The problem must be defined adequately because if it is too vague, then it may result in the wastage of scarce resources and if it is too narrow, then the exact conclusion cannot be drawn. In order to define the problem appropriately, each firm must have a clear answer to the questions viz. What is to be researched (content and the scope)? And Why the research is to be done (decisions that are to be made)?

- Develop the Research Plan This step involves gathering the information relevant to the research objective. It includes:
- Data Sources: The researcher can collect the data pertaining to the research problem from either the primary source or the secondary source or both the sources of information. The primary source is the first-hand data that does not exist in any books or research reports whereas the secondary data is the second-hand data which is available in the books, journals, reports, etc.
- Research Approaches: The Secondary data are readily available in books, journals, magazines, reports, online, etc. But the primary data have to be collected and to do so, the following research can be conducted:
- Observational Research: The researcher can collect the information by just observing the happenings in the market and sometimes having a friendly conversation with the customers to know about their purchase experiences.
 - ✓ Ethnographic Research: It is one of the forms of an observation research where the researcher studies an individual in the real life situation and not under any market setup or a lab. The purpose of this research is to know the way people live (their lifestyles), What they do to earn their livelihood, how they consume goods and services, what they need in their personal and professional lives etc.
 - ✓ Focus Group Research: It is a form of group discussion wherein six to ten people gather and discuss the common topic given by the moderator. A moderator is a person who conducts the group discussion and is skilled in group dynamics. He also keeps the discussion focused on the topic so that relevant information can be obtained from the group members.
 - ✓ Survey Research: These are the descriptive research generally conducted to know the about the customer's knowledge about the product, their preferences, and satisfaction level. The best way to conduct surveys is through the Questionnaires.

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