



## **THE IMPACT OF MARKETING RESEARCH ON INTERNATIONAL MARKETING STRATEGIES**

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### **Abstract**

*This study examines the impact and the relation between international marketing strategies and marketing research. Some companies which have an international activity were the focus of this study. The study tested two hypotheses to evaluate the correlation between international marketing strategies and marketing research, as well the impact of the marketing research on the international marketing strategies. The employees in selected companies with international activity filled 403 questionnaires. The regression and the correlation between international marketing strategies and marketing research were examined by SPSS. The empirical results were drawn from this research, the most important of which is to invest in marketing research in order to increase the efficiency of international marketing strategies. This study shows the necessity of obligation of the workers to follow training courses that focuses on the marketing research and establishing a department that focuses on the marketing research in each company with international activities.*

*Keywords: Marketing research, International Marketing Strategies, Strategies, marketing, business organizations*

## INTRODUCTION

Because of its usefulness the marketing research is one of the important tools used in the field of marketing . The information that collected about consumers, markets and competitors plays a major role in making sound marketing decisions and achieving the objectives of the enterprise.

The successful developing of the strategies in an organization strategies comes from the structured information. So the organization tries to adapt in to competitive environment by reviewing the management methods. And by offering to the customer sveral choices of their products customer behavior will be affected, and they will choose the suitable chose. Also this affected reflect on the financial and material resources in the organizations in a positive way. The human and organizational system makes a structural decision to replace it with a competitive position in the market. And from this new economic trend, which is known as the market economy, and the need to deal with this.

In fact, the issue of marketing has become - from our point of view - the issue of the times, the economic justification for the existence of any enterprise. It focuses on its survival and growth in the market, as it mainly depends on its ability to market products in their markets. All organizations, if they are to survive and grow, must look at their goals and develop long-term strategies. To meet the changing and renewable conditions in its industries, any organization operating in an environment that is subject to many changes These changes may provide the organization with some opportunities that can be exploited or threats to be avoided and based on the study of the environment and the changes that follow. The organization must change its view of the market and competitors. products, etc., and develop long-term strategies to meet these factors and changing conditions in the industry.

## LITERATURE REVIEW

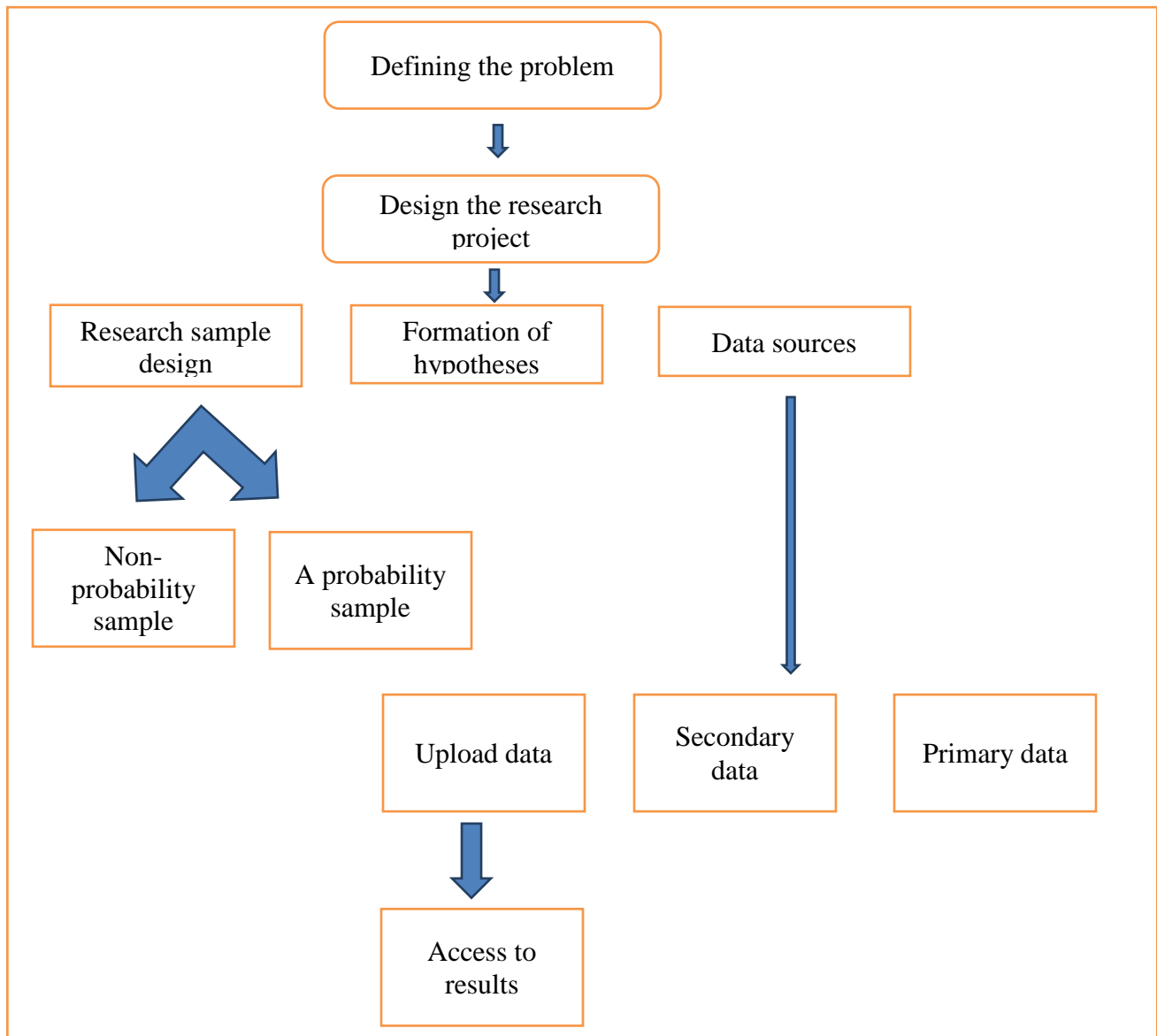
### The Importance Of Marketing Research

The marketing research does not depend on chance, and this the effectiveness of the marketing research. The activity of the marketing research is not considered as one-step, the marketing research relies on record and gather the data by a series of steps (Zaki Khalil, 1997: 159).

### Marketing Research Steps

The marketing research goes through several steps which shown in the table below, by those steps the problems will be shown and the goal of the research will be clear, and also those steps analyze the data and convert it into information until reaching the result.

Figure 1 Marketing Research Steps



Source: Muhammad Saeed Abdel-Fattah, 1983 Marketing Research:  
Dar Al-Nahda Al-Arabiya, p. 258.

### International Marketing Strategies

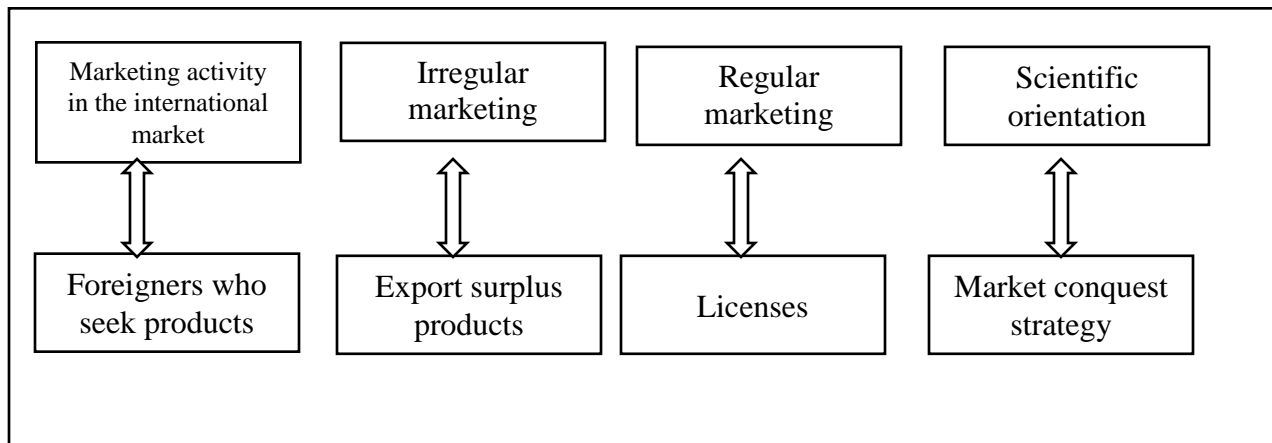
Globalization and the openness of international markets, many Arab companies seek to obtain their share of global markets, by adapting to the needs and desires of consumers to meet and satisfy their needs and desires, and this is not achieved easily, unless these companies strive hard to select export marketing strategies to ensure that. Today's marketing strategies have become a necessary need for economic institutions aimed at survival, continuity, and facing the escalating state of competition witnessed by most of the world's markets, and

adapting to an unstable moving environment towards consumer service. The marketing strategy represents one of the most complex marketing operations, as the extent of the success or failure of the organization depends on it. (Bazargha, 2015).

### Importance Of International Marketing For Organizations

The main elements of the international marketing process or the international exchange process are the ability to understand and absorb external opportunities and identify and analyze profitable opportunities as a basis for designing a strategy for products, services and prices to achieve the best commercial exchange. International, because there are varying degrees of interest in conquering international markets, and they can be included in the following points: (Hani, 2006: 33).

Figure 2 Main elements of the international marketing process



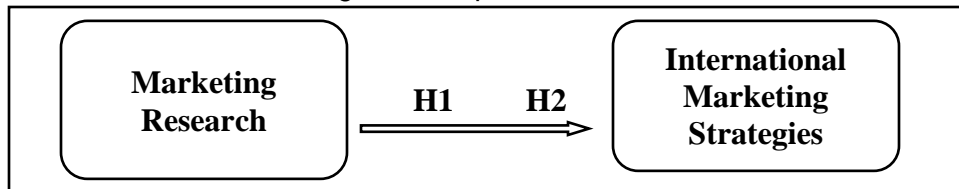
Source: Muhammad Ibrahim Obeidat, Principles of Marketing, a behavioral approach, Dar Al-Mustaqbal, Amman, 1999. P 339.

### IMPORTANCE OF THE RESEARCH

The primary source of the marketing information is the marketing research, the importance of it that helps the company's strategic to build and develop the strategies. In this research and by this studies may be benefit and useful to researchers in this field. This research seeks to clarify the knowledge of the actual reality as the real reality of luxury companies. Through its interest in scientific research, which is an essential source for obtaining marketing information, which directly contributes to building marketing strategies. Recognize the impact of marketing research on marketing strategies Measuring the impact of marketing research on marketing strategies.

## MODEL AND HYPOTHESES OF THE RESEARCH

Figure 3 Proposed research model



Based on the literature review conducted within the scope of the research, the following hypotheses have been developed regarding the impact of marketing research on international marketing strategies.

H1: There is a positively oriented correlation between marketing research and international marketing strategies

H2: There is a statistically significant effect between marketing research and international marketing strategies

## RESEARCH METHOD

A survey of 403 workers from international companies was conducted in Istanbul, and its results were interpreted and evaluated. There are 10 companies with international activities. These companies include commercial activities and exports and a simple random sample was used. It is the method of selecting a sample consisting of  $n$  units from among the population units under study, such that each possible sample has the same probability of being the extracted sample, which means that the simple random sample is one derived from the statistical population. So that each of its elements has an equal chance of being part of the sample, and a simple random sample that the study refers to is used.

### Data collection tools

The questionnaire used in this study consisted of three parts. In the first part: 5 questions were asked to determine the demographic characteristics. The second part of 20 sentences consists of the Marketing Research Scale, and the third part consists of twenty 20 sentences that make up the International Marketing Strategies Scale.

### Methods of analysis

The data obtained from the research results were analyzed through SPSS 23 program. The results related to the demographic characteristics of the participants and the evaluation of

the general demographic characteristics of the employees of international companies in Istanbul were examined. Subsequently, analyzes of reliability and validity were performed in relation to marketing research, and international marketing strategies. Then the correlation analysis and relationships between the research variables and regression analysis were studied.

### STUDY: Wael Ali (2016)

The study explored the impact of tactical strategies on the structural performance of business organizations. Case study of Palestinian small organizations for small organizations The problem of the study was the question Main What is the impact of marketing strategies on the marketing performance of business organizations The study aimed to identify the impact of tactical strategies on the performance of Palestinian small business enterprises, and to identify all deviation strategies. The study assumed a number of hypotheses, including a statistically significant relationship Marketing strategies and marketing performance in small business, there is a relationship Statistically significant among subtle coordination strategies, such as successful coordination performance. The study used the intimate descriptive approach. The study concluded a number of results, the most important of which is the quantitative degree of tactical strategies. The practices followed in small business enterprises, as evidenced by: strategic strategies have been embodied in the product strategy, came second-tier pricing strategy, distribution strategy, and focus strategy, there is a positive ejection effect For staging strategies such as skeletal performance.

### Correlation Analysis

Table below shows the analyzes of the correlation of variables within the research. As a result of the correlation analysis, it was decided to accept the H1 hypothesis. A positive relationship is expected between the implementation between marketing research and international marketing strategies. As shown in the correlation table, there is a positive and medium relationship between the application of marketing research and international marketing strategies.H1 hypothesis is accepted.

Table 1 Correlation analysis

	marketing research	International Marketing Strategies
marketing research	1	,535** ,000
	403	403
International Marketing Strategies	,535** ,000	1
	403	403

## Regression Analysis

To test the H2 hypothesis of the study, a regression analysis was performed. The results of the analysis are presented below. As a result of the analyzes carried out within the scope of the research, a significant relationship was identified between the implementation of marketing research and international marketing strategies ( $P < 0.05$ ). This result shows that the application of marketing research positively affects the efficiency of international marketing strategies. Hypothesis H2 has been accepted.

Table 2 Regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	P	
	B	Std. Error	Beta			
1	(Constant)	,983	,117	,535	8,426	,000
	marketing research	,605	,048	,535	12,695	,000

## CONCLUSION

As a result of the correlation analysis, it was determined that among the research hypotheses, the application of marketing research positively affects employee satisfaction. As a result of the correlation analysis, a positive, medium, and statistically significant relationship was found between marketing research and international marketing strategies. The second hypothesis was regression analysis.

- As a result of the analysis conducted in the scope of the research, it was determined that there is an important relationship between the application of marketing research and international marketing strategies.
- As the application of marketing research increases, so does the efficiency of international marketing strategies.
- A significant impact was observed on the application of marketing research to international marketing strategies.

Strategy as a practice arises from the interactions between people, lots of people – top managers, middle managers, employees, consultants, accountants, investors, regulators, consumers. While all these people might not be designated formally as ‘strategists’, their actions and interactions contribute to the strategy of an organization. A case study of the Arab Sökkadia Company for the production of certain vegetable oils. The problem of the study was that there is no practice by the top management of the company. By applying security information systems in its operations, there is a weakness in its flow of marketing information, which makes it difficult to

take advantage of it in formulating a marketing strategy. Segmentation, the study aimed to identify the nature of the relationship between structural information systems such as distribution channels, as well as to identify the extent of betrayal of the structural information system machines in the studied organization, and this study assumed that there is a statistically significant correlation between strategic information systems such as designing strategic strategies in The company in question, there is also a relationship between the interrelationship of internal records systems, such as the design of strategic strategies. As a result of this research, it was concluded that the application of marketing research has a significant impact on increasing the efficiency of international marketing strategies.

Most of the previous studies emphasized the importance of applying marketing research in order to improve the efficiency of international marketing strategies. It is believed that similar studies from various other sectors and in different geographical areas would be beneficial.

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