TECHNOLOGY; THE DRIVER OF MARKET RESEARCH

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Table of contents

ABSTRACT

Technological enterprises are determined not by advances in knowledge; nor simply by the identification of needs, but by social interests. Of the potential new technologies available at any one time only a few are developed and become widely implemented. In this way technology is shaped by society and by consumer choice. Yet it could also be argued that technology shapes society.

According to Coca Cola Stan Sthanunathan, vice president marketing strategy and insight puts it, "Technology should be a driver of research and not just a tool to make traditional technique more convenient.

INTRODUCTION

The world of sport is continually changing over the years and the use of technology is just one of those areas that have made an impact on many different types of sport in the modern daySports, fans are tracking NBA and NHL playoff games on their iPhones, streaming audio of their favorite football games at the office, home and posting shots of their soccer games on Flicker, Twitter and Facebook. But technological innovation has not only transformed the way we interact with sports over the past 10-15 years, it has also altered the sports themselves.

As technology improves and access to the Internet increases, websites will fight to win consumers. Media corporations will enter the fray and try to entice consumers by offering exclusive data and entertainment on their sites. Eventually, Internet access may allow us to design our own sport entertainment by giving us access to novel event presentations with unique camera angles, favorite announcers, instant replay on demand, and player or coach interviews. The interactive nature of such experiences will draw us closer to the action and make us more involved than the average spectator.

According to recent data, more than 80 percent of sports fans interact with social media sites while watching games on TV, and more than 60 percent do so while watching live events. It isn't just the sport itself that's garnering a lot of attention; Soccer stars Kaka and Ronaldo have also leveraged their reach to become the two most followed athletes on Twitter. Last year, Tiger Woods turned to Twitter for an online Q&A session with his followers. This earned the golf star a great deal of praise for authenticity and fan engagement

Just as television changed the way families in the 1950s interacted with sport, the Internet has given fans yet another way to experience sport. The Internet gives sport fans virtual access to sport in real time and on demand and allows them to create personal, specific methods of interaction as we see the carling cup in South Africa where the fans are the coach of their team, just by selecting the players they like most and bring them to play for a team and bringing them together.

Hypothesis to test

Technology charting a way forward in market research

Research questions

- How is technology influencing consumer behavior by use of smart cards?

- How is technology influencing post-modern marketing research?

- How is social media shaping the world of sports?

- How is technology improving the performance of athletes?

Innovation on payment systems

One market research trend to watch out for in 2013 is the use of the smart cards and Visa Cards which store personal information of what , how and where you spend your money. This makes it easier for banks and supermarket to do micro surveys in house byjust going to the database where they will be able to pull information on the different target groups so as to know projection of the product need to stock and when to stock them, for banks they will use it to determine if you are legible for a loan or if they have a promo they might send it to you.

But research firms can pick this data and cross tabulate and sell it to marketers of different products to understand the purchasing power of the consumer and what they need to do to push their product in the market and also to know when the production should be high and/or low.

Post-modern marketing Research

Another trend in market research is post-modern marketing research. In a realm of applied research, a post-modern approach is presentation of how "cool-hunters" go to urban neighborhoods to spot nascent fashion trends for youth. According to cool hunters, observational research must be delicately pursued because the true innovators in such fashion want to stress their individuality. For those who are "cool" doing what the others do is unpalatable, such as completing field survey forms. The circular and self-refrencing logic seen in other post-modern works is illustrated by the following three rules of cool-hunting;

1. Discovering cool makes it flight

2. Cool can only be observed

3. By those who are cool

Postmodernism is in many ways a rebellion against science and brings with it denial of absolute truth. It is not surprising that the roots of postmodernism were first nurtured in the humanities-where art not science is the focus. Literary analysis techniques have been used by post modern have been used by post modern researchers in close readings of variety of "texts" to discern assumptions and meanings not readily evident.

While traditional researchers might perceive that industry has no time for art, this too needs to be rethought. On the whole, advertising creative compromise one group in the business world who share the post-modern mood and its rejection of traditional survey methodology.

Social Media

The World Wide Web (WWW) is the dominant component of the Internet and many use the term web and Internet synonymously. The internet is transforming the way marketing research is being conducted. Fueled by the Internet, the network era is exploding bringing about more sweeping change than the invention of personal computer. The technological infrastructure being created will enable rich, individualized telecommunication between marketers and individual consumers. As the network era ushers in ultimate customization or "one-to-one" marketing, marketing researches adapting to these technologies. Although online research is estimated to have accounted for 2 percent of all research spending in 1999, if current growth rates continue,

three quarter of all revenue for marketing research agencies would be derived from online research in 2015.

Big Data in Shaping fan experience

The amount of data in our world has been exploding, and analyzing large data sets—so-called big data—will become a key basis of competition, underpinning new waves of productivity growth, innovation, and consumer surplus, according to research by MGI and McKinsey's Business Technology Office. Leaders in every sector will have to grapple with the implications of big data, not just a few data-oriented managers. The increasing volume and detail of information captured by enterprises, the rise of multimedia, social media, and the Internet of things will fuel exponential growth in data for the foreseeable future.

The industry of sports has not been left behind as it has capitalized on big data in boosting fan experience. For example, **Armonk, N.Y. - 31 Jan 2013:** The Rugby Football Union (RFU) and IBM (NYSE;IBM) today announced a strategic five year agreement. As Official Analytics Partner for the RFU, IBM will implement a leading analytics solution to provide fans with real-time insights into the game, including information about individual performance by players – the IBM TryTracker.

In a first for rugby, IBM's Predictive Analytics software will analyze historic and current rugby data provided by Opta, the world's leading sports data provider, to provide valuable in-game stats. It will give viewers access to insights that will heighten their understanding of what to watch for in each game and explain what needs to be done to increase the likelihood of a team win against specific opponents.

The IBM TryTracker will include the 'Keys to the Game', to provide play-by-play insights during the game, and predict three crucial areas of performance specific to each team ahead of match day. For example, the system may predict that if a side hits their target in these aspects of their game then they are more likely to increase their chances of victory, for example the proportion of scrums won or rate of successful kicks.

In addition, the platform will feature a new way to represent 'Momentum', which depicts visual graphics of the match as it unfolds – and identifies key moments, decisions and turning points

based on every facet of the game. It will also determine the match's 'Key Influencers' by analyzing every action of every player to reveal which three players are having the biggest positive impact on their team's overall performance. Results are based on position specific historical data, and will show the average performance of the player's teammates.

"In sport and business, data is a game changer, "said Martin Guillaume, Media and Sports Leader for IBM Global Business Services UK and Ireland. "IBM is powering new consumer experiences with advanced real -time analytics. By doing this, we offer a new way to enjoy the game, by uncovering insights that matter, enhancing the fan experience and providing vital feedback to players and stakeholders."

This technology builds on what is already in use in well known global tennis tournaments such as Wimbledon, The Australian Open and The US Open. IBM is tapping the power of predictive analytics to help deliver insights into everything touching performance, sports injuries, key plays and more. By delivering these insights directly to fans, IBM is driving a smarter sporting experience, giving millions of rugby fans around the world the tools to a more enjoyable game.

The worlds of sports, and many sporting teams alike, are finding new ways to uncover hidden insights from Big Data to gain a competitive edge. Analytics continues to change how sport is being viewed and played, ensuring that fans have a complete interactive experience so they do not miss a moment. The IBM TryTracker can be accessed by all mobile devices and tablets.

Kenya is not only known for its beautiful landscapes but also its prowess in various sports such as athletics and rugby. Rugby in Kenya is a game that has been in existence for a long while since 1970; Watembezi era. In 1996, the federation saw the beginning of a revival in the fortunes of the Kenyan rugby. Although it has heard its fair share of challenges, the Kenya Rugby Federation Union can adopt this technology in advancing the game even further.

This technology by IBM will enable coaches to manage the game better in that coaches will be able to know how to improve the performance of their players in every game. Another advantage of the TryTracker is that it crunches masses of historic and current rugby data to identify three 'Keys to the Game' for each team. These are three crucial areas of performance specific to each

team and if a side hits their target in these aspects of their game they will significantly increase their chances of victory.

Data Streams Will Shift Researcher Focus

Analysis of athletic performance

As noted earlier, marketing research was born in the industrial age when data and information were still scarce and expensive. Increasing geometrically, data has gone from scarce to abundant within a generation. As far back as 1998, a marketing research textbook was pronouncing that "at least in developed economies, data has moved from being a scarce commodity to a burdensome surplus" (Lehmann, Gupta, & Steckel, 1998, p. 15). We are now drowning in a torrential stream of data.

The central challenge now is the creative intelligence needed to synthesize these vast data flows into information, knowledge, insight, foresight, and strategy. This will depend on our technical ability to gather data outstrips and our creative ability to synthesize it. T. S. Eliot (1934) captures this problem best in his 1934 work "The Rock":

Unfortunately, like many institutions born in one era and competing with one another, marketing research is struggling to keep up. Therefore, the industry now must adapt to a world of abundant data in which insight-driven strategy, as opposed to simply the reporting of data, is scarce. If the industry cannot make the transition from industrial collector of data to strategic sifter of data flows, it will be caught in a commodity trap.

The researchers in the sports industry will have to take this into consideration in analysis of athletic performance. Technologies such as CAD (Computer Aided Design) can play a major role in the improvement of sporting equipment and it can be used to analyse athletic performance. CAD (Computer Aided Design) is defined as the use of information technology (IT) in the design process. The role of CAD is to aid accurately generated and easily modifiable graphical representation of the product. The user can nearly view the actual product on screen, make any modifications to it, and present his/her ideas on screen without any prototype, especially during the early stages of the design process.

CAD is also essential when it comes to analysing and recording all the information that streams in from the various sources of data. Due to this researchers can record and recall information with consistency and speed.

CONCLUSION

Facing rapid social, technological and economic change the traditional marketing research industry will either adopt new tools and talent, repositioning itself in a more strategic, consultative space or it will fall into decline. Therefore, creative leaders should use a broad spectrum of new, technology-enabled options to craft their strategies. These trends are best seen as emerging patterns that can be applied in a wide variety of businesses. Executives should reflect on which patterns may start to reshape their markets and industries next and on whether they have opportunities to catalyze change and shape the outcome rather than merely react to it.

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