

contributing successfully within the strengthening of the relationship between the customers and the organization. In other words, the external customers would be more satisfied and committed to the organization, if the entire members of the organizational supply chain would be able to provide the highest value for the external customers, better than the competing organizations (Babin & Zikmund, 2012). The analysis of the competitors' analysis can be conducted throughout the researching of the data from the internet, competitors marketing communication channels, trade show displays, and even from the customers themselves. Companies should be formulating SWOT analysis for the competitors, which would be highlighting the strengths and weaknesses of the rivals, as well as the opportunities and threats that are facing them (Xu, 2005). According to Ellig (2001), the success of the companies within the intense competitive markets would be based on the organizational capabilities to be aware and sensitive to the needs, wants, tastes, and preferences of the customers, as well as higher ability to innovate new products to meet those changing dynamic variables. The marketing research processes should be highlighting both of the performance of current and potential rivals of the organization, which would be leading to marketing competencies (Arnett & Hunt, 2006). In addition, the organizational marketing management should be focusing on the development of various alternative sources for the data and information, which would be ensuring the accuracy and the reliability of the data. Throughout the use of different sources, the organization would be ensuring that there would be no fake data of information, which would be distract the organization or misdirect its strategic path (Bidgoli, 2010).

Discussion

Starbucks Café is considered to be one of the US brands that succeeded in invading many markets throughout the effective marketing researches. For instance, the marketing management of Starbucks Café had been focusing on gathering of information about the attributes and the behaviors of their target customers before entering the markets. That information provided the management of Starbucks Café to effectively choose appropriate locations and image for their stores before invading the markets. The focus on the marketing research provided Starbucks Café with a great

Summary

Marketing research is the collection, analyzing, and assessing of the data about the customers' needs and wants, competitors' performance and competitive advantages, the dynamics of the potential and the current markets. Successful marketing research would be ensuring the success of the organization to retain its customers, override its rivals, and maintaining a high positioning within the minds of the customers. The integration among the Resource Based View and the marketing research processes would be ensuring that the organizational management will be able to take the most appropriate decision based on the resources within the market. For ensuring the success of the organizations within the marketing research processes, there should be application for the information systems and information technology for the gathering and assessing of the data, which would be collected from different sources, while ensuring the accuracy of the researching data. The sustainability of the marketing research processes is considered to be essential for ensuring that the organizational management will always be aware of the changes that took place within the market. The effective marketing research processes would be providing the organization with a high domination over its rivals and a superior competitive advantage within the current and potential markets. Regardless the massive advantages of the marketing research, the failure in planning, implementing, and evaluation of the processes effectively may be leading to huge costs and losses for the organizations, which have the potential for the collapsing of the entire organizational operations and positioning within the minds of the customers. Organizations should be focusing on the use of most advanced information systems that would ensure the success of the organization within the marketing research processes. The decisions that are related to the product development, locating organizational stores, featuring the products, and choosing the organizational target segments are considered to be depending on the marketing research processes, which would be providing the entire organizational departments with the most appropriate strategic path to be followed for the organizational survival on the long run.