

MARKETING INNOVATIVE WAY : CURIOSITY, DYNAMICS AND FUTURE STUDIES

ІННОВАЦІЙНИЙ ШЛЯХ МАРКЕТИНГУ : ЦІКАВІСТЬ, ДИНАМІКА І ДОСЛІДЖЕННЯ МАЙБУТНЬОГО

Abstract. Under the conditions of the information society, one of the most common mistakes made by marketers in the process of making marketing decisions is the developing marketing strategies based on questionnaire surveying the opinion of the majority, which forms the basis of traditional marketing research. This article proposes an innovative approach for marketers to overcome potential pitfalls. It involves increasing curiosity, which entails not directly surveying the majority but observing users' behavior dynamically over a specific period of time and studying the future as a means of shaping reference points for consumers rather than adapting to their needs.

Key words: curiosity, marketing researches, marketing strategy, future study

Анотація. Однією з найпоширеніших помилок маркетологів у процесі прийняття маркетингових рішень в умовах інформаційного суспільства є розроблення маркетингових стратегій на основі опитування думки більшості, що складає основу традиційних маркетингових досліджень. У статті запропоновано інноваційний шлях для маркетологів з подолання можливих помилок. Він включає у себе підвищення цікавості, що передбачає не пряме опитування більшості, а спостереження за поведінкою користувачів у динаміці протягом певного проміжку часу, а також дослідження майбутнього, як способу формування орієнтирів для споживачів замість адаптації до їх потреб.

Ключові слова: цікавість, маркетингові дослідження, маркетингова стратегія, дослідження майбутнього

The most popular contemporary confusion of the marketers is the developing their marketing strategies only on the basis of some traditional marketing research results when the marketer asks respondents about their needs. The information society has specific features. But the marketer continues to choose the most typical answers, the most typical comments in social media. The marketers used to use the large number of similar answers as a strong argument for making marketing decisions. "MOST" has already turned into a very effective marketing competitive struggle tool. When the marketers promote some commercial idea they try to stimulate users' reaction: a lot of comments, savings, reposts and so on. In some cases they even start to do it artificially and then, in accordance with the principle of social evidence [1], the marketers get followers with the same behavior reaction. It has worked effectively for promotion campaigns before, but it may not represent reality now if we use this 'MOST'-tool for marketing researches, under the conditions of the information society.

The information society makes mining information to be very difficult if it uses the traditional tools of marketing researches just. It is necessary to remember that most of respondents may keep silence when a blocking minority of them answers the questions in some typical way. If we develop the strategies on these results just, we may not reach desired marketing goals. Other representatives of the target audience can behavior in some different way, but marketers are not able to know about this, keeping on the traditional way of questionnaire surveys.

What can we do in such kind of situations? Firstly, researchers have to stay being curious. The contemporary information society operates on the competitive struggle between the collective mind of internet users and Artificial Intelligence (AI). AI doesn't accumulate Big Data of people's answers to the questions about why they do something in some way. But AI accumulates Big Data of facts of their real behavior under the different conditions. It is the process of observation. Then AI develops the mathematical models on the basis of these Big Data. This generated mathematical model makes

it possible for AI to extrapolate the people's behavior for other situations. This is the process of understanding. The possibility of prediction the future behavior of people also makes it possible for AI to act in accordance with it and then rule this process. That is why under the conditions of the competitive struggle, the possible effective decision for researchers can assume a way, similar to AI, and follow the principle "Observe. Understand. And act" [2]. This means that the researcher doesn't need to ask, but has just to watch, observe and stay curious.

Secondly, behavior in dynamics of our respondents will show much more than their public words. When static marketing researches are conducted, for example, when we look at the social media page of some person, the researcher receives a temporal juncture of this person's behavior just. But if the researcher is observing this social media page during some period of time, the researcher will mine another information picture. That is why marketing researches have to include dynamical observations.

This information and understanding the processes are necessary for the researcher but not for adaptations but for corrections them. The traditional approach to marketing assumes an analysis of a current juncture of the marketing environment. But it may lead to unexpected consequences in the future. For example, advertises of the beauty and fashion industries have already led children to be not satisfied of their looks [3]. Girls start to slim down since ten years old. Boys try to use different food supplements for muscles to grow since twelve years old. It's too early for the young organism that is still growing up. And discontent of their body, looks or lifestyle has also some psychological background. The rich lifestyle, been promoted by marketers, also turns into the family problems between different generations. Advertisements show a product and for develop a desire of consumer to buy it. They demonstrate the results but never the way how to reach such the level of profits to be able to buy this product. So if we use the results of traditional marketing researches of the contemporary environment, we will be ruled by this environment and may face with unpredictable global problems.

That is why we have to move from the opposite sides. Not from today to the future, but from the future to today. Marketers have to study the future and create the desired shape and vision of the future and then every strategy has to be developed on the basis of these future studies results. Economics is a cyclic science. It simplifies the future studies. This assumes that the future studies have to be added by historical analogy researches.

Under the conditions of the information society a consumer is anonymous. And there is no singular effective solution of this problem. We can see black windows on zoom-meetings and never realize actually who and how many persons are watching us behind every black window or some avatar. We are not able to adapt him, but we are able to turn us into the reference points for him.

For example, AI expert Kai-Fu Lee who worked as an executive at Google, Apple and Microsoft defined the top four dangers of burgeoning AI technology: externalities, personal data risks, inability to explain consequential choices and warfare [4]. Each of these dangers is the result of our marketing activity. That is why we have to be curious and forecast of our possible business results in the long-term future and than be ready to move from the opposite sides: not from today to the future, but from the future to today: not from outside externalities to developing our marketing strategies, but from our internal universe human values to developing consumers needs. Marketers shouldn't be today's consumers, but they have to turn into the creators and leaders of the future.

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