English

abstract

QUANTITATIVE ANALYSIS

Realization of the quantitative analysis between Slovenian and Italian SMEs and development of the benchmarking tool on marketing and innovation activities for comparison with other companies.

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abstract

Both large and small companies are increasingly looking for innovative solutions designed to establish themselves on the market and stand out because of their specific attributes. Entrepreneurs face an infinite variety of alternatives that can be applied in any of the strategic areas of the company. Often the difficulty lies in selecting or identifying the best option and the most efficient combination of solutions to be undertaken according to the company's vision. Marketing certainly plays a significant role to support company's vision and boost company's brand. In particular branding activities are fundamental in the process of building the perception of added value created by the company and differentiate it from competitors.

This report aims to describe the development and analysis of the results of the quantitative study conducted on a sample of Slovenian and Italian SMEs in order to create a benchmarking tool on marketing and innovation activities for the comparison between companies. The survey was conducted using questionnaires designed to highlight the way SMEs and start-ups have interacted with clients for the development of their brand in the first years of activity. A total of 277 questionnaires were collected from Italy and Slovenia.

The research team identified nine latent variables. In statistics, latent variables are variables tha cannot be measured directly and are therefore inferred. Thus, for each latent variable we built a set of directly observable questions. More precisely, the following latent variables were studied:

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A. Brand vision development, AAV (5 questions)
B. Empirical information available for brand development, BAV (13 questions)
C. Brand development, CAV (7 questions)
D. Resources deployed for brand development, DAV (10 questions)
E. Tactical Implementation of the brand, EAV (14 questions)
F. Customers interactions and relationships with the brand, FAV (9 questions)
G. Monitoring and validation of the brand, GAV (5 questions)
H. Actual market performance of the brand, HAV (14 questions)
I. Entrepreneurial orientation, IAV (14 questions)

The results were analyzed by identifying the corresponding correlation indexes between all the variables. Additionally, a regression analysis was developed to search for the variables that might influence Actual market performance of the brand (HAV). The results indicate that: available information (BAV), tactical implementation (EAV) and customer interactions/relations (FAV) have a significant impact on market performance of the brand. The regression analysis of the model shows that 52% of the model variance is explained by the three variables identified (BAV, EAV, FAV). Therefore, the sample showed that investing in the three variables identified (BAV, EAV, FAV) will very likely support the development of the brand performance.

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