

Ministry of Education and Science of Ukraine

V. N. Karazin Kharkiv National University

MARKETING RESEARCH:

basic lecture notes.

PART 1

KHARKIV – 2019

UDC 338.339

Marketing research: methodological materials for independent work of students / Ivanenko L.O., Ievtushenko G.V., Shuba T.P., Sorin B.V. – Kharkiv, V. N. Karazin Kharkiv National University, 2020. – 47 p.

Reviewers:

Babich S.M. – Candidate of Economic Sciences, Associate Professor at the Department of Economics and Management, V. N. Karazin Kharkiv National University

Oleynik N. A. – Associate Professor, Department of Business Foreign Language and Translation, V. N. Karazin Kharkiv National University

Recommended for publication by the educational-methodical council of V. N. Karazin Kharkiv National University (protocol № 1 dated 15th January, 2019)

The educational and methodical publication direct on the organization of work students. The using the methodical materials for independent work rationalizes the using lecture hours and improves the efficiency of students' assimilation of information, improves the quality of visual perception of lecture material.

© V. N. Karazin Kharkiv National University, 2020

© Ivanenko L.O.

© Ievtushenko G.V.,

© Shuba T.P.

© Sorin B.V.

The contents

Purpose and objectives of the discipline	4
Interdisciplinary Relations	4
Professional competences	5
Theme 1. The essence and role of marketing research	7
The questions for self-test	16
Test tasks	16
Situational task	18
Theme 2. The goals, objectives and principles of marketing research	19
The questions for self-test	24
Test tasks	25
Situational tasks	26
Theme 3. The basic modern directions of marketing research	27
The questions for self-test	32
Test tasks	33
Situational tasks	34
Theme 4. General classification of marketing research	35
The questions for self-test	39
Test tasks	39
Calculation-analytical task	41
Recommended literature	42
Tasks for independent control works	46

Purpose and objectives of the discipline

Purpose: the formation of knowledge about the system, methods and algorithms of analysis of internal and external business environment of enterprises, ways and reserves of its marketing development.

Objectives: studying the categories, techniques and algorithms of marketing research; acquisition of skills of creative search of reserves of perfection of marketing activity of the enterprise by results of research.

Subject title: the methods and processes for investigating the subjects and conditions of the business environment and the enterprise internal environment.

The content of the discipline is revealed in the following themes:

- Theme 1. The essence and role of marketing research
- Theme 2. The goals, objectives and principles of marketing research
- Theme 3. The basic modern directions of marketing research
- Theme 4. General classification of marketing research
- Theme 5. The essence and functions of marketing information, its sources and classification
- Theme 6. Methods of collecting and evaluating marketing information
- Theme 7. Stages of marketing research
- Theme 8. Principles of selective observation
- Theme 9. Field Marketing Research
- Theme 10. Marketing Research Report
- Theme 11. Specialized Marketing Research

Interdisciplinary communication

The most of the disciplines in the humanities, fundamental and professionally-oriented cycles are a necessary educational base before beginning the study of the Marketing Research discipline. From the cycles of fundamental and vocational orientation student should acquire the following knowledge:

- **Microeconomics** - theory of enterprise and market structures, market of factors of production, costs and outputs, analysis of consumer behavior;
- **Higher mathematics** - elements of matrix theory, general theory of systems of equations, functions of many variables;
- **Statistics** - summary and grouping of statistics, statistics, sample method, indices, dynamics analysis;
- **Enterprise Economics** - Entrepreneurship as an entity, enterprise management, personnel, capital and production funds, intangible resources and assets, working capital, investment and innovation resources, technical and technological base of production, production organization, costs and prices for products, economic security enterprises.
- **Management** - making management decisions, planning in the organization, communication in managing the organization, effectiveness of management;

- **Marketing** - modern concept of marketing, marketing research, organization and control of marketing activity of the enterprise;
- **Enterprises finances** - cash receipts of enterprises, formation and distribution of profits, taxation of enterprises, working capital, crediting and assessment of financial condition of enterprises;
- **Accounting, analysis and audit** - plan of accounts and accounting, accounting of business processes, accounting, analysis of financial condition, profit, profitability and efficiency of use of enterprise resources, analysis of production and sales of products, works, services; audit of assets, liabilities and financial statements;
- **Commodity market infrastructure** - the essence and infrastructure of the commodity market, trade and mediation in the commodity market;
- **Commodity** - classification, types, range, consumer properties of products for industrial and technical purposes; conditions and rules for packaging, marking, storage and transportation of industrial products;
- **Marketing commodity policy** - quality of products and methods of its estimation, formation of demand in the market of an individual commodity, commodity policy of the enterprise, product life cycle, planning and development of a new type of commodity;
- **Marketing pricing** - the system of prices and their classification, factors of marketing pricing, marketing strategies of prices;
- **Economic risks in marketing** - the essence of classification and methods of measuring economic risks; methods and ways of minimizing and preventing risks in business activities;
- **Psychology** - forms and methods of using psychological knowledge, determination of individual qualities of consumers, patterns and ways of their formation in modern conditions; determining the influence of leading activity on the human psyche, interpersonal and intergroup relationships; definition of psychological means of influence of marketing means on personality;
- **Sociology** - formation of knowledge about society; understanding the logic of social development processes; knowledge of socially typical processes;
- **Informatics** - methods of creation, storage, reproduction, processing and transfer of data by means of computer engineering, as well as principles, functioning of these means and methods of their management.

The course "Marketing Research" is necessary for acquiring the skills that a specialist in foreign economic activity management in his professional activity should possess.

Professional competencies

According to the requirements of the educational and professional program students should

know:

- the role of marketing research in the current stage of management;

- necessity and essence of marketing research;
- main tasks, principles and directions of marketing research;
- marketing research mechanism;
- general characteristics of primary and secondary information;
- advantages and disadvantages of primary and secondary marketing information;
- the main stages of the marketing research process;
- characterization of the basic methods of collecting primary and secondary marketing information;
- advantages and disadvantages of different survey methods;
- algorithm for developing questionnaires;
- comparative characteristics of qualitative and quantitative methods of marketing research;
- theoretical principles of market capacity research and its segmentation.

be able:

- to analyze the market conditions;
- to study the behavior of consumers, competitors and other market actors (suppliers, intermediaries, etc.);
- to evaluate the results of the enterprise;
- to determine the competitive position of products and the enterprise as a whole;
- to develop recommendations on pricing, communication and distribution marketing policies of the enterprise;
- to carry out forecast studies of the sales of the enterprise products;
- development a marketing campaign plan and evaluate its financial component;
- to plan the advertising campaign and forecast the effectiveness of its result;
- to create a comprehensive enterprise marketing program.

Theme 1. The essence and role of marketing research

Marketing research is designed to provide marketers with up-to-date information to perform their duties effectively. Among the processes of marketing management are the analysis, development of marketing strategies, planning, control and regulation of marketing activities.

Marketing research is necessary to eliminate the risk of making the wrong decision by understanding the environmental factors of the company. Risk mitigation will help the company execute plans and profit in all market conditions.

The role of marketing research is difficult to overrate. It is to assess the needs, demand and demands of consumers. It helps to create a project to meet their needs, identify problems and opportunities for the company, as well as carry out their marketing activities and evaluate the effectiveness of its implementation.

The purpose of any marketing research is formulation the strategy and tactics of the company taking into account the really existing and potentially possible factors and conditions of the market, on the one hand, and its position and prospects - on the other. It will also help to increase the likelihood of marketing success and fulfill the main tasks of marketing research (Fig. 1). Among the main tasks of marketing research, there are three main: to study consumer behavior, evaluate the effectiveness of competitors and develop a marketing plan for the organization.

Marketing Research Goals:

- Search Engines - collect information for preliminary evaluation of the problem and its structuring;
- Descriptive - a description of selected phenomena, objects of study and factors that affect their condition;
- Causal - test the hypothesis about the presence of some cause and effect;
- Test - selection of promising options or assessment of the correctness of the decisions made;
- Forecast - the forecast of the future state of the object.

The choice of a particular marketing research depends on the goals and objectives of the particular company: market research as a whole, consumer behavior studies, product research, competitive environment research, suppliers and partners research, price research, channels and methods of sales promotion, sales research and audit retail, advertising research.

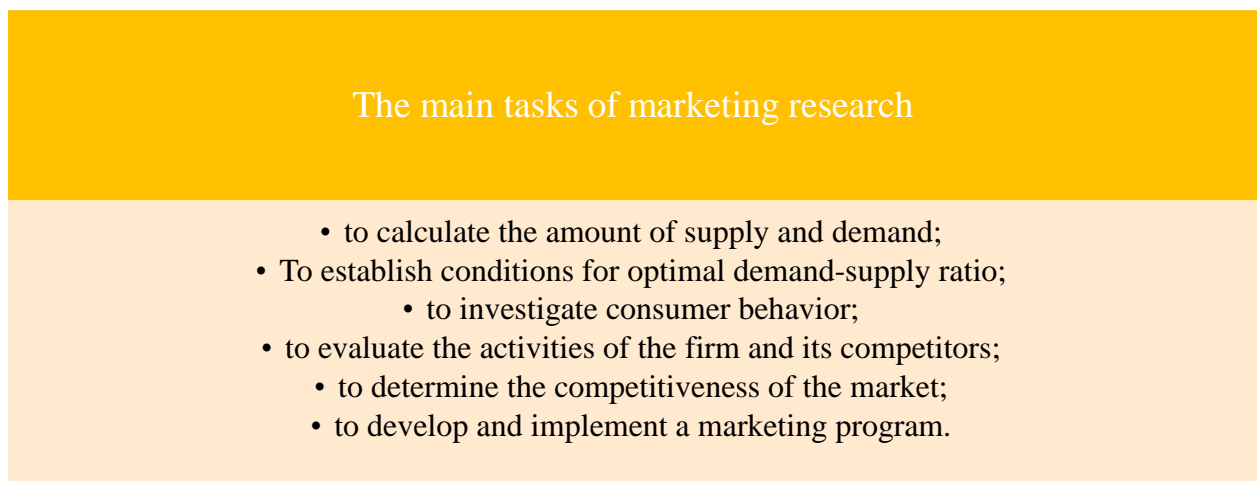


Fig. 1. The main tasks of marketing research

Marketing research must be consistent and consist of several stages. The most important in marketing research is the right conclusions, because it is on their basis that a further plan of action and proposals is formed. The following main stages can be distinguished: the problem identification, choice of research object and choice of data collection method, data collection, analysis and interpretation of data, preparation of the report (Table 1).

Therefore, the first step is to identify the problem, the goals and objectives of the study. The second stage is characterized by the choice of the research object, which depends on the information collected in the previous stage. If the problem you selected is not investigated, you can use search engine research. If the problem is clearly stated, casual and descriptive studies should be conducted. Descriptive research allows us to determine the frequency of occurrence or possible degree of covariance of two variables. The causal project uses experiment to establish causality between variables.

Table 1

An algorithm for conducting marketing research

№	Stage name	Stage description	Stage result
1	Identification of problems of the enterprise	The research team examines the problems and goals of the research	A clear understanding of the problem
2	Choosing a research object	Conducting search, descriptive or causal research	Detailed information about the issue
3	Determining the method of data collection	Definition of the methods that will be used to collect information	Research method, description forms, sample design
4	Data collection	Collection of information	Raw array of information
5	Data analysis and interpretation	The editing, classifying and encoding the information collected. Choosing a content analysis method	Organized problem information
6	Preparation of the report	The description of results and conclusions of the study	Completion document and recommendations

In the third step, the method of data collection is determined. Usually, the necessary information already exists in the form of a secondary one that was previously collected for the purposes of past research. If there is insufficient information, you must collect the primary information. Also, at this stage, the methods by which information will be collected are determined. Mostly, these methods are divided into subjective and objective (Fig. 2). The collection of secondary information not only verifies the accuracy of the sources but also evaluates the information.

The subjective methods are not statistically accurate. The scientists, managers, consultants in marketing issues are experts. They are based on the vision of the situation, intuition, ideas and experience of the person who shapes it. It is important to learn the preferred requirements of the client and you need to spend a lot of time for this. You can do this by directly interviewing customers about their mood,

purpose of purchasing the product, and frequency of purchase for a particular category over a period of time.

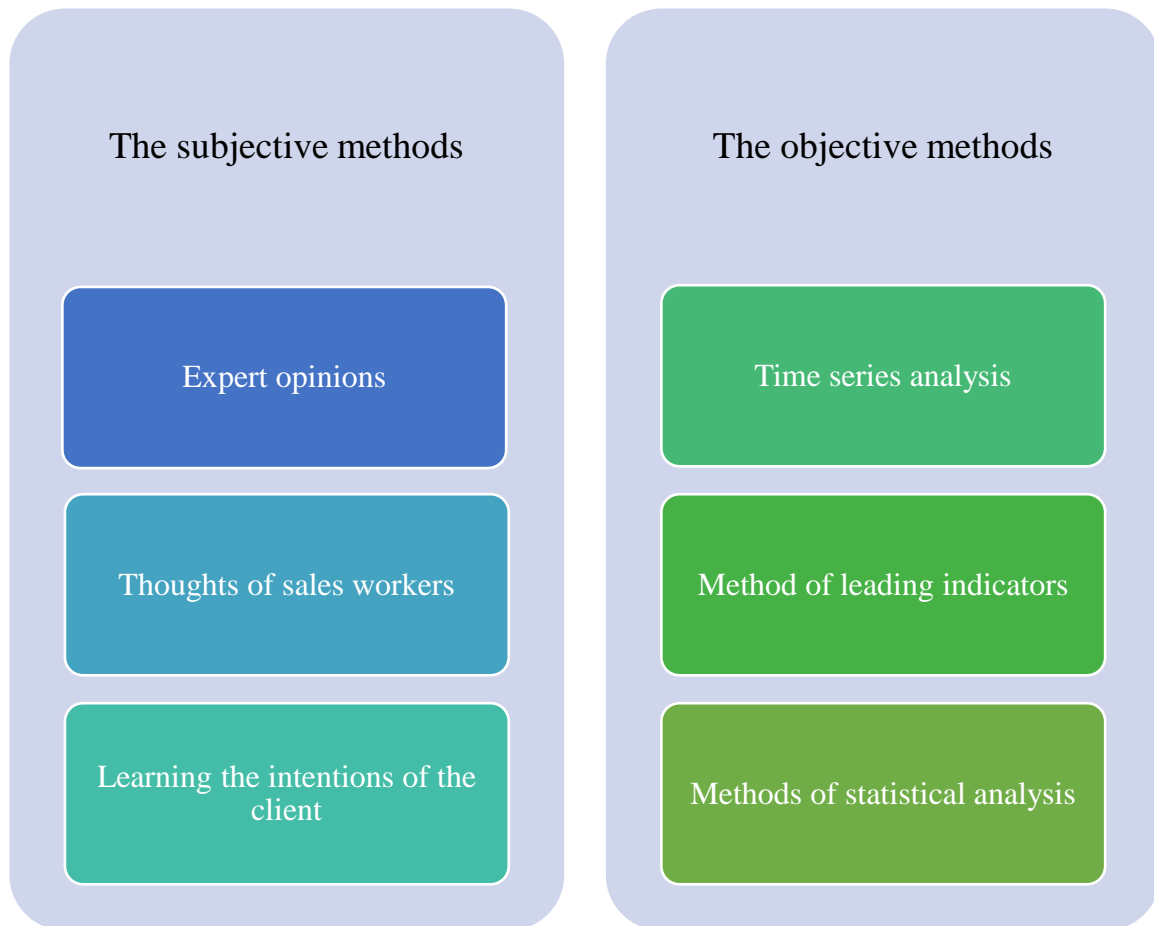


Fig. 2. Methods of marketing research

The objective methods are based on numbers and information arrays. The objective sales forecasting methods are based mainly on quantitative (empirical) and analytical data. For example, the method of forecasting sales using time series analysis is based on the past periods data analysis. In the simplest case, the forecast assumes that next year's sales will be equal to sales in the current year.

The fourth stage is data collection. The process of gathering information begins, and is usually implemented with the help of third-party research organizations.

Data analysis and interpretation takes place in the fifth stage. All collected information is edited and ordered, some arrays are encoded and classified. This is

necessary for a more meaningful content analysis. The choice of method of analysis and direction depends on the research goals, methods and tools of information gathering.

The next step is to prepare a marketing research report. The report is a document that is provided to management or the customer. It contains all the results and conclusions. The existence of the report confirms the conduct of the research activities and the cost effectiveness. It must be accurate and consistent with the rules of assembly, no matter how successful the study was. Implementing recommendations based on research findings may require a slight adjustment to the marketing activity of the enterprise or, conversely, even initiate a change in marketing strategy. The report of the study results is usually prepared in a detailed and abbreviated form. The first - is a fully documented technical report and is intended for marketing professionals. The second is intended for executives and contains a detailed summary of the main results, conclusions and recommendations.

Marketing research can be divided into two main categories: permanent and episodic. Because marketing is a continuous process that takes place in an ever-changing environment, systematic research is essential if the organization is to remain aware of changes in the main drivers of demand and to be able to modify its policies accordingly. Much information of this type is collected by specialized organizations and government agencies, but this information is often too generalized and cannot meet the specific requirements of an individual organization. As a result, it has to be supplemented by studies conducted by the organization itself.

Every organization or business must conduct marketing research when making marketing decisions. This helps management make the most effective risk decisions. When you receive reliable information, errors can be avoided that could lead to damages. Marketing research also helps to respond to competitors' actions in a timely manner, before the costs become noticeable, to stop the production of unpromising or expensive goods.

Properly conducted marketing research enables the business entity to perform its business tasks more effectively. If decisions are made unreasonably and without research, the company expects a number of negative consequences (Fig. 3).

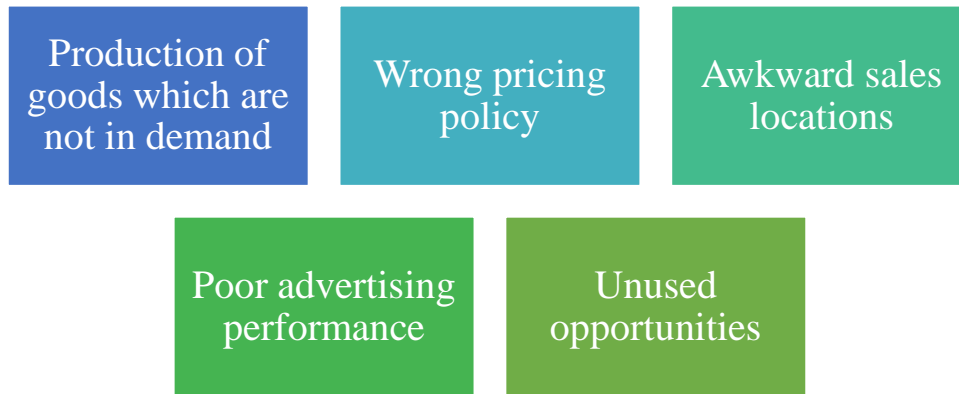


Fig. 3. Consequences of making unsubstantiated management decisions

There are five basic methodological principles that ensure the effectiveness of research (Fig. 4).

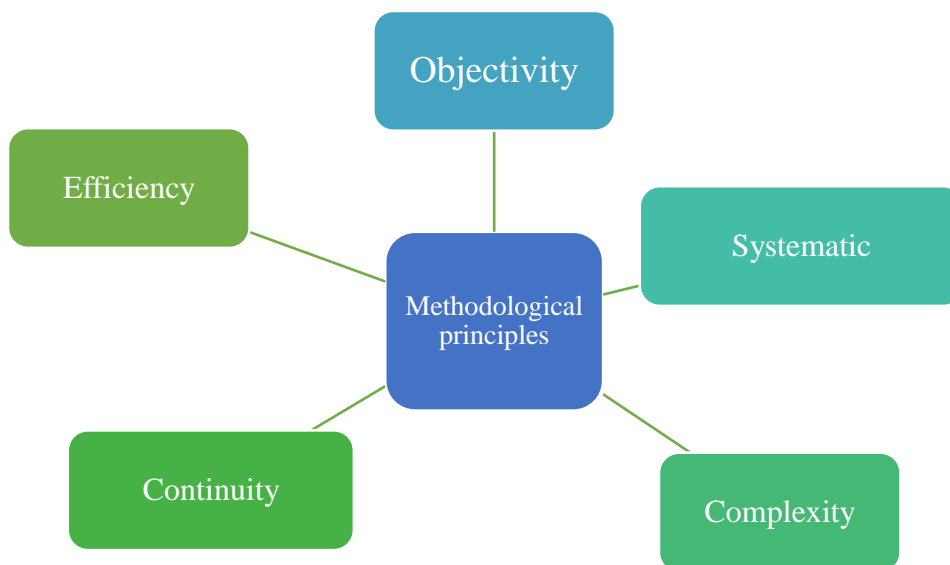


Fig. 4. Methodological principles of scientific research

Marketing research of the market can be carried out by the employees of the marketing service of the enterprise, as well as by specialized external agencies. It is possible to join their efforts and form a joint research team. The very process of conducting market research involves the sequential passage of a number of stages,

from determining the goals and objectives of the study, ending - the design and presentation of its results.

Depending on the information used, the methods of obtaining it, the technique of conducting and the end results, marketing research is divided into different types (Table 2).

Table 2

Typical classification of marketing research

Type of research	Characteristics of the type of study	Advantages	Disadvantages
Desk research	Collection, study, systematization and analysis of secondary market information from available sources.	Effectiveness of research - no need for the organization of field research works, consists in the possibility of obtaining information about problems that are not available as a result of direct study of the object.	
Field research	Marketing research, the specificity of which is the direct and comprehensive study of the marketing object of the study in real market conditions.	provides more information than other research methods; provides the researcher with more flexibility than other research methods; rather than other methods, it reveals unexpected results.	Great cost and time consuming process of the information gathering
Pilot studies	The main task of this type of research is to understand which of the many technologically and logistically achievable markets are of the greatest interest to the company and promise better prospects.	Direct involvement of the researcher in marketing processes	Great value, subjectivity of expert judgment
Panel data analysis	Marketing research conducted regularly in one consumer group.	Direct contact with the consumer, possibility to ask additional questions	Subjectivity

Business contacts	Communication with people during exhibitions and presentations.	Direct contact with the market players	Possibility to receive false information
Focus group method	Selection of people by characteristics and researching them during the interview	Direct contact with consumers; ease of communication	The nature of the information received is too general

It should also be noted that in the process of marketing research two types of external environment and their factors are analyzed (Fig. 5).

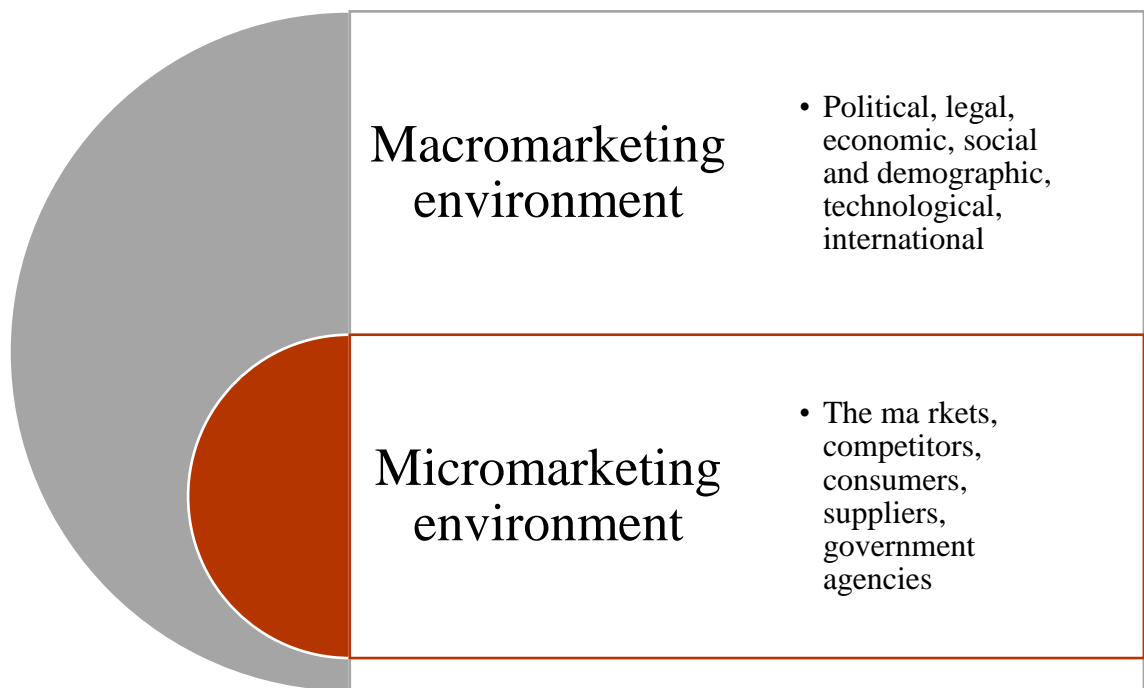


Fig. 5. Factors of macro and micro marketing environment

It is clear that as a result of marketing research, executives receive marketing information, which is the most valuable marketed product. The value is that it [information] creates the preconditions for competitive advantage, helps to reduce the level of commercial risk, to identify and account for changes in the business environment.

The cost of marketing research is determined by a number of factors. First of all, the purpose of the study, its scope and methods of conducting. When it comes to

qualitative research methods, their cost depends on the number of groups, the reach of the respondents, the geography of the groups and the requirements for the report. In some cases, reporting is not expected to reduce the cost of research. When preparing a complete package of works, which includes conversation decoding, analytical commentary, the price increases substantially. The cost of the survey using quantitative methods is influenced by the size of the survey questionnaire, the respondents' reach, the geography of the survey, the requirements for the analysis and the format of data submission. In addition, during market research, its price can significantly increase the need to buy statistical reports for a particular industry.

That is, the value of marketing information is that it:

- helps to outperform competitors;
- reduces risks;
- determines changes in the environment;
- promotes strategy creation;
- improves the image of the organization;
- increases the efficiency of the company.

Thus, the organizational forms of market research determined the scope and structure of the company, the goals and objectives of research. Large companies evaluate the effectiveness of their business activities and competitiveness, prefer to carry out on their own, since much of the information is related to trade secrets. As far as market research is concerned, research into these problems is often entrusted to specialized organizations.

The main purpose of market research is to reduce the risk of making marketing decisions by providing an information and analytical framework for their adoption. The effective part of the conducted marketing research appears in the form of visual material in the form of diagrams and tables, accompanied by appropriate comments and conclusions. Particular role is given to the objectivity of the conclusions drawn and the accuracy of the data provided. Such a comprehensive report is usually accompanied by presentation material.

Self-test questions

1. What is needed for marketing research?
2. Name the task of marketing research
3. What happens in the first phase of marketing research?
4. What is a pilot study?
5. What is the value of marketing information?

Test tasks

1. Marketing research has the following tasks:
 - A. to investigate consumers;
 - B. To set the best price for the product;
 - B. To evaluate competitors;
 - D. To calculate the budget.
2. The purpose of marketing research is to:
 - A. Consumer needs, requests and demand estimates;
 - B. Identifying opportunities to displace competitors;
 - B. Reduce the risk of uncertainty in future research;
 - D. to investigate the history of the company.
3. Name of the stage at which information is collected through third-party organizations:
 - A. Identification of the problem of the enterprise;
 - B. Preparation of the report;
 - B. Collection of data;
 - D. Selection of the research project.
4. Determine the last stage of marketing research?
 - A. Identification of the problem of the enterprise;
 - B. Preparation of the report;
 - B. Collection of data;
 - D. Selection of the research project.
5. What is meant by the complexity of the study?

A. The need to collect information that adequately reflects the real market situation;

B. Conducting marketing research in accordance with the plans and steps required;

B. Implementation of a set of interrelated actions, one of which ensures the effectiveness of the following;

G. Marketing research is constantly conducted due to the dynamic change of factors of the marketing environment.

6. What kind of research is characterized by great value?

A. Business contacts;

B. Panel studies;

B. Pilot studies;

D. Field research.

7. What type of marketing research involves regular surveys in one consumer group?

A. Business contacts

B. Panel studies;

B. Pilot studies;

D. Field research.

8. Select the factors of the micromarketing environment:

A. Legal framework;

B. Market capacity;

B. Competitors;

D. Consumers.

9. Which of the factors is not a component of the macro environment:

A. Legal framework;

B. Market capacity;

B. Competitors;

D. There is no right answer

10. Official marketing research may carry out:

- A. Auditors;
- B. Business Owners;
- B. Financiers;
- G. Marketers.

Situational task

Marketers of the company "Manatee", which sells appliances, noticed a decrease in profits over the winter by 10%. They decide to research consumers using the focus group method, which will consist of store visitors who have not bought anything.

You need to make a questionnaire to help you conduct your marketing research of shoppers and find out what purchase they were looking for and what they didn't find in the store.

Theme 2. The goals, objectives and principles of marketing research

Marketing research is the processing and analysis of data to study a company's problems in a product or service market and solve them by developing proposals. Marketing research consists of the consumer research, competitors, sales, goods, merchandise, price and the internal environment of the company. Marketing research requires a lot of information processing, as opposed to market research. Every company needs to conduct marketing research, because the possession of marketing information largely determines the success in the market.

Market research is a set of measures to study the processes in the field of commodity circulation, aimed at ensuring the supply and demand balance of goods and services.

Marketing research is a tool that provides management with analytical information about changes in the marketing environment to improve the potential of the management system, so they directly affect the decision-making process and, as a result, to obtain a financial result.

Marketing research should be conducted in accordance with the principles of competition and based on scientific methods. Marketing research based on data obtained through industrial espionage or fraud cannot be considered.

The objects of marketing research may be:

- state and trends in market development;
- the state and trends in changing the competitive environment;
- the state and trends in demand development;
- organization capabilities;
- threats to the environment.

An important result of marketing research is information that allows you to identify problems and opportunities and, if necessary, compile a program of marketing activities for optimal results. An example is consumer dissatisfaction with existing goods. In this case, market research specialists diagnose the level of dissatisfaction and study its nature.

In the conditions of market uncertainty, a marketing mix is implemented to meet the needs of customers. It is impossible to determine, for basic sales, whether people like the product or not, what impression they will make on the advertising company and communication, what form of trading will be effective here and now.

Marketing research has a certain order. First, the problem is identified and then the secondary information is collected, then the primary information is collected. In many cases, the company can solve its problems without collecting primary information. Only if the secondary information is insufficient, should the organization collect the primary data (Fig. 6).

During the study you need to constantly do analytical work. It is necessary to find the answers to the questions: "For whom is the product?", "For what purpose will they buy it?", "When is the product needed?"

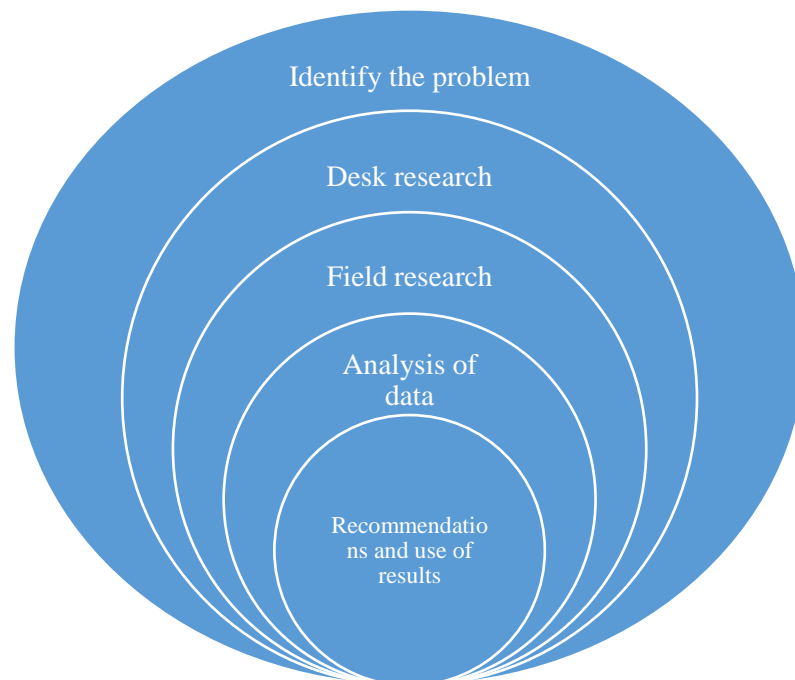


Fig. 6. Organization chart and stages of marketing research

Marketing research should help producers to better adapt to market and end-user requirements. Marketing research should be conducted in the cases shown in Figure 7.

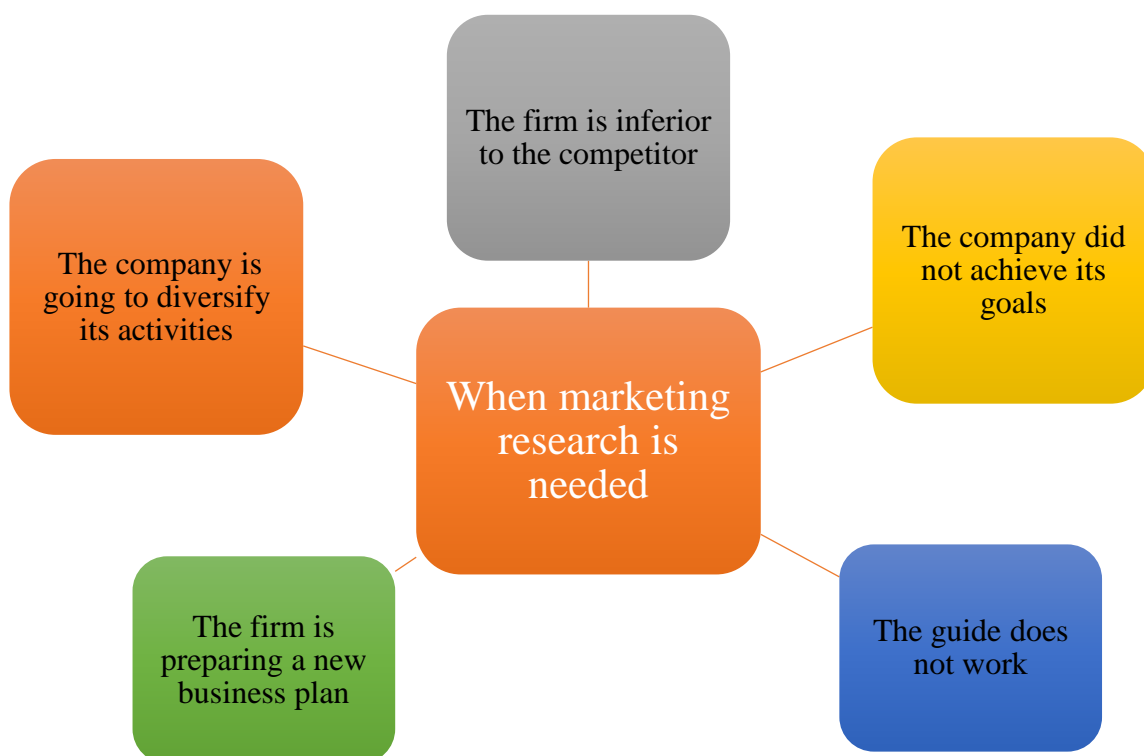


Fig. 7. The need for marketing research

The main purpose of the study is to create an information array to reduce risks and the level of uncertainty in different situations. The goal is formed from market information that has emerged to date. There are several types of marketing research and they are all used today (Table 3).

Table 3

Classification of marketing research by information feature

Classification features	Types
Метод проведення дослідження	Desk research Field research
Essense, goals and consequences	search engines descriptive analytical exculpatory
The type of information collected	quality quantitative

Marketing information should be up-to-date, reliable, relevant and complete. Conducting marketing research is aimed at finding opportunities and problems of the organization; helps to find positioning in the market in a certain period of time

by adapting its products to the needs of the target audience; reduces uncertainty and risks; increases the probability of market activity success.

Depending on the problems that are solved in the course of marketing research (the subject of research), distinguish their main areas (table. 4).

Table 4

Areas of marketing research

№	Direction of MR	Characteristic of direction
1	Monitoring	It is a systematic and planned observation of the state of the market in order to evaluate it, study trends (trends), study the competitive environment. Marketing monitoring is essential for effective business conduct.
2	Grouping	Selection of individual groups of consumers and other elements of the market with the same characteristics (segments, clusters) and study their features, needs, location, opportunities for consumption.
3	Rating	Assessment of market characteristics required to make business decisions regarding individual products (market capacity, demand, supply, change trends, seasonal fluctuations, etc.)
4	Consumer Behavior Research	Research on the degree of consumer loyalty to the company and goods.
5	Analysis	Conducting PEST and SWOT analyzes
6		Market analysis, demand calculation
7	Competitors research	Research on the behavior of consumers, competitors and other market actors
8	Results processing	Analysis of collected information, evaluation of company capabilities
9	Positioning	Determining the competitive position of products and the enterprise as a whole
10	Study of market structure	Studying the commodity composition of the market, the nomenclature, the range of products in order to optimize it
11	Forecast	Develop a forecast for a possible level of sales
12	Development of proposals	Development of the enterprise marketing program and offers
13	Performance evaluation	Evaluation of decisions and their effectiveness by the selected criteria

Before conducting market research, it is necessary to analyze the costs and benefits in order to determine the value of the information to be obtained (Fig. 8).

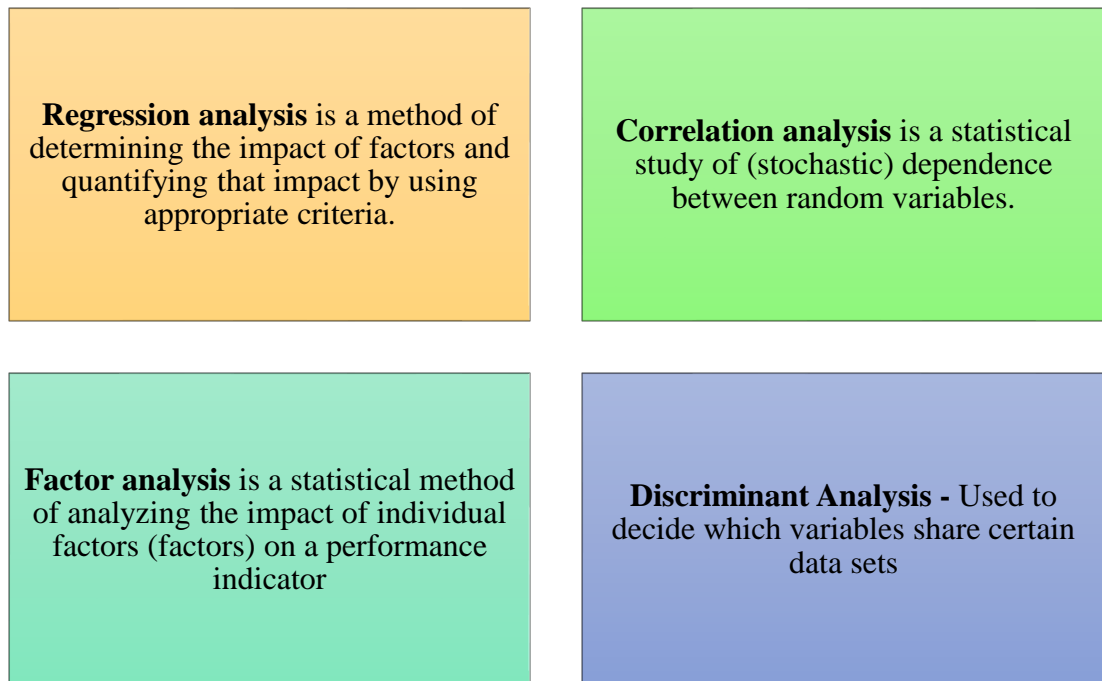


Fig. 8. Methods of analysis

Each activity has its fundamental basis and marketing research is no exception. As a rule, the principles of marketing research are understood to be some immutable laws under which they should be built (Fig. 9). Therefore, the accuracy of the research is always based on the utmost accuracy of all the data that will be used.

The principle of rigorous research is that each stage of the study must be clearly planned and give an accurate and reasoned answer to the question: why is this or that research being conducted. Insufficient or incorrect course and choice of marketing research methods can end up disrupting and damaging its results.

Objectivity of the research provides an impartial approach to the business. The research should not conduct for the already known result and result in turn should not towards a positive or negative evaluation of the company.

The scientific principle is also important - marketing research should be conduct on the basis of existing methods and not contradict them. Finally, any

research should not violate ethics. The fact that the specificity of marketing research is that consumers can be as respondents.

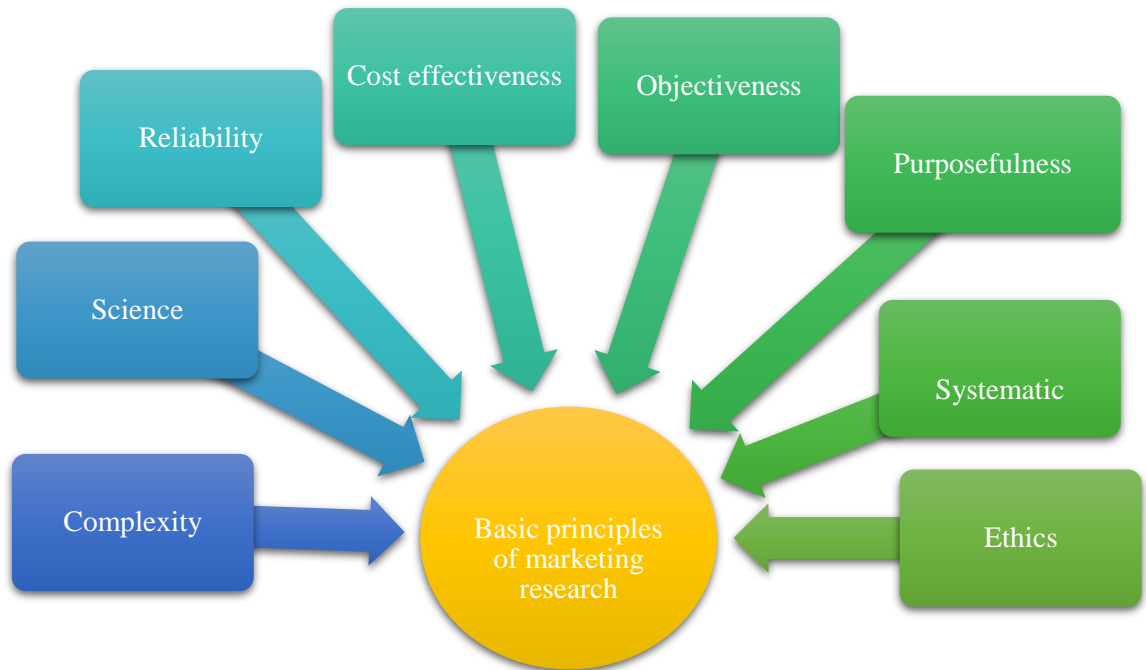


Fig. 9. Basic principles of marketing research

The success of research depends on who conducts it. Should pay attention to marketing activities, such as manufacturers products markets consumers. Research must be accurate and not abstract it would not be successful. In the end it should be noted that the results of marketing research depends on the solution of problems and the further activity of the company so must clearly follow all principles not random or fragmentary and investigate the object from all sides.

Self-test questions

1. Describe marketing research goals.
2. What is the task of marketing research?
3. In which cases we need a marketing research?
4. What is the science of marketing research?
5. Define a "marketing research system".

Test tasks

1. What factors should be considered when you choose a marketing research option?
 - A. Research experience, specialists of necessary qualification, objectivity of evaluation, confidentiality of results;
 - B. Special equipment, programs, methodological support, in-depth knowledge of the product, cost of research;
 - C. All options are correct.
2. What is the basis of marketing research?
 - A. Scientific methods;
 - B. Consumer survey;
 - C. On the characteristics of competitors;
 - D. On the ideas of the business owner.
3. When do we need for marketing research?
 - A. The organization did not achieve its goals;
 - B. The organization bypassed by competitors;
 - C. A new business plan is being prepared;
 - D. The firm intends to diversify its activities.
4. The research methods include:
 - A. Cabinets, fields;
 - B. Search, descriptive;
 - C. Analytical, exculpatory;
 - D. Qualitative, quantitative.
5. What might be the nature, purpose and impact of marketing research?
 - A. Cabinets, fields;
 - B. Search, descriptive;
 - C. Analytical, exculpatory;
 - D. Qualitative, quantitative.
6. Choose the types of information that collected during the study:
 - A. Cabinets, fields;

- B. Search, descriptive;
- C. Analytical, exculpatory;
- D. Qualitative, quantitative.

7. What direction of marketing research involves the collection, processing and storage of marketing information about the market, consumers, customers, competitors, intermediaries and other participants in business processes?

- A. Analysis;
- B. Grouping;
- C. Monitoring;
- D. Forecast.

8. Choose the basic principles of marketing research:

- A. Accuracy;
- B. Reliability;
- C. Cost effectiveness;
- D. Speed.

9. Orientation to solving actual pure marketing problems is the principle:

- A. Reliability;
- B. Purposefulness;
- C. Complexities;
- D. Systematic.

Situational task

Formulate search, descriptive, and experimental marketing research goals (2-3 for each type) for known domestic or foreign companies.

Topic 3. The main modern areas of marketing research

The variety of marketing features reflects the diversity of marketing activities which ultimately aimed at bringing the product to the consumer and satisfy customer`s needs. Functionally marketing is a hierarchically organized system of market activity management, regulation of market processes and market study. One of the basic requirements of marketing to ensure "transparency" of the market and "predictability" of development.

Without collecting reliable information and analyzing this information in further marketing will not be able to fully reach its purpose which means to satisfy customer`s needs. This is a condition of separation of the main modern areas of research (Fig. 10).



Fig. 10. Modern directions of marketing research

It means that marketing research conducted mainly as a study of market characteristics and research into the internal real and potential capabilities of the

enterprise. Market research is an assessment of its condition, trends and patterns of development. The concept covers the macro level, namely the market for goods and services in general, local and regional markets for individual products and services. Researching of the internal real and potential possibilities of production or intermediary activity of the enterprise. At the micro level, the marketing research involves collecting the information that needed to improve the effectiveness of individual marketing activities.

Consider these major areas of marketing research in more detail:

1. Market research is the most common area of marketing research. In the course of market research makes systematic study of all aspects affecting the activity of the enterprise. In order not to miss important points, there is a sequence of actions, which will make it easy to reflect your business plan. Market research includes (table 4):

- Market capacity forecasting and study;
- Analysis of market trends and seasonal factors;
- Analysis of the distribution of competitors' shares and their positioning;
- Study on the main characteristics of the market;
- Segmenting consumers and determining their composition;
- Analysis of prices and market volumes, total turnover.

Investigates Consumers - a truly characteristic purchase that used for one's personal, cultural, historical and psychological factors, studying which is the most important task of marketing research. The purpose of conducting a consumer market survey is to identify the following important areas: attitude to the company, product or service itself; attitude (opinion, preferences) to different aspects of the company's activity in terms of individual elements of the marketing complex. Individual consumers, families, households, and consumer organizations are the objects of study. The main methods of data collection for consumer and customer surveys are in-store surveys, in-residence surveys, in-depth interviews, and focus groups.

Table 4

Results of market research and their definition

Indicator	Characteristics
Forecast of market development	Analysis of the evolution of the market situation, opportunities and threats of the environment
Assessment of market trends	Determination of conditions which the most complete satisfaction of the demand of the population in the manufactured products provided
Identify key success factors	These are factors common to all companies in the industry that use to open up the prospect of strengthening their competitive position in the market
Entering new markets. Opportunities	Finding effective ways to enter new markets with new products, ways to expand your business

After market research, we get the results:

- Further vision of market development, trend assessment, identification of factors that influence success and increase profits;
- Determination of its position in the market, opportunities for expansion;
- Market segmentation and selection of the most attractive business segments.

3. The additional product and assortment should use for the associated company portfolio. Formation of the assortment is be preceded by the development of the assortment concept by the enterprise. It is the structure of the range the benefits that take into account, on the one hand, the consumer requirements of certain segments, and on the other hand, the need to ensure the most rational use of resources by the enterprise in order to reduce costs. Before including a product in the range of the enterprise, it is necessary to find out to what extent, it meets the requirements of the market.

As a result, the whole range of the company can be ranked by the degree of prospect of sale (Fig. 11):

- Analysis of the possibility of resource support for the production of assortment products.
- Analysis of production costs and refinement of the selling price of goods selected in the previous types of analysis.

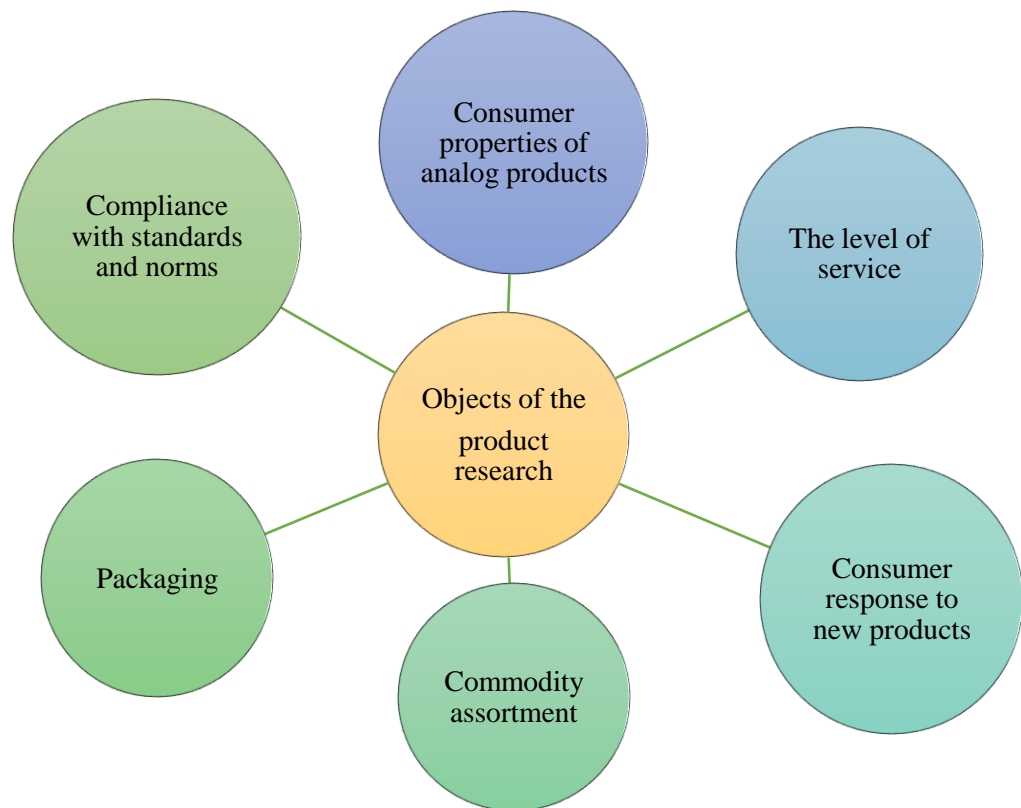


Fig. 11. Objects of study of goods and assortment

4. Price research allows you to identify opportunities and reserves for the highest profits at the lowest cost. At this stage, they study the cost of sales and production, the cost of new developments, the impact of the appearance of analog products, consumer behavior and reaction to the product.

A method of measuring price sensitivity, in which respondents are asked four questions:

- What price do you think is so high that you would refuse to buy?
- What price do you think is so low that you start to doubt the quality of the product?

- What price do you think is high?
- What price do you think is most advantageous for this product?

As a result, the optimal price is somewhere at the intersection of all these options.

5. At the stage of competitor and market research you need to get data to provide a competitive edge and a unique proposition.

Initially, the market of competitors is investigated and a sample of those who can be called "major players" is drawn up. Assessing the weaknesses and strengths of a competing organization is a very important step. Marketing research on the financial activity of a competing enterprise does not rule out a study of its financial activity. However, it should be understood that only the information provided in open sources like prices, tariffs, financing conditions, payment terms, etc. can be used.

6. The study of the structure of market participants is conducted in order to obtain information about potential intermediaries, through which the company plans to be present in the selected markets. Knowledge of the size of the market will help you evaluate your own capabilities. Will help plan the necessary resources to reach the market. Knowing the size of the market will help reduce the risks associated with re-evaluating market opportunities.

7. Sales channel analysis is a working tool that can be used by both a large company and a small organization. At this stage, it is necessary to identify opportunities to waste resources and increase turnover, find efficient channels and choose the means of sale to end consumers.

8. In order to unlock potential and opportunities, it is necessary to analyze the internal environment of the organization. Analysis of the internal environment also allows you to better understand the goals of the organization, more accurately formulate the mission it means to determine the content and directions of the organization.

9. The field of research of advertising and marketing involves identifying the means of the best promotion of goods, studying and solving the issues of successful

implementation of advertising activities. Supplier behavior is the object of research, as well as advertising and communication with consumers.

You need to find your unique message, how to communicate with consumers, create a good relationship with the company, determine how the demand is formed and what it depends on.

Thus, marketing research is a complex set of activities aimed at exploring an object in order to obtain information about it to further coordinate the activities of your organization.

There are many modern marketing research technologies available today (Fig. 12):

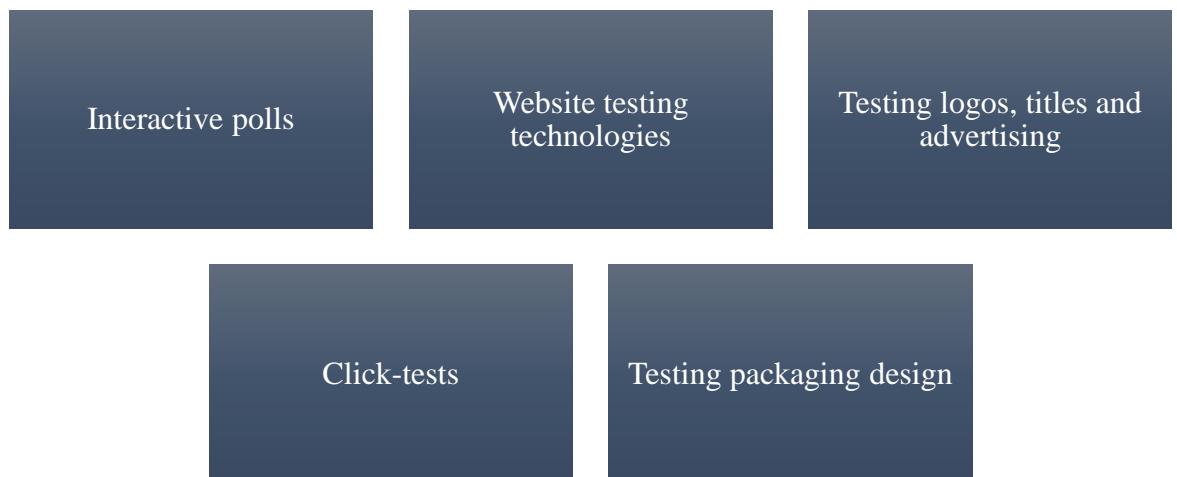


Fig. 12. Modern technologies of marketing research

Self-test questions

1. Describe the stages of market research.
2. What is the result of a consumer survey?
3. Define the objects of study of the goods and assortment.
4. Classify current methods of marketing research.

Test tasks

1. Select the objects of study of goods and services:
 - A. Packaging;
 - B. Commodity assortment;
 - C. Prices of goods;
 - D. Level of service.
2. What line of research involves identifying opportunities and reserves for the organization to maximize profit at the lowest cost?
 - A. Competitor research;
 - B. Market research;
 - C. Price research;
 - D. Consumer research.
3. What is the purpose of the study to choose the ways and opportunities to achieve the most favorable position on the market among other companies?
 - A. Competitor research;
 - B. Market research;
 - C. Price research;
 - D. Consumer research.
4. Trading channels, resellers, sellers, forms and methods of sale, costs, are investigated during:
 - A. Research on the structure of market participants;
 - B. Investigation of traffic and distribution channels;
 - C. Investigation of the sales promotion system;
 - D. Investigation of the internal market environment.
5. The research during which you need to select an image on the screen:
 - A. Interactive survey;
 - B. Click test;
 - C. In-depth interview;
 - D. Psychological testing.

6. In order to be useful and valuable, marketing information must simultaneously meet the following requirements:

- A. Relevance, validity, relevance, economy;
- B. Completeness, comparability, accessibility;
- C. Addressability, clarity, reusability, rapid transmission, long-term storage, ability to make many decisions;
- D. Have a large volume.

Situational task

Indicate which of the following statements are relevant to market research and sales and which to product research:

1. Generation of ideas about new products;
2. Sales forecast;
3. Obtaining information about competitors;
4. Product testing;
5. Assessment of market capacity;
6. Analysis of market change trends;
7. Organization of marketing of tested products;
8. Determining the characteristics of the market and its segments;
9. Development of product testing concept;
10. Receiving information about existing and potential customers;
11. Research and testing of different types of packaging;
12. Identifying the system of consumer preferences.

Topic 4. General classification of marketing research

The research (analytical) function of marketing is the basis of all marketing activity of the enterprise. This function covers all preparation, which is to be accepted by any writing on any of the elements of the marketing kit. Without the profound study of the state and the prospect of a callous external ceilings and without the analysis of the internal cerebral enterprise, it is practically impossible to conduct the activity, to change the nature of the entrepreneurial conceptual factors.

The logic of using marketing research stems from the need to reduce the risk of making the wrong decision at the expense of a better knowledge and understanding of the situation and the movement of environmental factors.

The results of marketing research using to:

- strategic and tactical planning of economic and social activity of the enterprise;
- setting standards for product quality, price, location and time of sale;
- establishment of production and sales volumes;
- development of export policy;
- determining the strategy, tactics, methods and means of generating demand and stimulating sales;
- evaluation of the results of the activity of the enterprise, efficiency of work, development of recommendations for adjustment of activity and the organizational structure of the enterprise, etc.

In terms of the scheme of marketing research is divided into exploratory, descriptive and causal.

Exploratory researching

Exploratory researching provides the researcher and manager with an idea of the problem being investigated. The ways in which information is obtained in such a study are not formalized; changes are made as new data becomes available. Participants in the study population, with the participation of which the research is

conducted, are selected not to represent this population, but in such a way, that nothing interferes with the deep motivation of the actions involved in the study of people. Usually, descriptive or (rarely) causal studies are conducted after the search. On the other hand, if something is unclear in the descriptive study, search studies can be conducted beyond the descriptive ones, for example, to identify the motivation of the actions of a previously uninterested group and now become interested in managers.

Descriptive research

The purpose of descriptive research is to estimate the prevalence of marketing characteristics and, on this basis, to identify the most common ones. The main difference between descriptive research and exploratory researching is the structure of tasks, the formalized nature of the research tool.

Causal studies

Causal studies are conducted to record changes occurring in a specially planned marketing experiment, during which a controlled marketing environment is artificially created. They allow the researcher to conclude that there is a causal relationship between events or parameter values. For example, the research task it is with assessing the impact of salesperson precaution on sales volume. For this purpose selecting two similar groups of shops. In one of them specially trained, alert salesmen start working, in the other - ordinary ones. Within four weeks, sales are recorded and compared. The difference can be seen as the result of differences in seller precaution.

In practice, various forms of marketing research are used, the classification of which is carried out according to a number of criteria (Table 5).

1. In terms of frequency:

- systematic research (conducted on a real-time basis in connection with the solution of daily, economic tasks (estimation of sales volumes at the point of sale of goods, the study of the state of warehouse stocks, behavior of competitors, etc.);

- special research, the need of which arises in situations when there are special problems before the participant of the marketing process that go beyond the boundaries of the daily practice of marketing;

- panel studies - conducted for a long time on the same group on a constant theme, for example, to study part of family budget expenses.

Table 5

Classification of marketing research

Marketing research	
Classification criteria	Types of marketing research
Frequency of carrying out	systematic
	special
	panel
Technique of carrying out	cabinets
	field
	pilot
	panel
Research direction	market and sales research
	product research
	price research
	promotion research
	bringing the product to the consumer
The degree of coverage information sources	continuous
	selective
The aim of the study	search engines
	total
	descriptive
	profile
	repeated cause and effect

2. Depending on the information used, the methods of its receipt, the technique and the final results:

- cabinet marketing research relies on the use of secondary information. They give an overall picture of the state of the economic environment, patterns of market development, their status, capacity and more. These methods are relatively expensive.

- field marketing research relies on the use of primary information. They allow you to quickly get acquainted with specific market requirements, trading principles, sales methods, buying behavior and prices. However, they are the most complex and expensive.

- pilot (test sales methods). Apply when there is a lack of information about the market situation. They give the opportunity to approve new products, sales methods, collect marketing information. These methods involve the risk of numerical loss.

- panel studies - systematic communication with a group of consumers.

3. By research directions:

- market and sales research: estimation of market capacity, formulation of characteristics of the market and its segments, analysis of patterns of market changes, forecast of sales volume, obtaining information about existing and potential consumers, identifying the system of consumer preferences, obtaining information about customer requests;

- product research: new product ideas generation, product testing concept development, product testing, product creation (testing), research and testing of different types of packaging;

- price research: research on the relationship between product price and demand;

- promotion research: research into the effectiveness of various media, test different advertising options, comprehensive analysis of various media and methods of promoting products.

- product-to-consumer research: warehouse location research, retail network location research, customer service location research.

4. In terms of coverage of sources of information:

- continuous research - cover all carriers of the necessary information;

- selective research - the study of a selected set of storage media with characteristics that are characteristic of the market segment, the problems that caused the study.

5. For the purpose of the study:

- search engine research is a type of marketing research that aims to provide an understanding of the problem that a researcher faces;
- final research - necessary to assist the top manager in formulating, evaluating and selecting the best course of action that can be used in the situation of the company;
- descriptive research is the type of summary research the task of which is to describe is usually market characteristics or functions;
- profile research - the type of research that contains the collection of information from any sample of elements of the general population only once;
- retest - is a type of study that includes a fixed sample of the elements of the population, whose characteristics change repeatedly. The sample remains unchanged over time, thus providing data that collectively provides a vivid illustration of the situation and change;
- cause and effect research is a type of outcome research whose main task is to obtain evidence of the existence of cause and effect relationships.

Self-test questions

1. Suggest a detailed classification of marketing research.
2. What are the areas of marketing research?
3. What areas of marketing research are usually distinguished depending on the purpose and objectives?

Test tasks

1. Marketing research is:
 - A. Studying marketing theory and practice;
 - B. Research activities aimed at meeting the information and analytical needs of marketing;
 - C. Development of marketing plans and strategies for managing diverse market phenomena and processes;

D. Carrying out the experiment.

2. The subject of marketing research in the general sense is:

A. The entity of the enterprise-market-economy system;

B. Defects in commodity production;

C. Existing marketing problem;

D. Price situation in the market.

3. What stage of the marketing research process is most costly?

A. Development of a research project;

B. Collection and systematization of information;

C. Evaluation of information;

D. Identifying the problem.

4. Systematic marketing research is:

A. Identifying and examining relationships between market elements;

B. Adequate reproduction of the real market situation;

C. Consideration of all components of the market environment;

D. The use of scientifically sound approaches and principles for the study of phenomena.

5. The objectivity of marketing research is:

A. Identifying and examining relationships between market elements;

B. Adequate reproduction of the real market situation;

C. Consideration of all components of the market environment;

D. The use of scientifically sound approaches and principles for the study of phenomena.

6. The reliability of marketing research is achieved by:

A. Identifying and examining relationships between market elements;

B. Adequate reproduction of the real market situation;

C. Consideration of all components of the market environment;

D. The use of scientifically sound approaches and principles for the study of phenomena.

7. The complexity of marketing research is achieved by:

- A. Identifying and examining relationships between market elements;
- B. Adequate reproduction of the real market situation;
- C. Consideration of all components of the market environment;
- D. The use of scientifically sound approaches and principles for the study of phenomena.

8. What is the real advantage of conducting an independent market research organization?

- A. A deeper knowledge of the characteristics of the market, commodity;
- B. A deeper understanding of the problem situation;
- C. Higher objectivity of the information obtained during the research process;
- D. Great cost of holding.

Calculation-analytical task

Calculate an acceptable competitive price based on the data presented in the table on enterprise capabilities and probabilistic situation assessment. Draw conclusions.

Table 6

Output data

№	The offered price, UAH	Costs, UAH	The probability of winning the auction
1	19,60	18,00	0,4
2	21,70		0,3
3	22,00		0,15
4	23,50		0,1
5	25,00		0,05

Answer options:

- a) 19.60 UAH
- b) 21.70 UAH
- c) 22,00 UAH
- d) 23.50 UAH

Recommended information sources

References:

Basic

1. Voychak AV Marketing research: a textbook / AV Voychak, AV Fedorchenko. - K.: KNEU, 2007. - 408 p.
2. Poltorak VA Marketing research: a textbook / VA Poltorak. - K.: Center for Educational Literature, 2003. - 387 p.

Additional

3. Aaker D. Marketing Research / Aaker D., Kumar V., Day J.; 7th edition; trans. with English, ed. S. Bozhuk. - St. Petersburg. : Peter, 2004. - 848 p.
4. Batra R. Advertising management R. Batra, D. Myers, D. Aaker; trans. with English. - St. Petersburg. : Williams, 1999. - 784 p.
5. Bronnikova RT Marketing: textbook. [for students higher. teach.] / RT Bronnikova, PZ Chernyavsky. - Lviv: Raster-7, 2006. - 389 p.
6. Verkman J. Casper. Trademarks: creation, psychology, perception / J. Casper Verkman; trans. with English. P. Bozhuk. - K.: Sciences. Thought, 2007. - 590 p.
7. Garkavenko SS Marketing: textbook. [for higher teach. p.] / SS Garkavenko. - K.: Libra, 2004. - 712 p.
8. Gerasymchuk VP Marketing: theory and practice: textbook manual / VP Gerasimchuk. - K.: High School, 2005. - 327 p.
9. Dowling G. R. Science and Art of Marketing / G. R. Dowling; trans. with English. - St. Petersburg. : Vector, 2006. - 400s.
10. Debelak D. Planning in marketing: winning strategies for any small business / D. Debelak; trans. with English. - M.: AST: Astrel, 2006. - 440 p.
11. Jerry R. Practical Marketing / R. Jerry; trans. with English. L. W. Borovik. - Dnepropetrovsk: Balance of Business Brooks, 2006. - 498 p.

12. Dibb S. A Practical Guide to Marketing Planning / S. Dibb, J. Bradley; pen with english. D.N. Tail. - K. : Granni-T, 2006. - 311 p.
13. Doyle P. Marketing management and strategies for their application / P. Doyle; pen with english. OD Frost. - St. Petersburg: Peter, 2006. - 544 p.
14. Zemlyakov IS Basics of marketing: textbook. tool. [for students higher. teach. / S. Zemlyakov, I. B. Red. - K.: Center for Educational Literature, 2005. - 352 p.
15. Zozuliov OV Market positioning: where does the creation of successful brands begin / OV Zozulov, NP Pisarenko. - K.: Knowledge-Press, 2004. - 199 p.
16. Kudenko NV Strategic marketing: a teaching tool. [for students higher. teach. closed.] / NV Kudenko. - Kiev. nat. econom. Univ. - K.: KNEU, 2004. - 151 p.
17. Lamben J.-J. Market Oriented Management / Jean-Jacques Lamben; trans. with English. - St. Petersburg. : Peter, 2005. - 800 p.
18. Lamben J.-J. Strategic Marketing: A European Perspective / Jean-Jacques Lambin; trans. with French. OG Frolov. - St. Petersburg; Science, 2006. - 689 p.
19. Lemann, D.R. ; trans. with English. - M.: Williams Williams, 2004. - 624 p.
20. Malhotra Neresh K. Marketing Research. Practical Guide / Malhotra Neresh K.; 3rd edition, trans. with English. - M.: Williams Publishing House, 2002. - 960 p.
21. Frost LA Marketing: Teach. manual [for students. higher. teach. closed and masters] / LA Moroz. - Lviv: Svityaz, 2005. - 349 p.
22. O'Shaughnessy J. Competitive Marketing: Concept, Analysis, Forecast / J. O'Shaughnessy; trans. with English. O. Friedman. - St. Petersburg. : Peter, 2006. - 847 p.
23. Pavlenko NF Marketing: textbook. help [for students higher textbooks Institution.] / NF Pavlenko, AV Voychak. - K.: KNEU, 2005. - 106 p.

24. Proude VD Marketing: Theory and Practice: Tutorial. manual [for students. higher. teach.] / W. D. Proude, O. B. White. - K.: High School, 2005. - 786 p.

25. Healy J. Statistics: Sociological and Marketing Research / Healy J.; trans. with English. - M.: DiaSoft, 2005. - 637 p.

Laws and legislation

1. The Constitution of Ukraine [Electronic resource] // Legislation of Ukraine. - Access mode: <http://zakon.rada.gov.ua/>
2. Law of Ukraine "On Copyright and Related Rights" [Electronic resource] // Legislation of Ukraine. - Access mode: <http://zakon.rada.gov.ua/>
3. Law of Ukraine "On Consumer Protection" [Electronic resource] // Legislation of Ukraine. - Access mode: <http://zakon.rada.gov.ua/>
4. Law of Ukraine "On Information" [Electronic resource] // Legislation of Ukraine. - Access mode: <http://zakon.rada.gov.ua/>
5. Law of Ukraine "On Protection of the Right to Indicate the Origin of Goods" [Electronic resource] // Legislation of Ukraine. - Access mode: <http://zakon.rada.gov.ua/>
6. Law of Ukraine "On Protection of Marks for Goods and Services" [Electronic resource] // Legislation of Ukraine. - Access mode: <http://zakon.rada.gov.ua/>
7. Law of Ukraine "On Entrepreneurship" [Electronic resource] // Legislation of Ukraine. - Access mode: <http://zakon.rada.gov.ua/>
8. Law of Ukraine "On Advertising" [Electronic resource] // Legislation of Ukraine. - Access mode: <http://zakon.rada.gov.ua/>
9. Law of Ukraine "On Standardization and Certification" [Electronic resource] // Legislation of Ukraine. - Access mode: <http://zakon.rada.gov.ua/>
10. ESOMAR International Code [Electronic resource] // Legislation of Ukraine. - Access mode: esomar.org

Periodicals:

"Business", "Money", "Economy of Ukraine", "Law and Business", "Foreign Economic Activity and Customs", "Consult Info", "Marketing in Ukraine", "Marketing and Advertising", "Sociology: Theory, Methods, marketing", "Goods and markets", "TOP-100. Ratings of the largest ", "Ukraine Business Review ", "Ukrainian Week ", "Financial Control ", "Financial Monitoring ", "Company Financial Instruments ", «All Retail», «Commercial Property», «Insurance TOP», «People IN».

Tasks for independent control works

1. Marketing research of the commodity market
2. Marketing research of new products
3. Marketing research of the commodity policy of the enterprise
4. Market research of competitors' pricing policy
5. Marketing research on elasticity of demand for goods
6. Marketing research of the enterprise goods distribution system
7. Marketing research of the product promotion system
8. Marketing research of competitive advantages of the organization
9. Marketing research of competitors
10. Marketing research on brand equity
11. Marketing research on quality management
12. Marketing research of the image of the organization
13. Marketing research on the attitude of consumers to the product
14. Marketing research of the system of values of consumers and the level of satisfaction of their requests
15. Marketing research on consumer intentions and behavior
16. Marketing research of the competitiveness of the product of the enterprise
17. Marketing research on the competitiveness of enterprise services
18. Marketing research and evaluation of the effectiveness of the advertising campaign
19. Marketing research in the PR system
20. Marketing research on brand image
21. Marketing research on brand image
22. Marketing research on consumer motivation
23. Marketing research of communication channels
24. Marketing research on changes in the microenvironment
25. Marketing research on changes in the macro-external environment
26. Marketing research of changes of the internal environment of the enterprise
27. Marketing research of changes in the enterprise marketing environment
28. Marketing research of enterprise pricing policy
29. Export Marketing Research
30. Marketing research of international business
31. Marketing research of management information systems
32. System of marketing research of activity of the enterprise
33. Marketing research of the corporate culture of the enterprise
34. Marketing research on social values of end consumers
35. Marketing research on the response to a new product and its potential
36. Marketing research on packaging: design and physical characteristics
37. Marketing research on the effectiveness of marketing activities of the enterprise
38. Market segmentation in the market research system

Educational and methodical edition

Marketing research: methodological materials for independent work for students of specialty 075 "Marketing"

Responsible for the issue: Yevtushenko V A

Format 60 x 84/16 Paper offset. Printing offset.

Conventional printed sheets Ark. 0.56 Conventional publishing sheets 0.88

Edition 100 issues

V. N. Karazin Kharkiv National University,

Ukraine, 61022, Kharkiv, Svobody Square,4.

RISO V. N. Karazin Kharkiv National University