

3. Organization of marketing research: theoretical and practical aspects

3.1 The essence, functions and objectives of marketing research

In modern conditions, considerable attention is paid to the need for timely adoption of sound management decisions that concern elements of the marketing complex and other aspects of the enterprise's activities. Therefore, marketing research is considered one of the most important components of the activities of enterprises that are interested in dynamic development and achieving high positive results. Marketing research allows you to determine purchasing needs and expenses, directions of sales development, advertising expenses and the trend of their changes, measures for product promotion, market expansion opportunities, a more accurate description of buyers (in particular, age, family composition, income level, education, etc.), motivation for purchase, communication, sales, etc. The results of marketing research are used in developing the strategy of enterprises, their production, assortment, sales and communication policies. The fact that the market is prone to constant changes means that it gives impetus to the implementation of marketing research.

The need for marketing research is quite obvious. It proceeds from the fact that the management of any enterprise, when making marketing decisions, must choose the most effective of them, combining the maximum possible levels of efficiency and risk. The manager's duties include making management decisions. By receiving information in advance, you can avoid potentially costly mistakes, respond in time to the efforts of competitors, remove unpromising goods from production, and others. Therefore, the importance of making effective management decisions determines the conduct of marketing research to obtain quality information.

Marketing research helps to form an information base at the enterprise for making effective management decisions and effective enterprise management. According to many scientists, marketing research is a function of marketing activities and effective enterprise management. Conceptually, the relationship between important processes of making managerial decisions, performing marketing functions and the functioning of marketing research is shown in Figure 1. Sometimes marketing

research is considered separately from the functioning of marketing management of an enterprise, only emphasizing their connection with making managerial decisions, although this is not entirely true [69, p. 7].

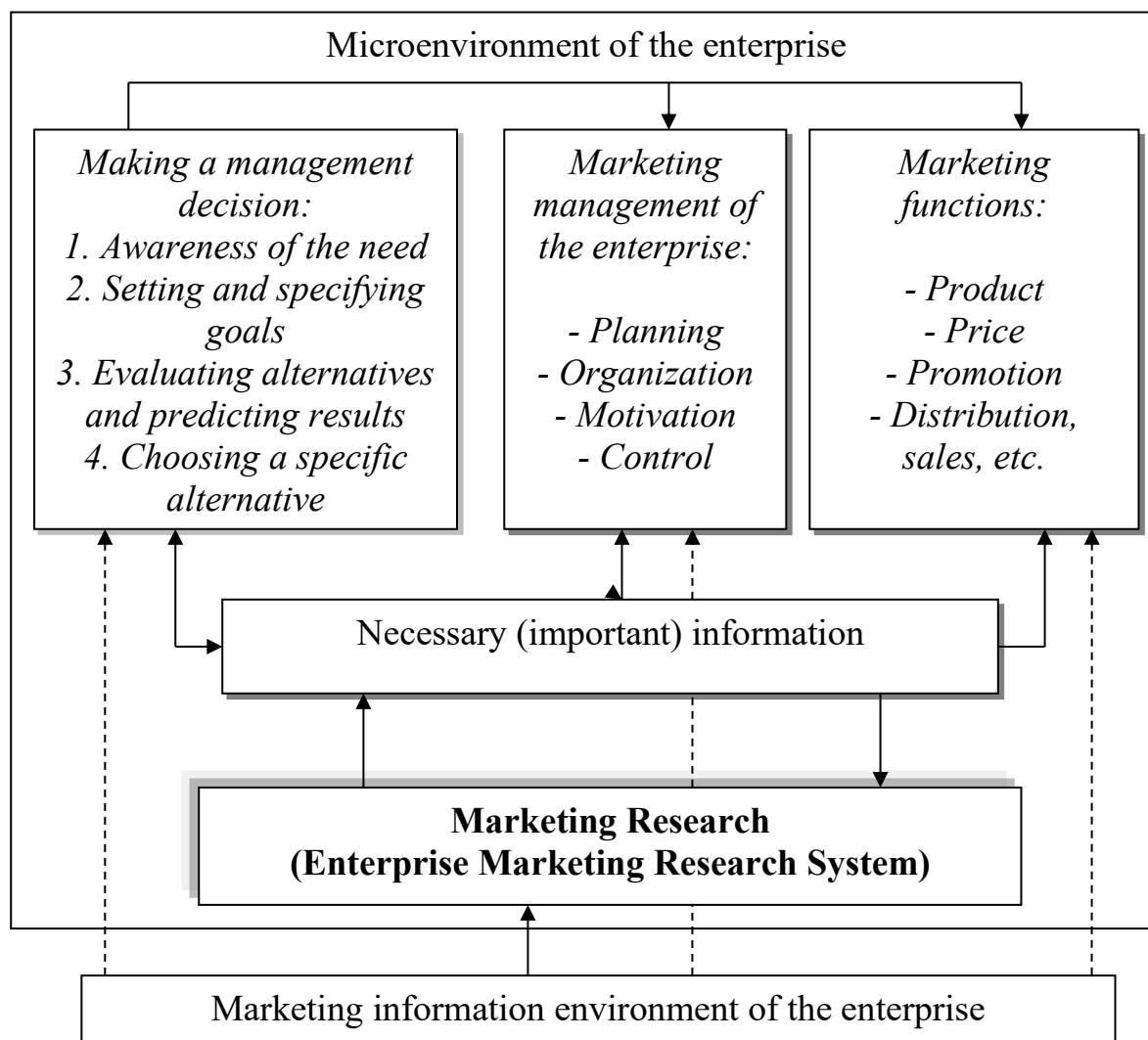


Figure 1. Interaction of marketing research with management decision-making processes at the enterprise

Source: formed by the author based on literary sources [69, pp. 8]

It should be noted that marketing research is often considered in isolation from the functioning of marketing management of the enterprise, only declaring their connection with the adoption of managerial decisions, although this is somewhat incorrect [69, p. 8]. First, managerial decision-making should be understood in a broad sense, including all functional areas of the enterprise without exception. That is why they cover all business processes of its activity without exception. However, to simplify

the analysis, the diagram presents two main components of the management system: the areas of marketing management and marketing [69, p. 8]. Secondly, managerial decisions are not always made based on the results of marketing research (the upper part of the diagram), which gives grounds to speak of the intuitive nature of making some of these decisions. However, we believe that intuition is a consideration of previous experience in making various managerial decisions, multiplied by a deep knowledge of market processes [69, p. 9]. Thirdly, as a consequence of the previous remark, individual components of the microenvironment of the enterprise are always in a certain information field. Depending on the specific functional content, individual components of such an information field will relate to either specific aspects of the micro- or macroenvironmental factors of the enterprise's activities (such an influence is depicted by a dotted line in the diagram). Fourthly, to improve the understanding of the enterprise's marketing management of the importance of full-fledged marketing research, in particular its results, for making informed management decisions, a clear specification of the information required for this is required. This is especially important at the stage of planning future marketing research [69, p. 9]. Fifthly, the previous thesis logically entails the need to create and bring into a separate direction of the enterprise's marketing research activities. Moreover, since in each separate period of time the marketing management of the enterprise may need diverse information about different aspects of the action of micro- or macro-environmental factors, the final “consumers” of such information may be different divisions of the enterprise. This, in turn, makes it possible to defend the thesis that ideally marketing research should be guided not by the marketing department, but by the top management of the enterprise. Thus, a certain understanding of the importance of marketing research is achieved together with the integration of the marketing component into the activities of various structural divisions of the enterprise [69, p. 9]. Sixth, the specified clear specification of the necessary information allows marketing research to select from the information field exactly the information that the enterprise management needs most to make a specific management decision. Seventh, as a result of collecting the necessary information and making the appropriate management marketing decision, it

is necessary to indicate information about the results of such a decision. This will make it possible to quickly replenish the corporate marketing information system in this way for subsequent analysis of the cause-and-effect relationships that caused the success or failure of such a management decision [69, p. 9].

Under marketing research often understand the orderly, systematic process of collecting, processing, analyzing and forming objective information in order to make specific effective management decisions. However, in the scientific literature there is a significant number of definitions and interpretations of the essence of the concept of marketing research, which conceptually do not differ from each other, but have certain specific features. Let us present and consider the most common of them in more detail. According to the ESOMAR guidelines, published under the auspices of the Ukrainian Marketing Association, marketing research is «a key element in the holistic field of marketing information. It unites the consumer, client, society and marketer through information that is used to identify and determine marketing opportunities and problems, develop, detail and evaluate marketing actions, improve understanding of marketing as a process and means of increasing the effectiveness of specific types of marketing activities. Marketing research determines the necessary information, develops methods for collecting information, manages and carries out the data collection process, analyzes the results and reports on the results, their significance» [56, p. 17]. One of the founders of the marketing concept, the American scientist F. Kotler, defines marketing research as “the systematic determination of the range of data required in connection with the marketing situation facing the company, their collection, analysis and reporting of the results». Another definition of marketing research is given by the American Marketing Association, whose experts understand the term “marketing research” as “the objective collection, registration and analysis of all facts on the problem of selling and moving goods and services from the producer to the consumer or industrial buyer». French scientists A. Diane and F. Buquerel, as well as German scientists E. Dichtl and H. Herschgen consider marketing research “as an integral part of the functions of the marketing management process, as if “dissolving” it into specific strategic and operational actions». Proponents of this

approach practically reduce the issues of marketing research to marketing, talking not about collecting information about the market, which will allow determining its capacity and potential demand, but about determining demand in the process of marketing research.

A well-known marketing research scientist, Neres Malhorta, considers marketing research as follows: “Marketing research is the systematic and objective discovery, collection, analysis, dissemination and use of information to increase the effectiveness of identifying and solving marketing problems (opportunities)” [65, p. 33]. According to this definition, marketing research is characterized as systematic, which means the need for logical, strictly sequential planning of actions at all stages of the marketing research process. The procedures accompanying each stage must be methodologically sound, well documented and planned to the greatest extent possible. In addition, marketing research uses the scientific method of cognition, which involves the collection and analysis of data to verify previously put forward ideas and hypotheses. The tasks of marketing research are presenting accurate, objective information that reflects the actual state of affairs [63, p. 33].

Another well-known scientist in the field of marketing research, Gilbert Churchill, considers marketing research as «a function that connects the organization with consumers through information. Such information is necessary for identifying and defining marketing opportunities and problems; developing, refining, evaluating and controlling the implementation of marketing activities; improving the understanding of marketing as a process». This definition indicates that in the course of marketing research, the enterprise receives information for its use, at least in one of four areas: developing possible marketing activities, including identifying marketing problems; evaluating these activities; assessing the effectiveness of their implementation; improving the general understanding of marketing as a phenomenon and process. In addition, marketing research is an integral part of all stages of the information management process, including: determining the necessary information, collecting and analyzing information, processing information.

According to the Ukrainian scientist V.A. Poltorak, marketing research is “a scientific study aimed at the systematic collection, reflection and analysis of factual information regarding consumers, opinions, motivations, attitudes, behavior of individuals and organizations related to marketing, that is, all aspects of promoting certain goods and services to the market, as well as preparing this information for making marketing decisions” [68, p. 3]. Based on the essential aspect of marketing research and its role in market regulation and enterprise management, other Ukrainian scientists, in particular O.V. Zozulyov and S.O. Solntsev, consider marketing research as “a systematic process of planning, collecting, analyzing and presenting market information necessary for making management decisions regarding the product and market strategy of the enterprise, the purpose of which is the most complete coordination of the interests of the producer and the consumer. Domestic scientists Belyavtseva M.I. and Ivanenko L.M. believe that marketing research is «a systematic collection and analysis of data on problems related to the marketing of goods and services» [51, p. 46]. According to Vasyutkina N.V., marketing research is «the process of systematic collection, processing and analysis of information about the state of the internal and external business macro- and microenvironment of the organization, which is the information foundation for making strategic and tactical marketing decisions» [53, p. 60]. Domestic scientists E.V. Krykavsky, N.S. Kosar, O.B. Mnykh, O.A. Soroka believe that "marketing research is a type of activity that, using information, connects the consumer, buyer and the public with marketing; the information obtained is used to identify and define marketing opportunities and problems. At enterprises, the collection and processing of information is provided by the marketing information system (MIS)" [59, p. 34].

Domestic scientist A.V. Voichak suggests considering marketing research as "systematic collection and analysis of data related to the current situation regarding the marketing activities of an enterprise or organization" [54, p. 38]. Another domestic scientist, namely S.S. Garkavenko, gives the following definition: “Marketing research is the systematic collection, processing and analysis of data in order to make informed marketing decisions.” [55, p. 61]. Their main task is to avoid inaccurate estimates,

risks, and unjustified costs - monetary efforts, time when making marketing decisions. Important aspects related to marketing research of Ukrainian goods and markets are highlighted in the works of A.O. Starostina. According to the scientist, marketing research is “a systematic process of collecting and analyzing objective information in order to make specific management decisions” [71]. The systematization of the marketing research process means that this process must be carefully planned and must also be carried out in accordance with certain aspects. Compliance with this is one of the factors in obtaining reliable information. Objectivity is the most essential feature of research, which ensures the reliability of information by identifying possible research errors, choosing a research method, calculating the sample size, and choosing a data analysis technique [71, p. 89].

Having considered the most common definitions of marketing research, it can be argued that most often marketing research is considered as “the process of collecting, processing and analyzing informative data about the market situation to reduce the risk of entrepreneurial activity and make appropriate informed marketing decisions” or as “a set of measures to collect, systematize and analyze information in order to facilitate the process of making correct (effective) management decisions. The degree of importance of this information is determined by the degree of risk associated with making a decision. Therefore, we propose to consider marketing research as follows: “Marketing research is the collection, processing, interpretation and analysis of data in order to reduce uncertainty and risk when making management marketing decisions.” The purpose of marketing research is to provide enterprises with reliable and accurate information about the market, the structure and dynamics of demand, the tastes and desires of consumers, and to create an assortment that meets market requirements and satisfies demand better than a competitor's product. The starting point of marketing research is the analysis of the enterprise's market opportunities and the identification of the most suitable ones.

Systematic marketing research allows to form an information base for effective management of enterprises. Accordingly, the need for information determines the implementation of marketing research, the main task of which is to avoid inaccurate

assessments, risks and unjustified costs - monetary efforts, time when making management decisions [57]. Accordingly, the conducted marketing research provides an opportunity to gain competitive advantages, reduce commercial, economic and financial risks of entrepreneurial activity, determine the perception of the enterprise's products by consumers, improve the strategic and tactical activities of the enterprise, increase the effectiveness of communication policy, determine the optimal market segments for product positioning [70].

In the process of studying the macroenvironment, changes and the influence of factors of this environment (economic, natural, scientific and technical, political and legal, socio-cultural) on the formation and selection of relevant markets are established. The study of the microenvironment involves the study of the market, consumers, competitors and partners in the development of entrepreneurship. The study of the internal environment includes a comprehensive assessment of the enterprise's activities with the development of a strategy and tactics of its behavior, taking into account changes in the macro- and microenvironment. Enterprises should focus on studying and satisfying the needs consumers in order to improve the economic situation and saturate the market with goods and services.

It should be noted that marketing research should be conducted when making decisions about entering new markets for products, promoting a new product, determining the price of goods, channels and methods of promoting goods, forming a sales policy and methods of stimulating sales. The experience of leading enterprises in the world shows that neglecting marketing research or its episodic implementation leads to significant expenditure of resources (financial, material, labor) and failure of the enterprise to achieve its goals. Marketing research allows you to find the most promising target markets, optimize the range of goods and services, adapt them in a timely manner to the rapidly changing requirements of the market (consumer), and adjust the marketing programs of the enterprise. All this leads to increased efficiency and strengthening the competitive position of the enterprise [64, p. 134-135].

Marketing research is subject to elements of the external and internal environment of the enterprise. Such data allow for a more in-depth and thorough

disclosure of the state of individual elements of any market and the marketing activities of the enterprise. Thus, marketing research allows for the investigation of two groups of factors:

- factors on which targeted action can be taken in order to change the market situation in a direction favorable to the enterprise;
- factors that cannot be directly corrected. The ability to influence market factors allows the company's management to develop and implement an active marketing strategy, but the presence of uncontrolled factors makes the company's marketing policy uncertain, requiring it to adapt to circumstances rather than create them.

The results of marketing research can be used in the following areas of activity:

- when developing a product manufacturer's assortment policy: it allows you to assess supply and demand on the market, the nature of demand changes when the price of products increases or decreases, the nature of changes in product sales volume when factors affecting it change (price, packaging, etc.);

- when determining product promotion channels on the market: they allow you to estimate product sales volumes in regions, time of purchasing saturation; differences in the sales structure and product promotion channels of a given enterprise and competitors; possible forms of improving sales channels and attracting customers through each channel;

- when forming a pricing policy: the product cost structure, the "quality-price" ratio, and the optimal price segment are determined;

- when developing a marketing communications complex for an enterprise: the structure of the elements of the marketing communications complex, tactical and strategic communication measures, the effectiveness of advertising measures, and the level of correlation between the volume of advertising investments and the purchase return expressed in the purchase of products are determined.

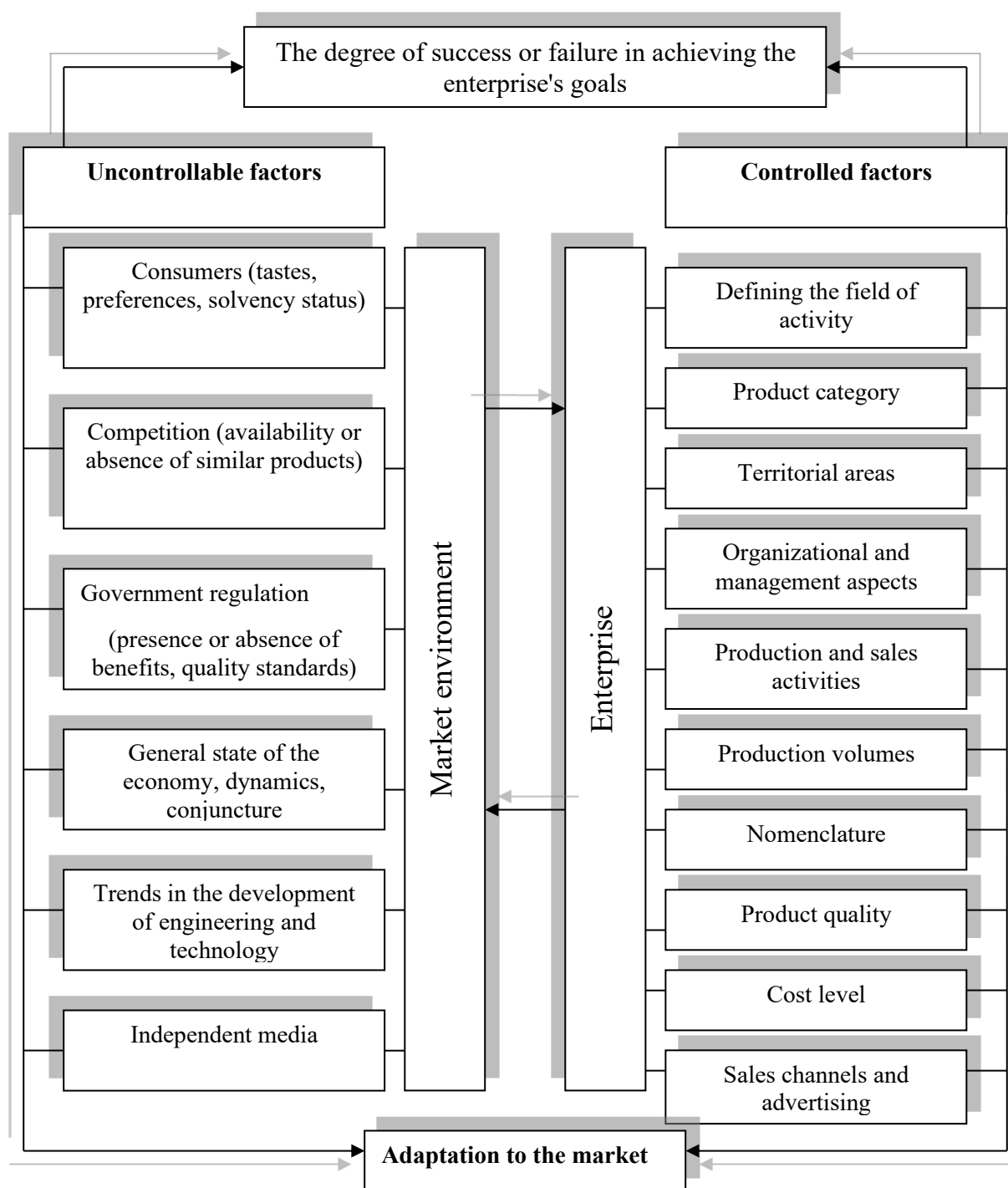


Figure 2. The mechanism of interaction of market success factors that are subject to and not subject to the control of the enterprise

Source: compiled by the author based on literary sources [52]

The role of marketing research is to take into account and assess the needs, requests and demand of consumers, to create a specific program to satisfy them, taking into account the current situation in the market, the capabilities of the enterprise and

its potential. We suggest considering the mechanism of influence of controlling and non-controlling factors on the market success of an enterprise, which should be taken into account by management and responsible marketers, in Figure 2.

When conducting marketing research at an enterprise, the following most important functions should be implemented:

- collection of various marketing information about the market, consumers, and products, which is aimed at meeting the information and analytical needs of marketing;
- analysis and evaluation of the collected information, transfer of necessary information to the marketing information system of the enterprise;
- preparation of collected information for making marketing decisions, creation of an information and analytical basis for marketing plans or strategies on its basis [52].

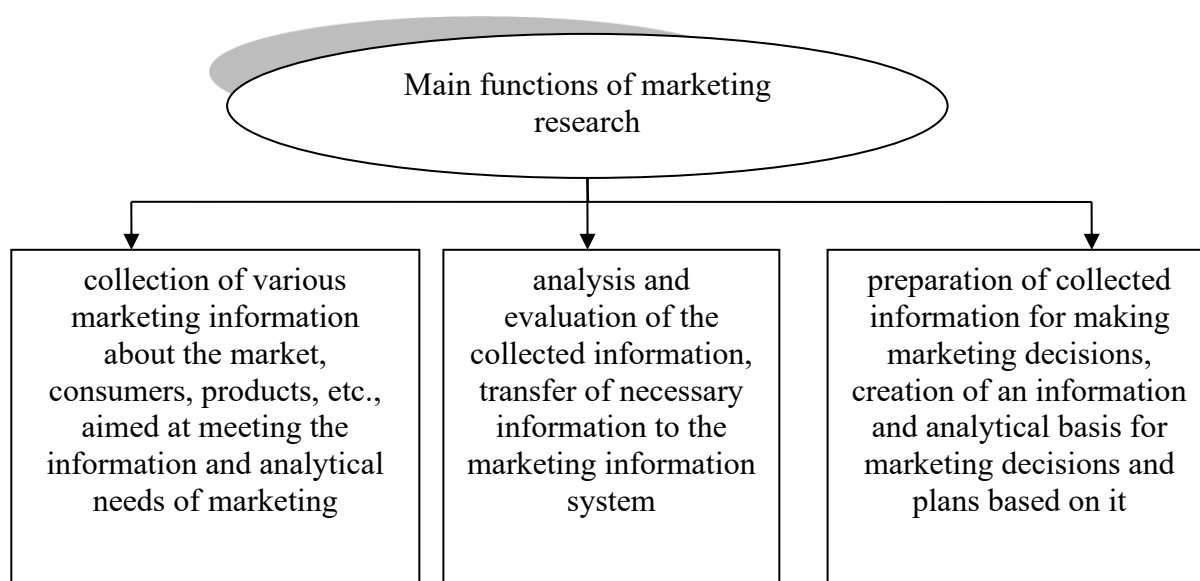


Figure 3. Main functions of marketing research

Source: compiled by the author based on literary sources

Marketing research usually performs three main functions: descriptive, diagnostic and predictive. The descriptive function involves collecting and presenting statements about a certain fact. The diagnostic function involves explaining certain data or actions. The predictive function is to provide an opportunity to predict the results of

a planned marketing decision. The three main functions of marketing research are shown in Figure 3.

Marketing research is an integral part of the effective functioning of an enterprise and doing business. After all, it is research aimed at studying the needs and requests of consumers and using the collected information, contributing to the rational use of resources for the production of demanded goods and services. Marketing research helps to solve a significant number of quite different tasks (Figure 4).

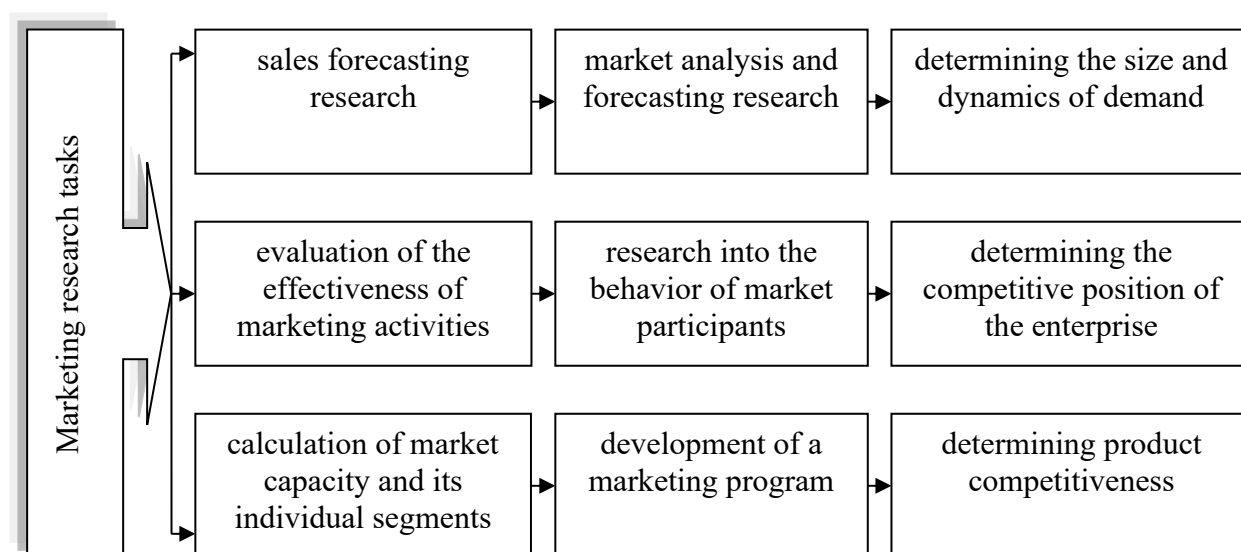


Figure 4. Main tasks of marketing research

Source: generated by the author

Important tasks also include the following:

- ✓ research of the market and its main actors, i.e. the behavior of consumers, competitors, suppliers, intermediaries, contact audiences, analysis and forecasting of market conditions;
- ✓ assessment of the competitive position of the enterprise and its products on the market and development of recommendations for its improvement based on this;
- ✓ development of recommendations for the formation of the enterprise's product, pricing, sales and communication policy based on market research;
- ✓ forecasting sales of the company's products.

Marketing research is also aimed at: searching for potential buyers; detailed analysis of the needs of existing buyers; calculation of the ratio of demand and supply; research into the behavior and motivations of buyers; determination of the competitiveness of goods and services; orientation of production to the "necessary" goods for both buyers and the manufacturing company; selection of a target (special, effective) market for the sale of its own goods for its gradual capture. Thus, the goal of marketing research is to identify the opportunities of the enterprise to master competitive positions in a particular market, reduce the level of uncertainty and commercial risk, and increase the probability of success of the enterprise's marketing activities in the market. The subject of marketing research There is an existing marketing problem regarding the circumstances of internal and external origin, available resources, criteria for success or failure, time constraints, and the level of possible risk.

The result of marketing research is a well-founded planning of the enterprise's marketing activities, identification of marketing opportunities and threats, as well as the formation of a flexible system of response to changes in external factors. In other words, as a result of the research conducted, managers and marketing specialists of the enterprise receive information that allows them:

- ☐ to obtain advantages in relation to a specific product and sales market;
- ☐ reduce financial risk;
- ☐ determine the attitudes of existing and potential buyers;
- ☐ observe and respond to changes in the external environment;
- ☐ coordinate market and product strategies;
- ☐ evaluate one's own entrepreneurial activity;
- ☐ strengthen predictive intuition and improve market performance.

Marketing research involves obtaining external data using sales research tools, collecting and processing production information. The concept of "marketing research" has a broader meaning than the concept of "market research", since it studies the sales system of the enterprise's products, and also takes into account the results of research on marketing and internal production activities [63, p. 88]. In order for the results of

marketing research to be suitable for solving management problems, they must meet the requirements of necessity and sufficiency. The necessary requirements include adequacy, objectivity, representativeness and consistency. To ensure sufficiency, the data must satisfy the requirement of completeness [58]. The main principles of marketing research are shown in Figure 5.

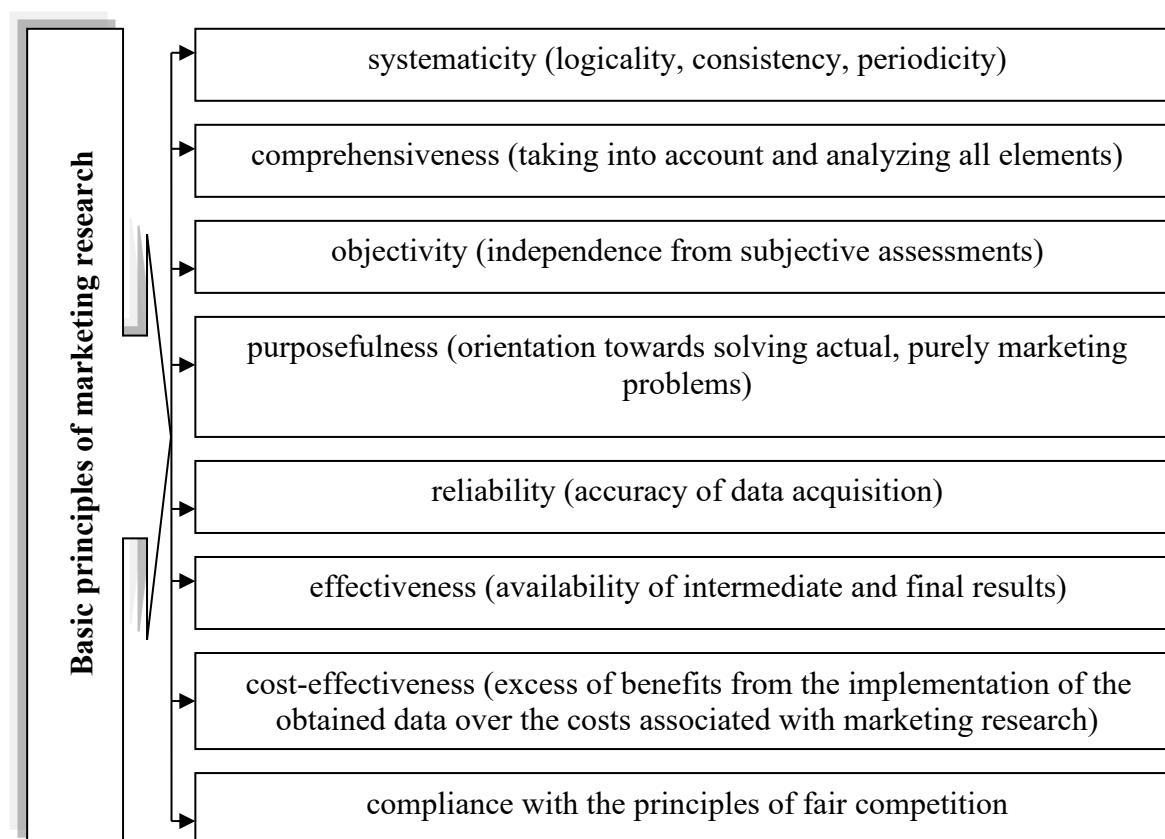


Figure 5. Basic principles of marketing research

Source: formed by the author based on literary sources [62, p. 347, 51, p. 46]

Traditionally, two forms of marketing research are distinguished according to the criterion of the subject of research: - research performed by internal marketing departments; - research conducted by external service firms. The ratio of the volume of work performed by internal and external services is determined by the ratio of economic rationality for the enterprise in each specific case. The factors that determine the internal organization of marketing research at the enterprise include the following: the size of the enterprise; the organizational structure of the enterprise; the scale and complexity of the necessary research activities; the philosophy of the enterprise (the

relationship of marketing research with the process of making managerial decisions); the importance attached to marketing research at the enterprise. The divisions whose responsibilities include conducting marketing research should include analysts (planning, implementation and control of marketing research), statisticians responsible for statistical processing of information, technical specialists and the head of the division responsible for organizing marketing research and its results. The types of organization of research activities at the enterprise can be the following: a) centralized (at the highest level of management, one department is created that serves all production areas of activity); b) decentralized (each production area of the enterprise has a marketing research department or group); c) mixed (a combination of centralized and decentralized forms).

The types of external market research performers are the following: specialized organizations that provide marketing research services (full or limited set of services); advertising agencies; independent consultants (specialists in certain fields of knowledge); information brokers and others. The criteria for selecting an external market research performer should include: 1) correspondence of the performer's specialization to the problem that needs to be solved and the technique that needs to be applied; 2) experience in solving similar tasks; 3) qualifications of the staff and those who will perform the task; 4) former clients and their assessments of the contractor; 5) availability of the necessary technical, technological and personnel base; 6) speed of order fulfillment; 7) cost of marketing research; 8) personal qualities of market research performers.

Thus, marketing research is a complex concept that includes all types of research activities related to marketing management. Generalization and systematization of scientific sources on the researched issues allow us to conclude that for an enterprise to achieve success in a highly competitive market, conducting marketing research is extremely important, since it is impossible to make effective management decisions without conducting comprehensive market research. The results of marketing research help to develop and sell goods, provide services, and implement a strategy based on the requirements of consumers in particular and society as a whole.

3.2 Areas and types of marketing research

From the point of view of the object of study, marketing research is a complex study, since it is very difficult to separate from each other such areas of research as market research, consumer research, and competitor research. Marketing research makes it possible to study the areas of influence of the external environment on the management of the enterprise and on the functioning of the enterprise as a whole, to determine the level of interconnection with the mesolevel; monitoring of the competitive environment - to determine the competitive position of the enterprise in comparison with competing enterprises; marketing audit - to identify internal problems of the enterprise, to assess the degree of compliance of the enterprise's potential with its internal needs and needs outside its borders. The market is unthinkable without competition, consumers form their behavior in a certain market environment. From this point of view, it is possible to distinguish such objects (directions) of marketing research as the external business environment, market, products, consumers and competitors (Figure 6).

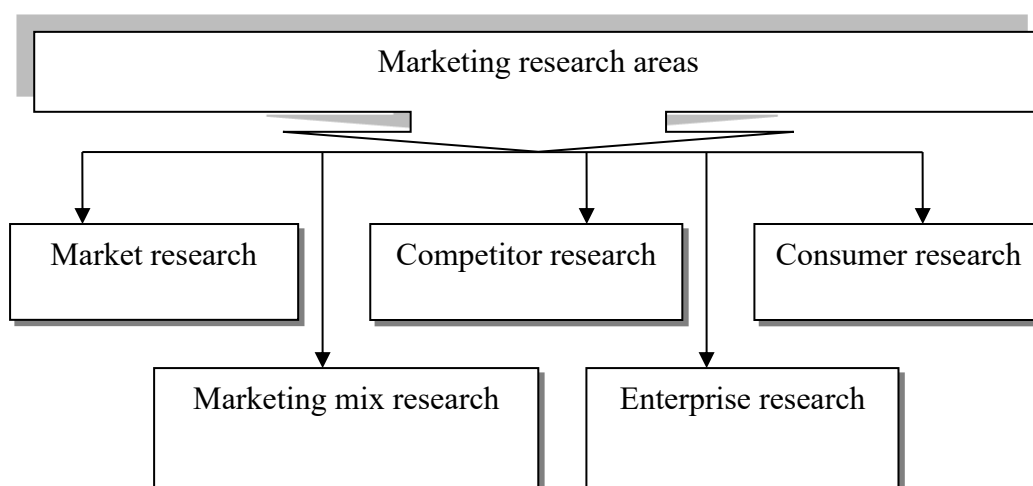


Figure 6. Main areas of marketing research

Source: formed by the author based on literary sources [50, p. 15]

Market research – is the most common direction of marketing research. The objects of market research are [50, p. 15]: trends and processes of market development and factors that influence it, in particular, analysis of changes in economic, scientific

and technical, demographic, environmental, legislative and other factors, as well as the structure and geography of the market, market demand and supply and the conditions of their optimal ratio, capacity and its dynamics, market barriers, the state of competition, market conditions, opportunities and risks. Based on market research, it is possible to obtain forecasts of its development, find out market trends, key factors of success; the most effective ways of conducting a competitive policy in the market and information about the possibilities of entering new markets; carry out market segmentation, justify the choice of target markets and market prices [50, p. 15].

Competitor research aimed at obtaining the necessary data for developing strategies for achieving competitive advantages, as well as for finding ways of cooperation and collaboration with possible competitors. Different types of competitors act as objects. At the same time, the strengths and weaknesses of competitors are analyzed, their potential, the organization of managerial activities, and possible strategies are studied. Based on such data and information, the enterprise chooses ways and means of achieving the most advantageous position in the market in relation to competitors, determines its competitive strategies [50, p. 15].

Consumer research allows you to identify and explore the entire complex of stimulating factors that consumers are guided by when choosing goods. Individual consumers, families, households, consumer organizations act as objects. The subject of the study is the motivation of consumer behavior in the market and the factors that determine it. Consumer research involves studying the structure of consumption, consumer supply of goods, trends in consumer demand, analysis of processes and conditions for satisfying the basic requirements of consumers [50, p. 15-16].

The next direction of marketing research is related to individual components of the marketing complex of enterprises . Product research aimed at determining the correspondence between technical and economic indicators, the quality of goods on the market and the requests and requirements of buyers, as well as analyzing their competitiveness. The objects of the study are the consumer qualities of similar goods of competitors, the reaction of consumers to new goods, the breadth and depth of the product range, packaging, level of service, etc. Price research is focused on determining

the level and ratio of prices that would allow to obtain the greatest profit at the lowest costs. The objects of research in this case are: costs of development, production and sale of goods; the ratio of consumer properties and prices for similar goods of competitors; behavior and reaction of consumers to prices of goods. Research on the distribution of goods aimed at finding the most effective ways and means of quickly delivering goods to consumers, their sale, determining the optimal number of warehouses, vehicles. The main objects of the study are distribution channels, intermediaries, forms and methods of sales. Research on the system of promotion of goods aims to identify the best means of promoting goods on the market, increasing the authority of the manufacturer. The objects of research are: the behavior of suppliers, intermediaries, buyers, the effectiveness of various advertising tools [50, p. 16].

of enterprise research is to analyze factors of the external and internal environment and determine their impact on marketing activities, analyze the competitiveness of the enterprise, its image, and assess the effectiveness of marketing activities [50, p. 16].

It should be noted that in the economic literature and in practice there is no single classification of marketing research directions. In addition, the relevance of individual marketing research directions depends on the existing problems and the situation at the enterprise. Domestic scientists M.I. Belyavtsev and L.M. Ivanenko in their scientific works distinguish the following objects (directions) of marketing research [51, p. 47]: 1) market research (analysis and forecasting of market conditions); 2) study of the firm structure of the market (competitors, intermediaries, suppliers and consumers); 3) product research; 4) price research; 5) study of the movement of goods and sales; 6) study of the sales and advertising incentive system; 7) study of the internal environment of the enterprise. According to other scientists, the main directions of marketing research are:

- macroenvironmental factors (demographic, economic, scientific and technical, natural, political and legal, cultural);
- microenvironmental factors (competitors, suppliers, intermediaries, consumers);

- marketing complex (product policy, pricing policy, distribution policy and marketing communications);

the enterprise itself (effectiveness of the organizational structure, production capabilities, professional qualifications of employees, etc.).

Depending on the information used and the methods of obtaining information, marketing research has its own specific functional structure (Figure 7) [54].

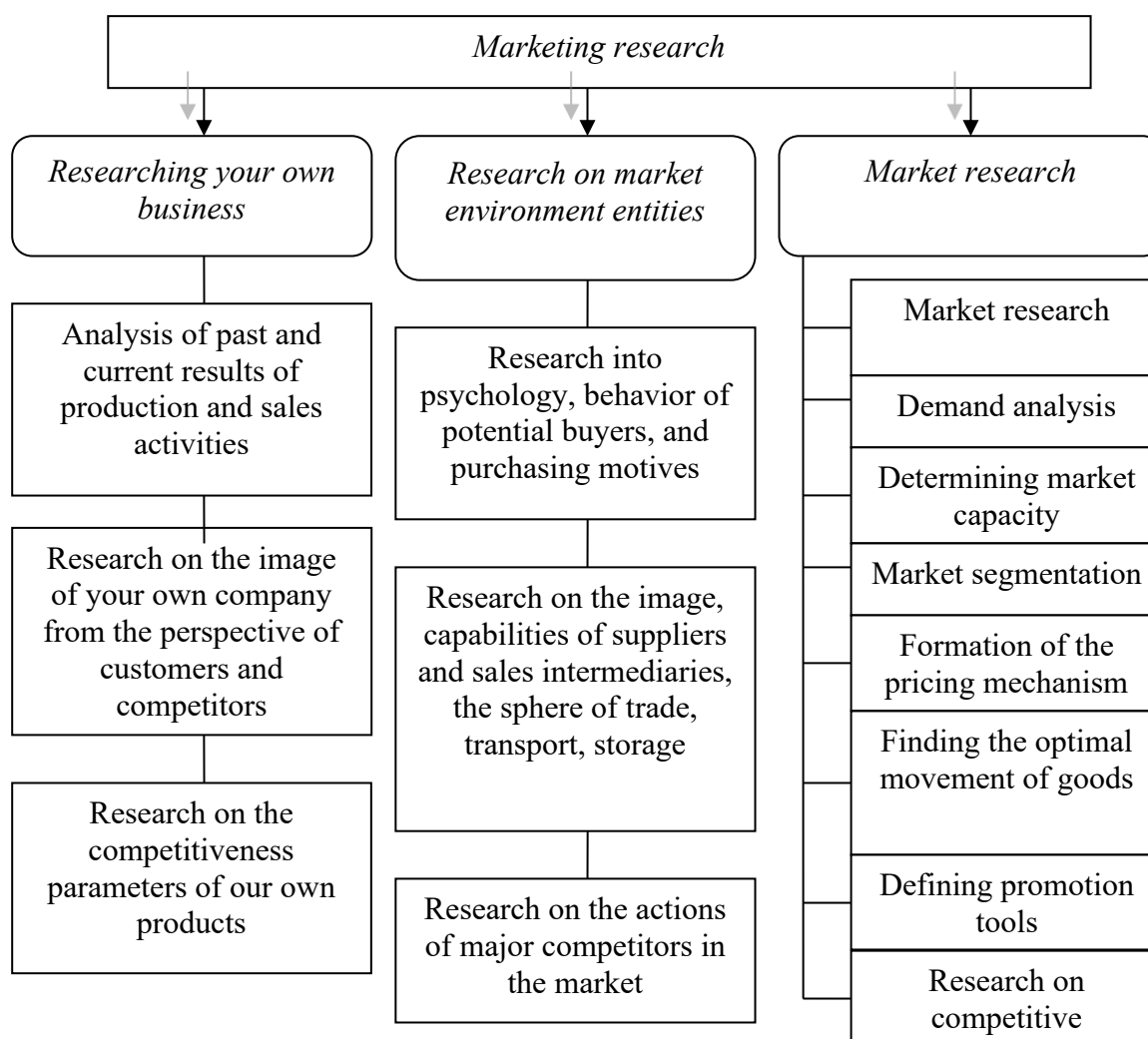


Figure 7. Functional structure of marketing research

Source: constructed by the author based on sources [54]

Research of the enterprise should be carried out in the following areas: analysis of the results of economic activity; research of the competitiveness of the enterprise's products as a whole; research of the enterprise and its products. Market research is a

more complex task for the enterprise, which requires: research of the market situation; study of general market conditions; analysis of demand and supply; determination of market capacity; market segmentation; forecast of market development; research of competitive competition and competitive conditions in the market [52].

About the object of marketing research can be any subject of the "enterprise-market-economy" system or their specific characteristics (Table 1) [49, p. 67].

Table 1

Objects and goals of marketing research

Research object	Research areas
1. Market	– market situation study market capacity assessment – determining the characteristics of the market and its segments – analysis of development trends forecast of sales volumes – obtaining information about existing and potential buyers – identifying the system of customer preferences, studying information about competitors.
2. Product (product)	– generation of ideas for new products – development of a product testing concept – product testing – organization of marketing of the products being tested – research and testing of various types of packaging
3. Price	– research into the relationship between the price of a good and demand – forecasting pricing policy at different stages of the life cycle
4. Product promotion	– research on the effectiveness of commodity activities – research into the effectiveness of various media – testing different advertising options – comprehensive comparative analysis of various means and methods of product promotion
5. Bringing the product to the consumer	– definition of warehouse, retail network, service services – research into their status and development prospects
6. Internal environment of the enterprise	– analysis of economic and financial activities – competitive analysis – development or adjustments to the development strategy

Source: formed by the author based on literary sources [54, 63, 68]

The direction and nature of marketing research are formed under the influence of the problems that the enterprise needs to solve in the process of conducting its economic activities in a competitive market. Certain requirements are imposed on the information that must be obtained during marketing research, in particular, it must reveal the effective demand, requests and needs of consumers, resources of the potential market from the point of view of buyers, sales volume, total sales value,

characteristics of potential needs, territorial location of the market, data on competitors, as well as general market conditions (taxes, laws, etc.). Thus, marketing research makes it possible to form an information base for effective management of enterprises.

An important feature of marketing research is that the information obtained during the research is necessary for making a specific management decision. This is what distinguishes applied research from fundamental marketing research, which is carried out to study certain aspects of market relations (Figure 8) [71, p. 89].

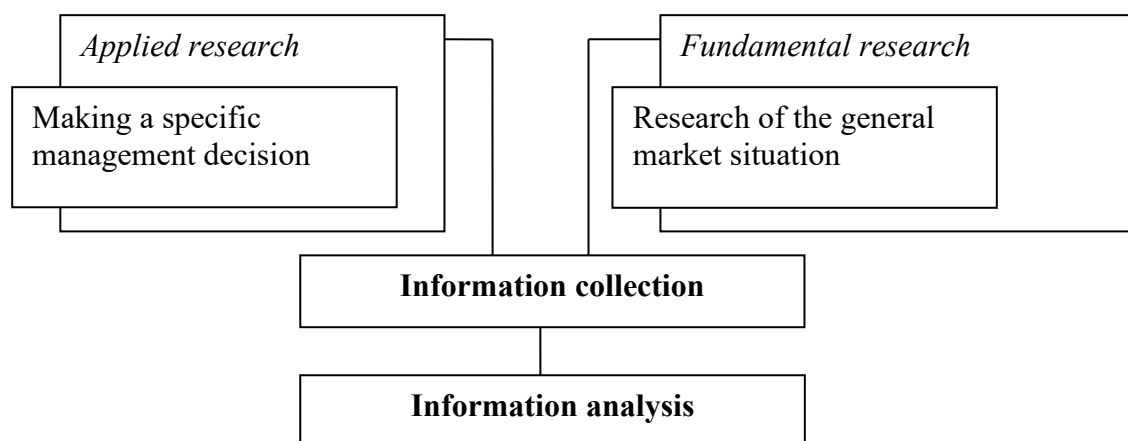


Figure 8. Types of marketing research

Source: [71, p. 89]

Fundamental marketing research is a study of the main market patterns and trends, macroeconomic indicators. The subject of such research is consumer price indices, socio-demographic structure of the population as a whole and by regions, structure of the average consumer basket, etc. [50, p. 10]. Applied marketing research is research conducted to meet the needs of enterprises in information necessary for making management decisions. Such research can be conducted by enterprises themselves or by third-party specialized firms [50, p. 10]. Applied marketing research, depending on the classification features, is divided into types shown in Figure 9.

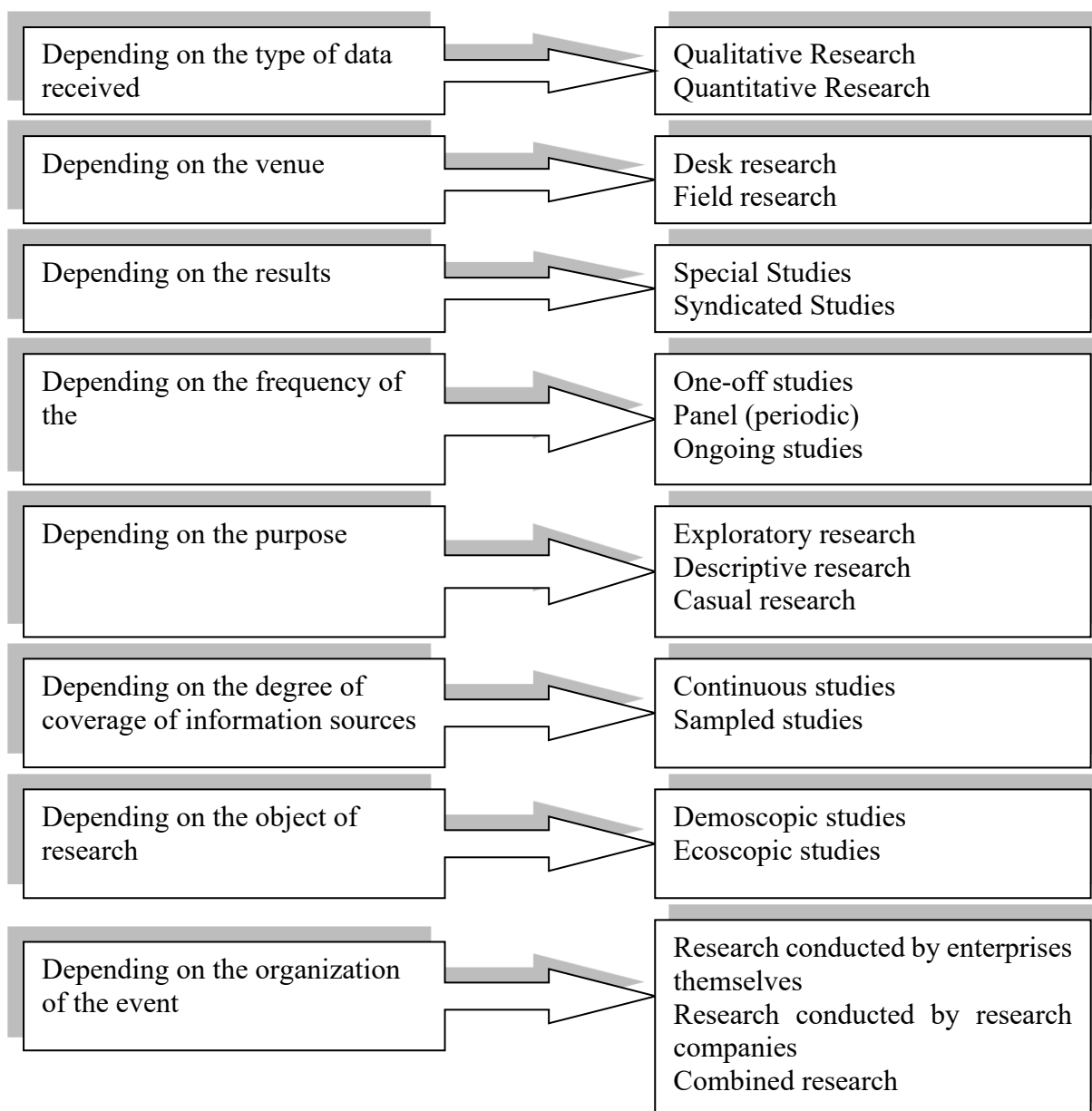


Figure 9. Applied marketing research

Source: compiled by the author based on sources [50, p. 10-13, 61, p. 36]

Let us consider in more detail some of the types of applied research shown in the figure. Qualitative research involves identifying certain trends or directions of development of certain events. Qualitative research data are not amenable to traditional processing by mathematical methods, are not representative and cannot be used to draw final conclusions. Qualitative research methods include observation, in-depth interview, focus group, protocol analysis, projection methods, expert methods [50, p. 10]. Quantitative Research is the basis of any marketing research. They can be desk-based (statistical analysis, economic and mathematical forecasting, etc.) and field-

based. It is quantitative research that can provide objective information on the basis of which marketing management decisions can be made [50, p. 11]. The differences between quantitative and qualitative research are given in Table 2. One of the principles of marketing research is the complementarity of qualitative and quantitative methods. This allows you to make informed hypotheses, understand the consumer more deeply, find hidden needs, and respond more effectively to market needs. The results of one type of study may confirm or refute the results of another.

Table 2

Characteristics of quantitative and qualitative marketing research

Characteristic	Quantitative research	Qualitative research
1. Purpose of the study	Obtain quantitative characteristics of the specified sample indicators and transfer the data to the general population	To obtain an initial general understanding of the causes of certain phenomena
2. Flexibility in conducting research	Low (availability of a structured, standard questionnaire: one-way communication)	High (personal interview, during which the interview plan may change)
3. Sample size	Big	Small
4. Selection of respondents	Representative sample	Experts on this issue
5. Information received from one respondent	Minor	Significant
6. Data analysis methods	Statistical	Subjective interpretation
7. Interviewer requirements	No special requirements	Availability of special knowledge on the problem under study
8. Time consumption	Large in the preparation stage and small in the analysis stage	Small in the preparation stage and significant in the analysis stage

Source: compiled by the author based on literary sources

The importance of marketing research lies in the fact that, ideally, it should align the resources of the enterprise with the changing operating environment (markets, consumers and clients) in such a way that the enterprise meets the expectations of the owners and employees of the enterprise itself, while at the same time ensuring high competitiveness of the enterprise, strengthening the enterprise's position in the market, and increasing the ability to survive in competitive conditions. The classification of marketing research is given in Table 3.

Table 3

Classification of marketing research

Classification features	Types
Depending on the objectives of the event	Fundamentals Applied
Depending on the role in the marketing system	Descriptive marketing research Diagnostic marketing research Predictive marketing research Exploratory marketing research Innovative marketing research
By target attribute	Quantitative Descriptive Causal research Prognostic
By research methods	Based on repeated sources Based on primary sources: surveys (panel and sporadic); observations; experiment Psychophysical Imitators Mathematical modeling Economic and statistical
By research objects	Market; Marketing environment: macro environment; microenvironment: factors of the immediate environment; marketing section of the internal environment
Depending on the purpose, methods of obtaining information and techniques of conducting	Office Field Pilot Panel Business contacts with representatives of other enterprises and organizations

Source: [50, 54, 55] .

Depending on the venue Marketing research is divided into desk and field research. Desk research is based, as a rule, on working with secondary information. The main types of desk research include [50, p. 11]: – traditional analysis of the market, competitors, consumers, etc.; – content analysis, which involves qualitative and quantitative analysis of publications; – economic and mathematical analysis, which allows obtaining new information by manipulating the original statistical data. Field Research is focused, first of all, on collecting primary marketing information in the process of contact with potential carriers of the information that interests researchers. These are mainly various types of surveys of target consumers, sellers, and experts [50,

p. 11]. Depending on the purpose, techniques for conducting it, and final results, other types of marketing research are also used (Table 4).

Table 4

Types of marketing research depending on the technique used

Types of research	Advantages	Disadvantages
Office	Speed of information collection, low cost, simplicity	Information may be outdated, incomplete
Field	Specificity, targeted nature, controllability of information collection	High cost and duration of the information collection process
Pilot	Researcher participation in marketing processes	High cost, subjectivity of expert judgments
Panel	Direct contact with the consumer	Subjectivity of consumer judgments
Business contacts	Direct contact with market participants	Possibility of receiving inaccurate information

Source: compiled by the author based on literary sources [54]

Pilot studies combine specific marketing actions (sales, advertising, prices) with the study of processes and their results on the principle of "trial and error" [66]. Panel studies are conducted on the basis of regular communication with a specific (always the same) group of consumers, which makes it possible to analyze the state and dynamics of their requests, motivations, etc. Business contacts as a type of marketing research involve communication with representatives of other enterprises or with consumers during exhibitions, fairs, presentations, etc. [54, 66].

Depending on the results Marketing research is divided into special and syndicated. Special research is research conducted in the interests of a particular enterprise based on the specifics of the problems it faces. Such research can be qualitative and quantitative, field and office. They are needed when participants in the marketing process face exceptional problems that go beyond current practice. Examples of such research include focus groups, product concept testing, store audit, etc. [50, p. 11]. Syndicated research involves conducting research, the results of which may be of interest to a group of enterprises. They are conducted by marketing firms at

their own expense and sold to subscribers or one-time buyers. Syndicated research includes [50, p. 11]: – omnibus; – panel; – monitoring.

One-off studies are carried out once, their purpose is to obtain a snapshot of the current market situation. [50, p. 11]. Panel (periodic) studies involve studies that are periodically repeated, conducted in a specific period at the request of the enterprise or its division; while the subject of the study remains unchanged [50, p. 11]. Permanent studies are monitoring of the information space, which is used to determine the position of the enterprise or product on the market, study the state and trends of the competitive environment, diagnose crisis situations, adjust marketing policy, etc. [58, p. 19].

Depending on the purpose and final results Marketing research is divided into exploratory, descriptive and causal. The essence, content and purpose of such research are shown in Figure 10.

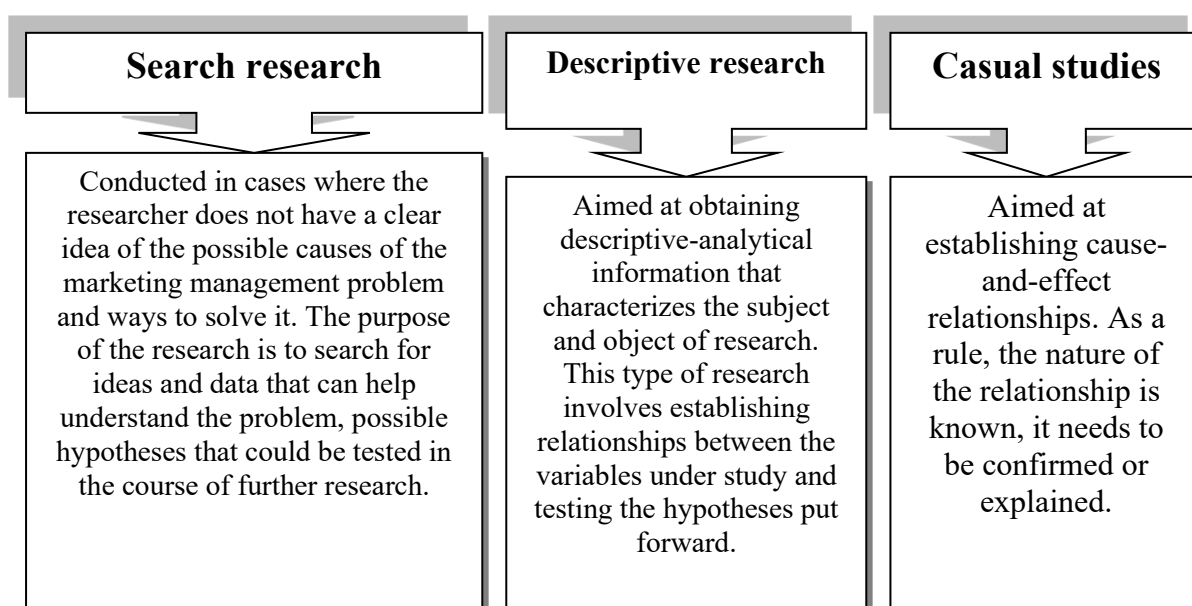


Figure 10. Classification of marketing research depending on the purpose

Source: compiled by the author based on sources [50, p. 12, 60, 61, p. 30]

Depending on the degree of coverage of information sources distinguish between continuous and selective marketing research. Continuous research covers all carriers of necessary information [50, p. 12]. Sample studies should ensure representativeness

of the sample, that is, the selected set of information carriers should have features that are inherent in a certain market segment [50, p. 12].

Depending on the object of research Marketing research is divided into demoscopic and ecoscopic. Demoscopic research involves studying the behavioral aspects of the marketing process [50, p. 12]. Ecoscopic The research aims to assess the economic aspects of sales.

Depending on the organization of the event distinguish marketing research conducted by the enterprise itself, specialized consulting firms and combined marketing research. Research conducted by the enterprise itself can be carried out by creating a special unit with specific functions at the enterprise or by creating a temporary team that unites specialists to solve certain urgent problems [50, p. 12-13]. A significant part of marketing research is carried out by specialists of consulting firms, advertising agencies. These firms are engaged in collecting information, or collect it and analyze it, or together with the client develop a research program, collect information and analyze it. Enterprises turn to third parties organizations for conducting research in the following cases [50, p. 13]: if accurate, reliable results are required; if special knowledge or skills are required for conducting marketing research; if, given the workload of the staff, it is more expedient to use the services of specialized firms, freeing up time to solve urgent problems. Combined research involves the participation of both employees of the enterprise and specialists of consulting groups in conducting marketing research.

3.3 The process and features of conducting marketing research

In scientific literature and practice, there are three approaches to conducting marketing research: systematic, reactive, and intuitive. The systematic approach is used by companies that are highly motivated to implement the marketing concept, for which conducting marketing research is the norm of corporate culture. As a rule, these are large companies that use a proactive or partnership approach to organizing strategic planning of their activities. With a reactive approach, marketing research is conducted periodically, as problems arise. As a rule, these are medium-sized, mainly developing

companies with an unstable organizational structure and corporate culture. Managers of companies that use an intuitive approach conduct research at an intuitive level, mainly analyzing spontaneously the information that comes to them.

Within the framework of the tasks set, it is possible to use different approaches and methods of marketing research, both traditional and new, in different variations, as well as their combination. The choice of methodology depends on the efforts and goals of each specific study, taking into account the specifics of the research product, target group, time, place and methods of its conduct. However, one of the principles and the most important prerequisite for achieving the goals of marketing research is to adhere to the logical sequence of its stages. Accordingly, the algorithm of the marketing research process includes a certain sequence of stages (Figure 11).

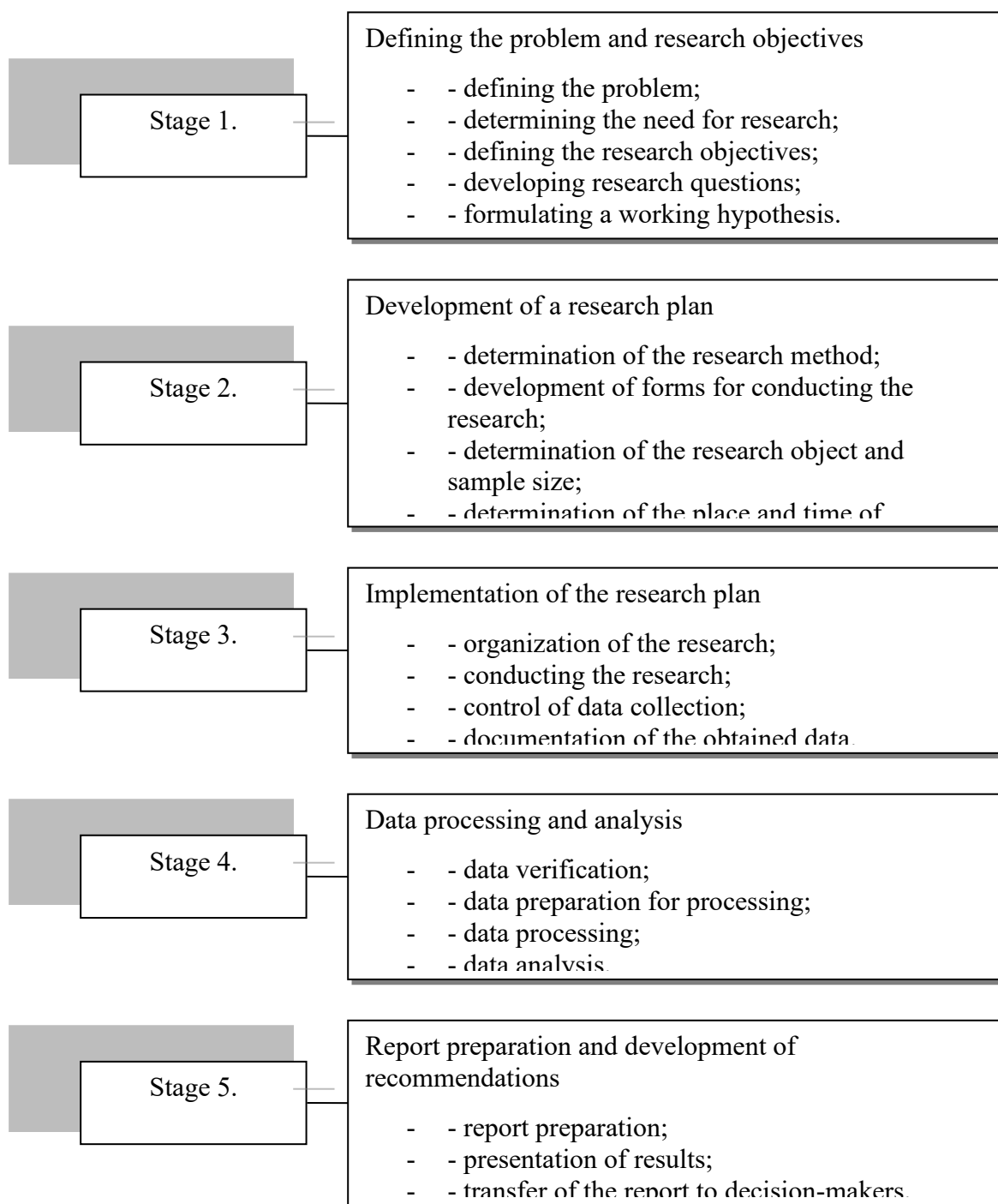


Figure 11. Stages of conducting marketing research

Source: formed by the author based on literary sources [55, p. 85].

Although, it should be noted that in the economic literature there is no single scheme for conducting research that would take into account the widest marketing tools, and the views of scientists on this issue somewhat diverge. This situation is explained by the significant dependence of the algorithm for conducting each individual specific marketing research on its goal and objectives, some simplification

of the marketing research planning scheme in the practical activities of enterprises, as well as the constant replenishment of techniques, methods and methods of conducting marketing research with innovations.

The initial stage of the marketing research process is the definition of the problem and the need for conducting marketing research. Such a problem can be negative symptoms: a decrease in the market share of the enterprise, profitability, profitability, etc. The causes of negative symptoms can be an unsuccessful marketing management system, unsatisfactory organization of marketing research, unfavorable state of the competitive environment, etc. To identify the problem, you can use data from the analysis of the results of the enterprise's production, economic and sales activities, observations of the implementation of marketing functions. It should be noted that the research problem is, on the one hand, a real contradiction that arises in the market and requires making management decisions, organizing targeted actions to eliminate it, choosing certain alternative solutions, on the other hand, a situation when the enterprise's management does not have or does not have enough knowledge and information to make the optimal decision regarding its functioning in the market. A situation when the information deficit cannot be filled in any other way and determines the need for conducting marketing research.

One of the most important stages of the marketing research process is to determine the purpose and objectives of the study. The purpose of marketing research should be clear, as specific and concise as possible with a clear indication of the boundaries. The purpose of marketing research can be any direction of marketing activity, in particular [65]: studying target market segments; determining the level of demand and consumer motives; studying the company's positions in relation to competitors; determining the most attractive suppliers; studying price elasticity, etc.

As a result of the analysis of literary sources and practical activities, we have established that the most common classification of research goals is the following: exploratory goals, descriptive goals, analytical and experimental goals. In the first case, the goal of the study is to collect preliminary information intended to more clearly define the problem of future descriptive research, interpret their concepts, and put

forward hypotheses. In the case of descriptive research, the goal is to describe specific aspects of the situation in a given market at the present time. As for analytical and experimental research, the goals pursued here are to identify cause-and-effect relationships, dependencies, in particular, between consumer motives and the sale of goods on the market; conducted advertising campaign and sales promotion. The determination of the volume of information that can be collected during the study depends on a clear definition of the goal and objectives [65]. The implementation of this operation focuses on the collection and analysis of specific information necessary for making a management decision, and the clear setting of adequate goals and objectives are necessary conditions for conducting effective marketing research.

After clearly defining the objectives of the study, it is necessary to outline a range of research questions that determine the amount of information that needs to be obtained during the study. The formulation of research questions requires a sufficiently long time and preliminary research work. For each research question, a possible source of information is determined and a hypothesis is developed when such an opportunity exists. A hypothesis is an assumption about the essence, content and possible ways to solve the problem. The role of a hypothesis is to find variables that can be used in the process. The development of a hypothesis also requires some information, the main sources of which are presented in Figure 12.

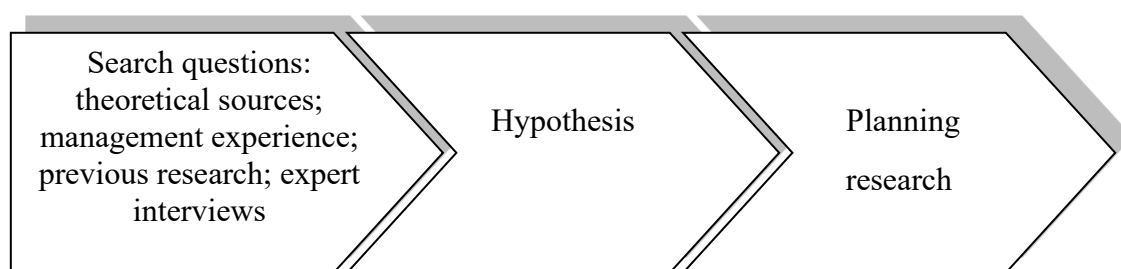


Figure 12. Sources of information for developing a hypothesis

Source: [65]

At the next stage, a research project (research plan) is developed: the object of the study, sources of information, methods of its collection, processing and analysis, as well as who, how and when will collect and interpret marketing information are

determined. Accordingly, marketing information collected in the process of marketing research is of two types: secondary and primary. Secondary information is information that already exists in a processed form, published or in the form of databases and which was collected earlier for purposes not related to the interest of individual enterprises in information for their specific management decisions [53, p. 63]. Primary information is data collected by the enterprise for the specific purpose of obtaining answers to the questions posed [53, p. 63]. The characteristics of primary and secondary information are shown in Figure 13.

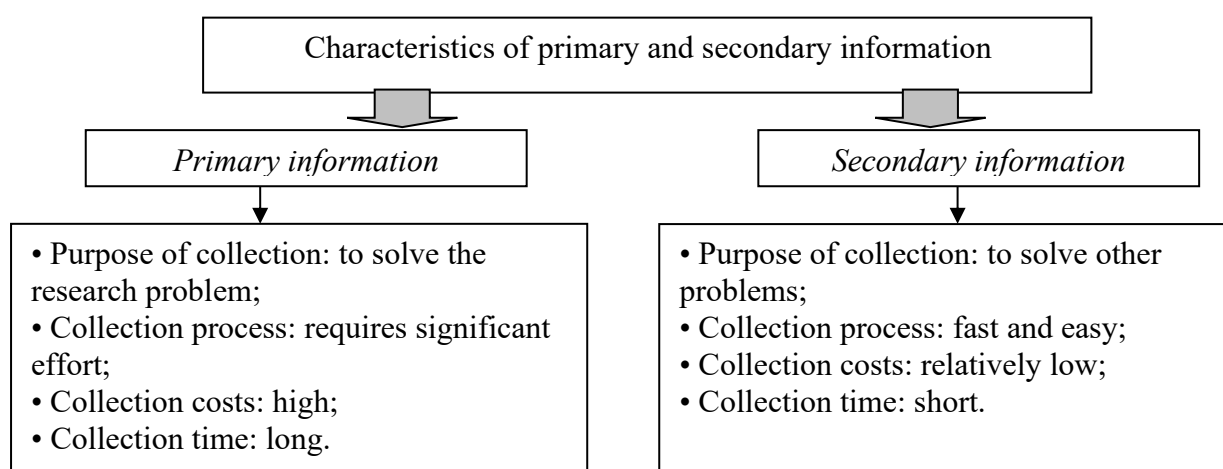


Figure 13. Characteristics of primary and secondary information

Source: formed by the author based on literary sources [53, 54, 55].

The advantages of secondary information are [65, p. 148]: economy in terms of labor, money and time; relatively easy access to information; this data cannot be obtained independently; helps to better understand the problem; allows you to specify the tasks before collecting data and get a comprehensive picture of the problem. The disadvantages of secondary information are the following: data may be outdated, not suitable for research purposes due to incompleteness or too general nature; data accuracy is not guaranteed; the possibility of contradictions; unknown methodological basis for data collection. When collecting secondary information, desk research methods are used. The structural diagram of desk research is presented in Figure 14.

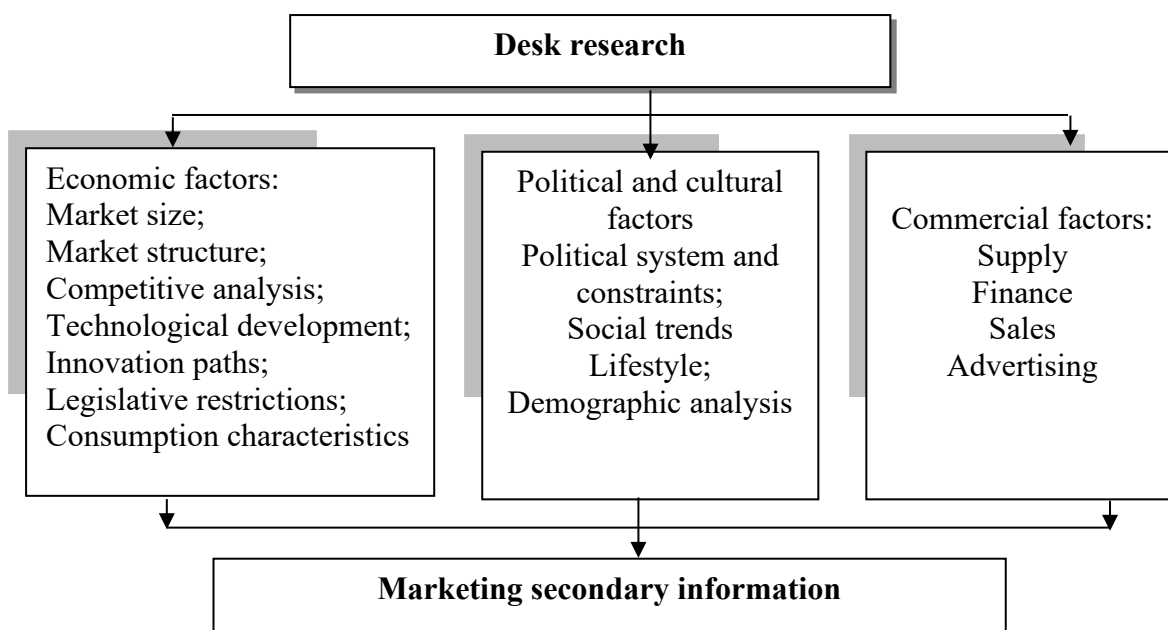


Figure 14. Flowchart of desk research

Source: compiled by the author based on literary sources [7, p . 125]

Desk research is the most accessible and cheap method of conducting marketing research. For small and medium-sized enterprises, it is practically the dominant method of obtaining marketing information. However, it should be noted that in a competitive market, secondary information alone is not enough for enterprises to make informed marketing decisions; they need primary information obtained through field research. Advantages of primary information: it is collected in accordance with the goals of the given research task (units of measurement and measure details correspond to the set goals); the collection methodology is known to the researcher and controlled; all results are known only to the customer, thus data confidentiality can be ensured for competitors; there are no contradictions in data from different sources; reliability can be determined and controlled. The disadvantages of primary information include [54, p. 27] : data collection can be time-consuming; possible large expenses; independent data collection cannot always be ensured. The study of scientific literature on marketing research allows us to note that the main methods of conducting field research are: survey, observation, experiment and simulation. Table 5 presents a description of the methods of field research.

Table 5

Field marketing research methods

Method	Definition	Forms	Advantages and problems
<i>Observed no</i>	Systematic coverage and perception of circumstances without influencing the object of observation	Field and laboratory, personal, with and without the participation of an observer	Often more objective and accurate than a survey. Many facts are unexplainable. High costs.
<i>Poll</i>	Survey of market participants and experts	Written, oral, telephone, free, standardized	Research on unperceived circumstances Interview reliability, interviewer influence, sample representativeness issues
<i>Experiment</i>	Study of the influence of one factor on another while simultaneously controlling for extraneous factors	Field, laboratory	Possibility of separate observation of the influence of variables. Situation control, realistic conditions. Time and money consumption

Source: formed by the author based on literary sources [12, p. 164, 6 , p . 63]

The next stage of the marketing research process is the collection and systematization of marketing information. This stage requires the greatest expenditure of time and money, is the source of the greatest number of errors. Due to the difficulties in establishing communications with respondents (incorrect answers, refusal to cooperate, the need for additional meetings, etc.), problems with information collectors (biased judgments, low qualifications, dishonesty, etc.) [66]. Organizing and conducting information collection is a rather responsible and laborious procedure.

The result of the above-mentioned stages of marketing research is the array of information that needs to be processed to make it suitable for making appropriate management decisions. Therefore, the next stage of the marketing research process is the analysis of the information obtained, the calculations of the relevant coefficients, indices, series of dynamics, etc.. The main methods of analyzing data obtained during marketing research are given in Table 6. [71, p. 36].

Table 6

Basic methods of data analysis (marketing information)

Analysis method	Problem being solved	Analysis function
Cluster	What consumer segments exist in a particular market?	Identifies distinct groups based on the variety of traits they share.
Correlational	Is the importance given to the product attribute sufficient to influence the consumer's decision to switch brands?	Tests for a linear relationship between two variables.
Added value/value analysis	What combination of properties should a new product have?	Calculates the value of each new property that is given to the product.
Discriminating (discriminatory)	What demographic characteristics distinguish consumers from non-consumers of a product/service?	Variables that affect the assignment of a product to a particular segment.
Factorial	What are the main characteristics/factors of a product that the consumer considers most important?	Defines a small number of links that connect a large set of interrelated variables.
Multidimensional scaling	How is a particular brand of product perceived compared to a competitor's brand and on what scale?	It reveals the hidden system of criteria on the basis of which respondents build their comparative analysis.

Source: compiled by the author based on literary sources [55, p. 67, 53, p. 80].

The next stage of the marketing research process is the preparation of the report and its defense, and after that - the final stage - making specific marketing decisions. As a rule, a report on the results of the study is prepared in two versions: detailed and abbreviated. The detailed version is a fully documented technical report intended for specialists in the marketing department of the enterprise. The abbreviated version of the report is intended for enterprise managers and contains a detailed presentation of the main research results, conclusions and developed recommendations. At the same time, it should not be oversaturated with information of a technical and methodological nature, primary documents. The criteria for the quality of writing a report are completeness, accuracy, clarity. Completeness means that the compiler of the report must constantly ask himself whether each topic set out in the initial task is reflected in the research program [53, p. 81]. Accuracy is a logical and informatively accurate argumentation of the report [53, p. 81]. Inaccuracies may occur in the research report due to insufficiently responsible data processing, illogical reasoning or inappropriate

construction of phrases. Clarity is the accuracy of the phraseology of the report. Violation of the criterion of quality of the report text occurs more often than any other [53, p. 81]. Clarity is achieved as a result of clear and logically consistent thinking, as well as the accuracy of the use of various generalizations [53, p. 81] . The content of the report, the main requirements for it can be previously agreed with the customer and therefore have certain specifics, but there are also general requirements for its content. The structure of the marketing research report is as follows [53, p. 82]:

1. Cover page.
2. Contents.
3. Summary.
4. Introduction (reveals the need and importance of the study, the essence of the problem, the history of the project, the purpose of the study and hypotheses).
5. The main part.
 - methodology: description of research methods, justification of their use;
 - results: a detailed presentation of the information obtained during the research process.
6. Conclusions and recommendations.
7. Appendices: copies of data collection forms; sample size calculations; large tables not included in the report; bibliography.

The procedure for conducting marketing research in industrial and consumer markets is the same and includes seven main stages. Nevertheless, industrial market research has its own specifics that must be taken into account when conducting the research. These specifics concern sample formation, respondent availability, respondent profile definition, cooperation with respondents, interviewer selection, and research cost [71, p. 119]. The main differences in conducting research in consumer and industrial markets are given in Table 7.

So, the features of consumer market research are: the need for significant resources, stimulating the activity of respondents, processing significant amounts of information received; contacting people, which due to the peculiarities of their behavior does not always make it possible to obtain objective information.

Table 7

Comparative characteristics of marketing research in consumer and industrial markets

Indicators	Consumer market	Industrial market
Sample size	The sample is significant, depends on the purpose, but is not limited	Insignificant, depends on the number of enterprises in the industry
Respondent availability	Easy accessibility, possibility of conducting interviews by phone and at home	There are difficulties: the survey is only possible during working hours, the surveyors are busy with production issues
Defining respondents	Segmentation is simpler (according to various criteria), the end seller is also a consumer of goods and services	Sometimes it's more complicated, the user and the decision maker are different in most cases
Cooperation with respondents	It turns out that over the years it gets more and more difficult, most people are not interested in anything at all	Due to the smaller sample size, less studied
Interviewers	It's easier to teach, they're consumers too	It is difficult to find an experienced interviewer, special training of interviewers is required
Cost of research	Depends on sample size and repeatability. Much more money is spent than in the industrial market	Much cheaper

The features of industrial market research include: the need to interview industry consumers or directly representatives of the enterprise, which requires understanding the relevant production terms; a small number of consumers; the need for informational contacts with decision-makers.

To provide the enterprise with information, research is conducted on specific objects and has a specific form. Table 8 presents data that characterize the goals of marketing research for individual areas and methods of their implementation. The table lists the main areas of marketing research, the objectives of the research according to the areas of research, and identifies the research methods that need to be applied.

To study and analyze the state of the market, quantitative and qualitative indicators are used, as well as various structural parameters of market objects.

Table 8

Content and methods of conducting certain types of marketing research

Research areas	Research objective	Methods of conducting
Market size	Show the limits of the organization's expansion in the market. Determine possible values of market potential growth	Desk research based on management data and press releases. Determining consumer purchasing habits. Determining the size of the competition. Conducting interviews to obtain complete information.
Market share	Identify competitive positions	Processing customer research data. Studying company turnover data. Conducting interviews to obtain complete information.
Market dynamics	Determine the sales policy in the market	A review of statistical data, which to some extent characterize the market. Analysis of changes in the turnover of competing companies. Conversations with experts, interviews with consumers.
Promotion channels	Identify effective means of bringing the product to market	Interviews with consumers, distributors. Obtaining data on competing companies in order to identify the volume of direct sales and sales through distributors.
Buyers' decisions	Discover how the decision to purchase a product was made to understand who to target with marketing activities	Interviews with consumers and intermediaries. Observation of changes in prices and product promotion tools by the amount of its sales volume.
Price	Determine competitive prices. This information is needed to determine the level of profitability of the market	Obtaining list prices. Interview with consumers, distributors, suppliers. Conducting experiments.
Product promotion	Determine how intermediaries promote products in this market, and how well-known the products themselves are in this market.	Viewing magazines, advertising posters, Visiting exhibitions. Asking buyers and intermediaries where they buy products.

Source: compiled by the author based on sources [50, 53, 54, 63]

Quantitative indicators that are necessary for analyzing the state of the market are [54, p. 47]: market potential; market capacity; share of competing firms in the market; market development dynamics. Qualitative indicators are [50, p. 47]: structure of needs, motives, dynamics and process of purchase, stabilization of needs, informatization. In addition to the above indicators, the following structural parameters of market objects are necessary for analyzing the state of the market [50, p. 47-48]:

competitive environment (volume of sales of products by competing firms; marketing and strategies; possibility of financial support), structure of buyers (types of buyers, dynamics of the number of buyers, regional peculiarities of consumption); industry structure (number of sellers of similar goods, types of sellers, level of production organization and workload of enterprises in the industry, potential capabilities of competing enterprises), distribution structure (geographical features, features of the sales network). It should be noted that the assessment of the market situation usually comes down to two stages. At the first stage - the evaluation stage - an analysis of the market situation is carried out: characteristics of the scale, typology, proportions, speed of change, main parameters, level of development stability [60, p. 180]. At the second stage, cause-and-effect relationships are identified that determine the market situation, the market situation is forecasted and conclusions are substantiated regarding the prospects for market development from a marketing point of view. It should also be taken into account that the study and analysis of the market cannot be carried out in isolation, but only in connection with other factors.

3.4 Information support for market research

In market conditions, effective management is impossible without appropriate and well-organized information and analytical support for the marketing activities of enterprises. After all, to determine market opportunities and solve marketing problems, enterprises need reliable, timely information. It is necessary to know the commercial situation, demand, market capacity, product positioning and its competitiveness, own market potential, positions and capabilities of competitors, etc. The presence of up-to-date information allows you to promptly monitor the state of the external environment and assess the internal situation of the enterprise, coordinate the activities of the enterprise taking into account changes, receive information support when making management decisions, which ultimately allows you to improve the performance of the enterprise.

Constant information support is gaining special importance. First of all, this is due to changes in the market situation, in particular the external marketing

environment. Information not received on time or its absence can become the basis for the collapse of not only planned activities, but even the enterprise, the consequences of which can be catastrophic [60, 61, p. 161]. In the process of analysis, planning and management, and control of marketing, information about customers, competitors, intermediaries and other market participants is constantly needed. Therefore, information can be considered the basis of marketing activities.

Marketing information is an important stage of marketing market research, which allows the enterprise in the market to gain competitive advantages, reduce the degree of risk, timely identify changes in the marketing environment, coordinate actions in the market strategy [60, 61, p. 160]. The information obtained as a result of marketing market research should be: high-quality, reliable, complete, accurate, relevant, operational, valuable and useful. It is this information that helps the enterprise to determine the attitude of consumers to the product and the enterprise, constantly monitor the external environment, coordinate the strategy and evaluate the activities, receive support in the decisions made, increase the efficiency of activities, etc.

The growing role of the availability of the appropriate volume and quality of information on the state of market development actualizes the problem of effective organization of the process of ensuring the information needs of business entities, which can be solved only under the conditions of building an effectively functioning subsystem for obtaining and analyzing marketing information. Management of marketing activities of enterprises is based on the use of diverse information necessary for decision-making. In turn, the quality of these decisions largely depends on the completeness and quality of information. The need for information at different stages of marketing management is generally reflected in Figure 15. At each stage, marketing specialists need specific input information, while at the same time the resulting output information is formed, which is used as input at other stages of management. The basic principles of information in marketing research are: relevance of information, reliability of information, relevance of information, completeness of information display, purposefulness of information, accessibility of information, coherence and information unity.

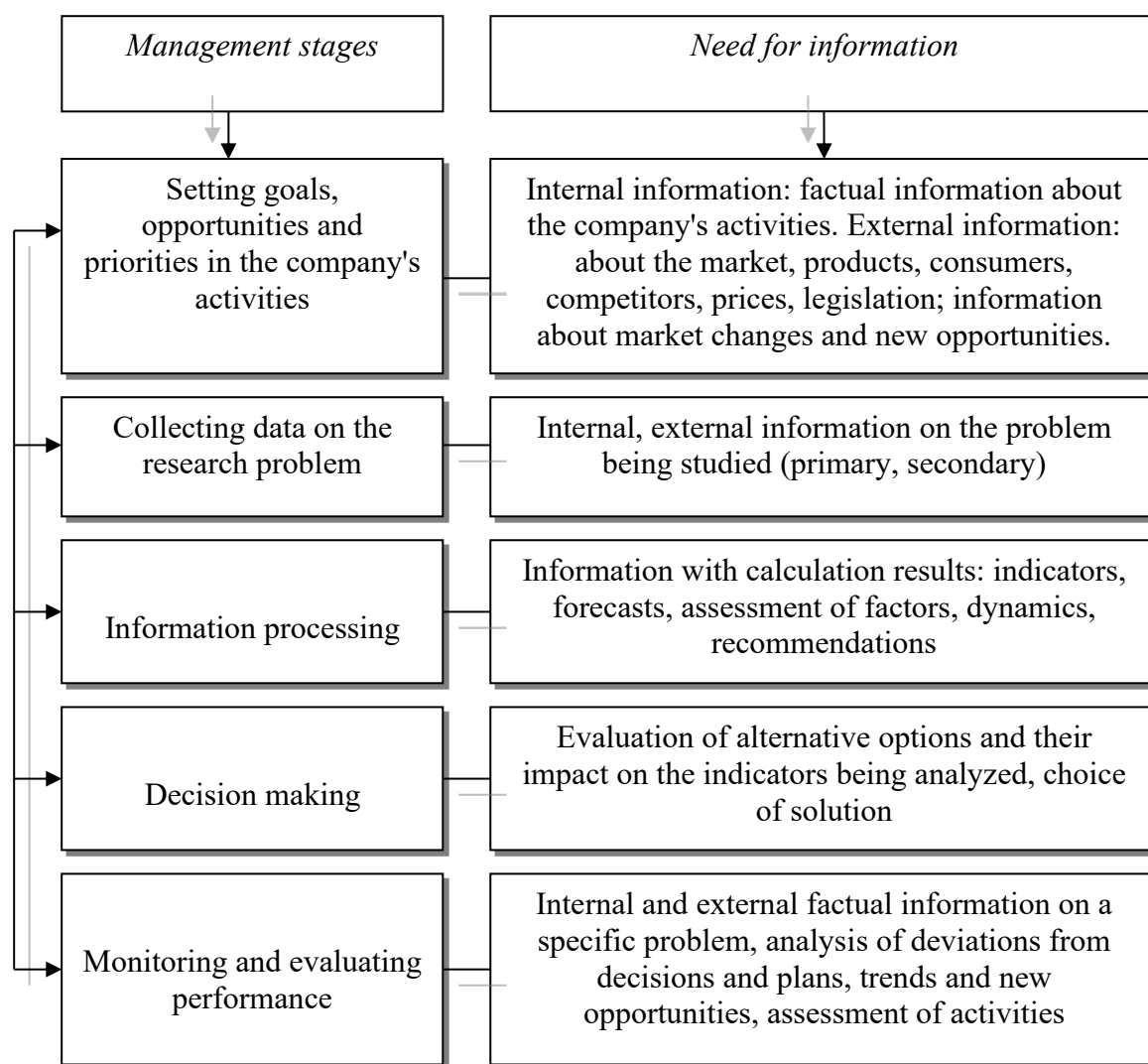


Figure 15. Information needs at different stages of marketing management

Source: formed by the author based on literary sources [67, p. 6]

Management decisions are made after determining the goals and priorities of the enterprise's activities, performing operations of collecting and processing information. To control the effectiveness of such decisions, it is necessary to implement and evaluate their impact on the object of activity. After this, the stages of the management process are repeated - a closed management loop is created. Such interaction of management stages is possible only if there is versatile, relevant, important and reliable information. At the same time, making management decisions is a process of constant transformation of information, and the management process itself is of an informational nature [67, p. 6].

According to the American marketing research scientist G. Churchill, the information used in marketing research is “a collection of information, messages about the economic (commercial) activities of enterprises and their external environment”. According to foreign scientist G.L. Bagiyev, marketing information is “information obtained in the course of studying the process of exchange of results of socially useful activities and interaction regarding such exchange of all subjects of the market system, which is used in all areas of the enterprise, in particular in marketing activities”. Domestic scientists A.V. Voichak and A.V. Fedorchenko believe that marketing information is “structured data collected in order to solve specific problems, which will contribute to achieving the marketing goals of the enterprise” [54, 69]. The information used in marketing research is a set of information, messages about the economic (commercial) activities of enterprises and their external environment.

Information reflects the indicators of the internal and external environment of the object, which are constantly changing, which causes the need for their updating, adjustment, replenishment. A huge amount of information, its accumulation and storage is required for the analysis of competitors, dynamics and forecasting of indicators of the state of the market, demand and need for goods, etc. Therefore, marketing information is a set of data, messages, information that characterize the internal and external marketing environment, objects, phenomena, processes, connections, etc. and which must be collected, transmitted, accumulated, processed and analyzed for making management decisions.

Information has unique properties, the most significant of which is that the absence of information about a product, object, process, phenomenon, etc. creates the illusion of the absence of these elements. If the manufacturer does not have reliable information about the state of the market, he will not be able to make the right marketing decision, and the lack of information can lead to serious financial and economic consequences for the enterprise. The presence of current information makes it possible to promptly monitor the state of the external environment and assess the internal situation, coordinate the marketing strategy taking into account changes, receive information support for decision-making, which ultimately makes it possible

to increase the performance of the enterprise [67, p. 8]. The necessary information for making management decisions is obtained by enterprises through marketing research. The classification of marketing information is shown in Figure 16.

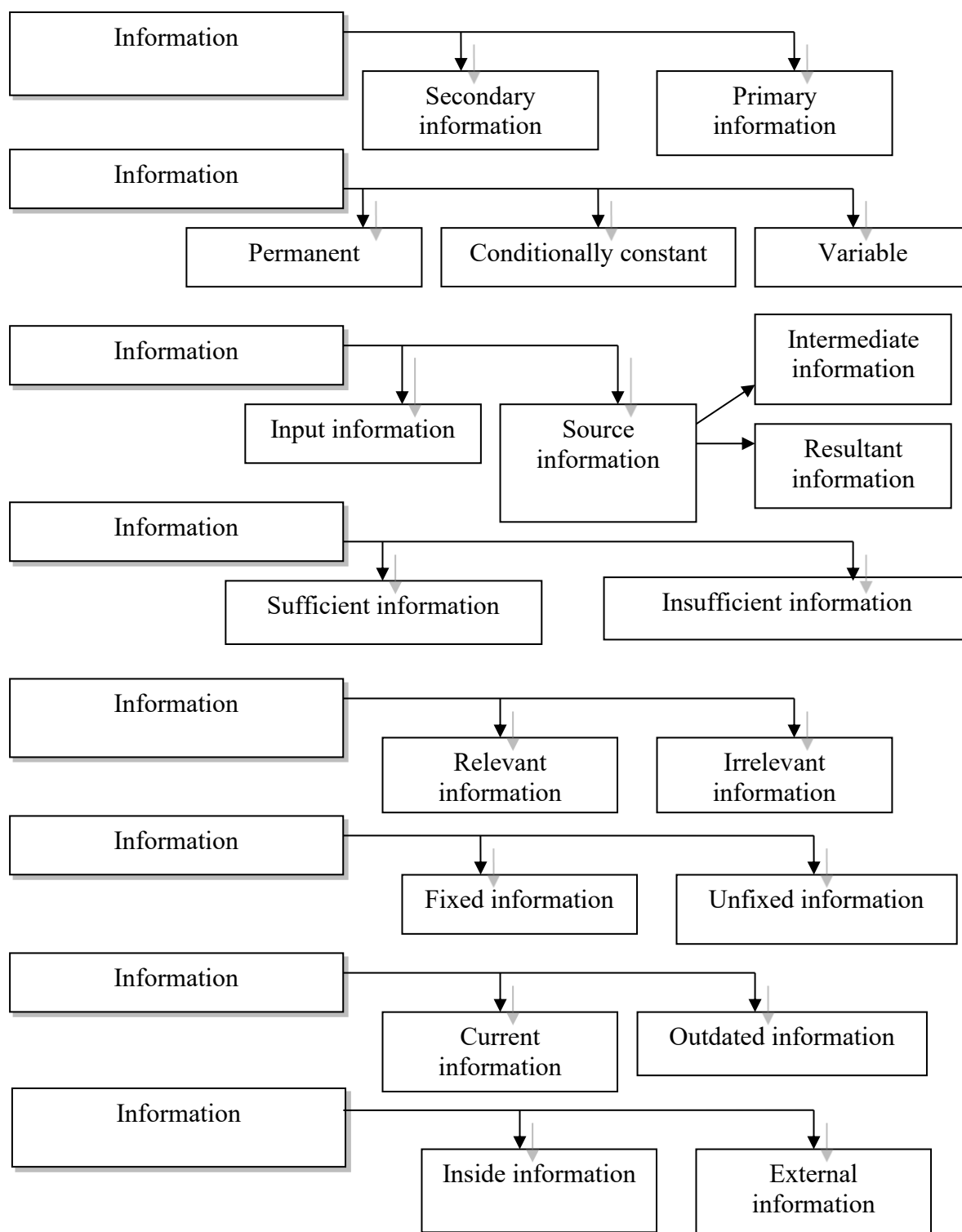


Figure 16. Classification of marketing information

Source: compiled by the author based on sources [67, p. 15, 65]

Secondary information, secondary data – information previously collected for other purposes unrelated to the problem of the current marketing market research [65, p. 148]. Secondary information – information that has already been collected earlier for another purpose [65, p. 134]. Primary information, primary data – information that the enterprise independently obtains specifically to solve the problem of marketing market research [65, p. 148]. Primary information – information that is collected for the first time to achieve a specific goal of this market research [65, p.134]. Comparative characteristics of primary and secondary marketing information are given in Table 9.

Table 9

Comparative characteristics of primary and secondary information

Indicator	Primary information	Secondary information
Relevance of the information received	+	
Availability of necessary information	+	
Novelty of information	+	
Reliability of information	+	
Time spent collecting information		+
Resource costs for information collection		+

Source: [53, p. 63].

Comparing the value of primary and secondary marketing information for an enterprise, it should be noted that primary information is more valuable for an enterprise from the point of view of its relevance to a specific marketing problem, a specific market situation. Primary information is characterized by a higher degree of novelty and, accordingly, it more objectively reflects the current state of the studied object, phenomenon or process (in particular, the market situation). In addition, primary marketing information about the market is more reliable and authentic, since the enterprise has the opportunity to control the collection of data in the process of marketing market research. However, primary information is more expensive for an enterprise in terms of time and resource costs for its acquisition [53, p. 64].

By stability Information is divided into permanent, conditionally permanent and variable. Permanent information retains its value for a long time without changes; the amount of such information is limited [67, p. 12]. A significant part of the information is conditionally permanent, which does not change for a certain time and is repeatedly used by one or more specialists to solve the relevant problems. Conditionally permanent information includes reference information (product directories, world markets, buyers, competitors, etc.), regulatory, planning and contractual, calculation (demand for goods, market share, production and sales plan of goods), etc. [67, p. 13]. The allocation of permanent and conditionally permanent information is important for data processing technology, since such information is entered into the database once and is adjusted taking into account its current changes in accordance with the rules for maintaining databases. Variable information is factual, accounting information that is constantly changing in qualitative and quantitative indicators [67, p. 14].

By stages of transformation Marketing information is divided into input and output. Input information is registered at the place of its collection or origin and is used without prior processing. It includes data on the actual costs of manufacturing goods and their sale, data from questionnaires during marketing market research, etc. Input primary information is the most detailed and is the basis for further data processing - logical and arithmetic. Output information is the result of data processing in the internal environment. It contains research results. The resulting data are archived and accumulated in a database for solving other interrelated tasks, for studying the dynamics of market indicators [67, p. 15].

By saturation Marketing information can be sufficient, insufficient, excessive. To solve problems, information is needed that is sufficiently specific in content, takes into account all the factors characterizing the market situation, and is sufficient for making managerial marketing decisions. Insufficient information does not contain all the necessary data about the market, can lead to the impossibility of solving the problem or to obtaining a result with a low level of probability. Excessive information is data that is duplicated or not used in the processes of enterprise management.

According to the impact of information on marketing decisions, on changes in the market situation and indicators, the information that reflects them is divided into relevant and irrelevant. Relevant data includes data that can be changed as a result of making a marketing decision (in particular, data on production volumes, development of new products, setting prices for products of own production) [67, p. 15]. Irrelevant information cannot be changed based on the decisions of the facility's management personnel and does not depend on them (in particular, political instability, lack of a legal basis, the level of buyers' profits, the general economic situation, competitors' actions, market situation) [67, p. 15]. It should be noted that sometimes it is difficult to make a categorical division of information into relevant and irrelevant, since there is also partially relevant information. When forming databases, it is necessary to take this division into account and track changes in irrelevant information, pay more attention to relevant information and assess your capabilities to change it.

By recording information on media distinguish between fixed and unfixed information. Recording data on media is a necessary condition for further processing of information. This is the most labor-intensive process, which accounts for up to 95% of all errors in automated data processing [67, p. 16]. Accordingly, in modern enterprises, internal information is mainly fixed - recorded in the database, but some of it is contained in traditional documents, reports and, if necessary, is additionally formed in the database. However, external information is mostly unfixed and stored in printed form. By relevance Marketing information is divided into relevant and irrelevant. Relevant information provides a real reflection of the state, process, phenomenon and provides the decision-making process [67, p. 16]. Irrelevant information is not essential for decision-making, although it can be used in the future (in particular, data on sales volumes of goods can be used to study sales rates for several years and make decisions about production volumes).

By place of formation Marketing information is divided into internal and external. Internal information is a set of data that arise at the enterprise itself and characterize its activities [67, p. 14]. Such data are formed at the stage of design and technological preparation of production, in the current production of goods and during

their sale, operational, accounting and statistical accounting, etc. External information arises outside the enterprise and is directly related to the subject area under study [67, p. 14] . This is information about the state of the market, demand for products, about consumers and competitors, state regulation of market relations. Sources of external information are government publications and materials, state statistics, economic reviews; scientific and technical journals and newspapers, specialized magazines; the information services industry, which provides users with various data (Table 10).

Table 10

Main sources of marketing information

Inside information	External information
Accounting data and other mandatory reporting for the current and past periods	Laws, decrees, orders and other regulatory documents of the state level; regulatory acts of the sectoral, regional and local levels
Primary documents of accounting, trade and operational accounting.	Comments on the above-mentioned regulatory acts (press, other media, databases, Internet)
Orders and instructions of the head and managers of all levels of management.	Data on the state of the industry, market (State Statistics Service of Ukraine, media, Internet, results of commissioned research)
Internal document flow data (paper and electronic).	Data on the state of the world economy, the world market (State Statistics Service of Ukraine and foreign countries, media, databases, Internet)
Results of own analysis of financial and economic activities.	Advertising and information from partners and competitors (direct advertising, media, exhibitions, seminars and conferences, presentations, Internet)
Results of the survey of company employees	Conclusions of consultants and experts, results of external (commissioned) marketing research and audits
Other information and data, business plans	Information from customers

Source: [53, p. 64, 51, p. 51].

So, marketing information is objective (statistical data, press releases) and subjective (assessments, opinions, rumors) information necessary for studying and analyzing the marketing environment, market, enterprise, product, competitor, consumer for making marketing decisions, developing marketing plans. If the manufacturer does not have reliable information about the market, competitors, consumers, etc., he will not be able to make the right marketing decision, and the lack of information can lead to serious financial and economic consequences for the enterprise. Marketing information is collected, analyzed and distributed within the

marketing information system, which is part of the organization's management information system. The emergence of the concept of this system and its practical implementation date back to the early 1970s. American scientist F. Kotler believes that a marketing information system is specialists in collecting, classifying, analyzing, evaluating and distributing relevant and accurate information for making marketing decisions, as well as appropriate methodological techniques and equipment. This system is clearly presented in Figure 17.

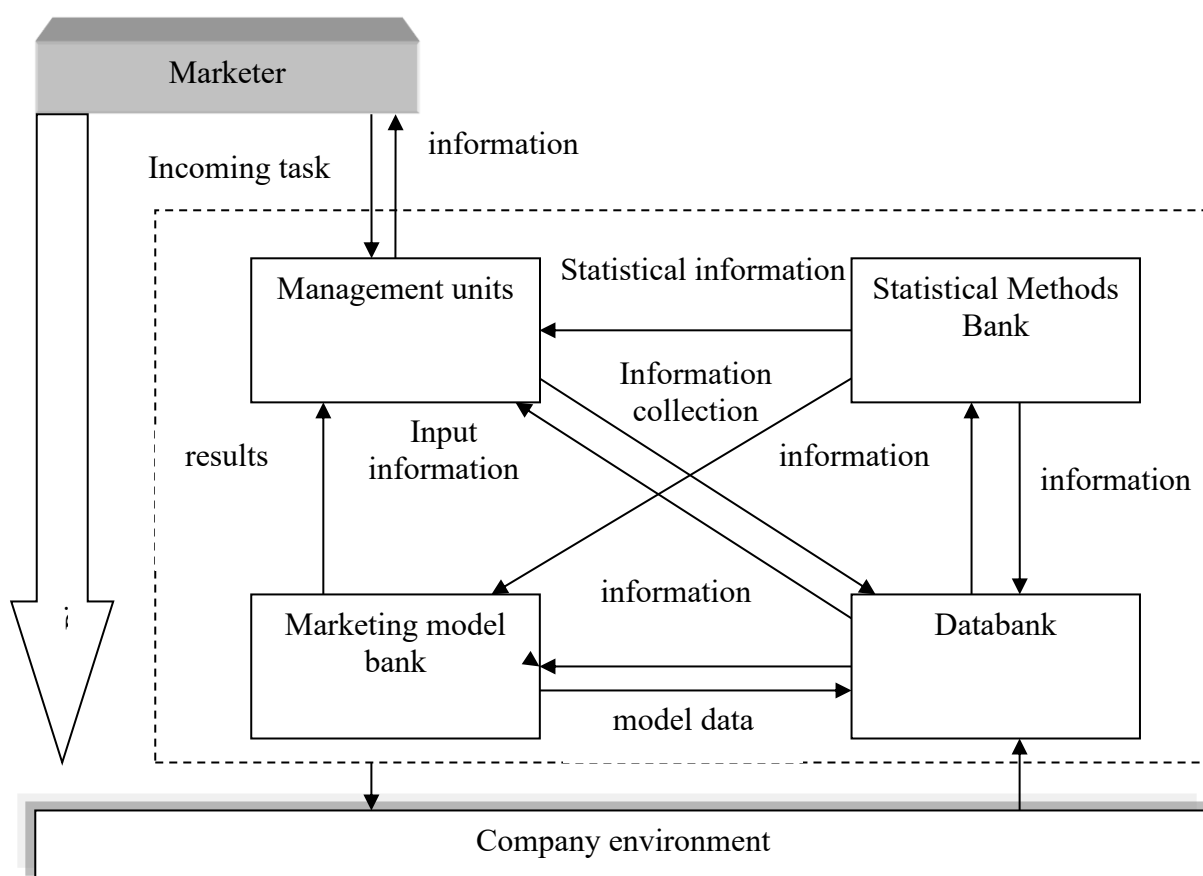


Figure 17. Diagram of the enterprise's marketing information system

Source: compiled by the author based on sources [60, 61, p. 169]

Domestic scientists L. Moroz and N. Chukhrai believe that a marketing information system is a continuously operating system designed to collect, process, analyze, evaluate and distribute information necessary for making decisions on marketing planning, implementing and monitoring the implementation of marketing activities [16, p. 30]. The concept of a marketing information system is shown in Figure 18. The marketing information system allows the enterprise to integrate information

from various sources and use it in further activities. In the structure of the marketing information system, four auxiliary subsystems are traditionally distinguished [64]:

- internal reporting system – allows you to monitor indicators that reflect the level of current sales, expenses, inventory levels, cash flow, data on receivables and payables, and other internal reporting indicators;
- a system for collecting current marketing information is a set of sources and procedures used to obtain daily information about various events occurring in the market;
- the marketing research system allows you to operate with information that would require a separate study to obtain;
- The analytical marketing system includes advanced tools for analyzing data and problem situations. It consists of a statistical bank and a model bank.

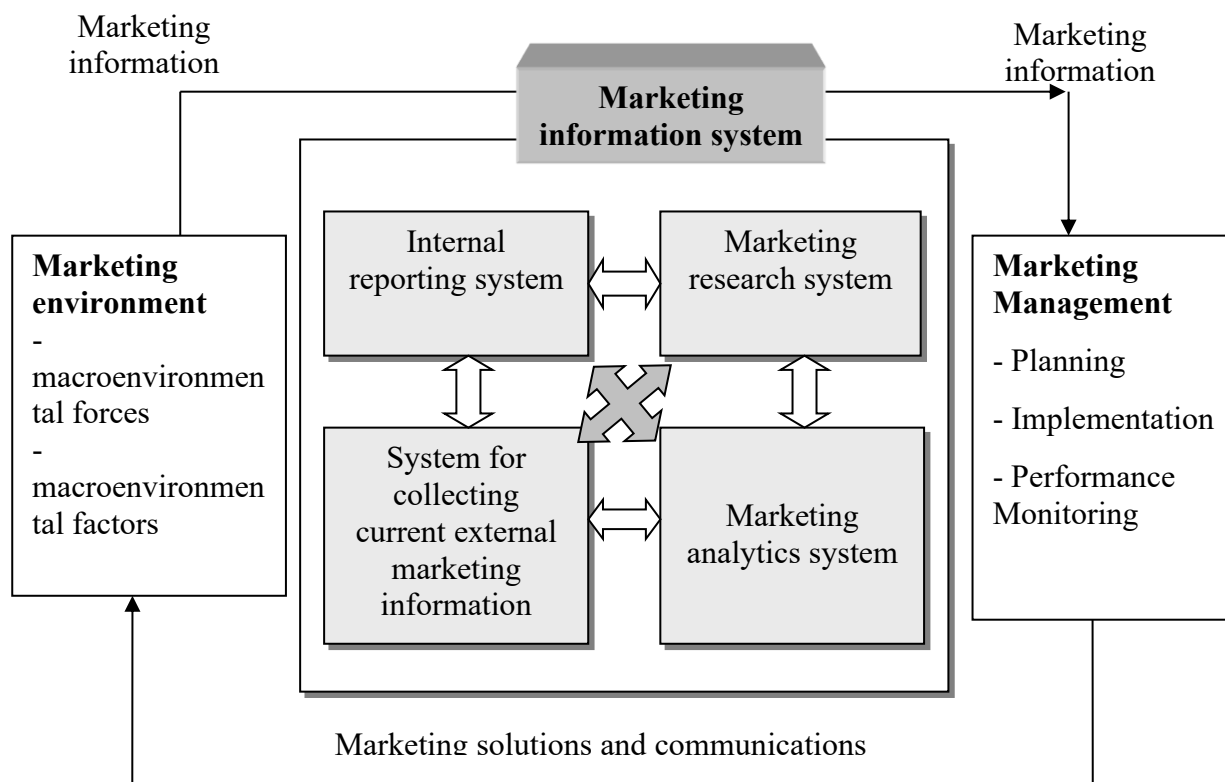


Figure 18. Marketing information system

Source: [64, p. 30].

Thus, a marketing information system is a constantly operating organizational system designed to collect, classify, analyze, evaluate and interpret information from various sources, as well as distribute information in a form suitable for decision-making for use in marketing management, which includes personnel, means, methods, rules and procedures for collecting, processing and storing marketing information. Thus, the purpose of a marketing information system is to collect within the enterprise and in the external environment the entire complex of information relating to the market and marketing, its effective analysis and processing for the purpose of maximum adaptation to management decision-making. The composition of the information collected by the marketing information system is given in Table 11.

Table 11

**The composition of information collected by the marketing information system
as a result of marketing research**

Internal reporting	Macro environment	Market status and trends	Results of research on marketing mix elements	Market reaction
Accounting reports Sales data Stocks Design documentation, etc.	Economic trends Technological trends Legislation Social trends in society Demographic trends, etc.	Market capacity and trends Price dynamics Consumers, their preferences and intentions Way and style of life Competitors and their strategies Intermediaries etc.	Product competitiveness Testing of products, packaging, design Price sensitivity of demand Competitive price level Advertising effectiveness Distribution and sales system, etc.	Company sales volume Company market share Company image, etc.

Source: compiled by the author based on sources

Thus, the most important condition for the sustainable development of an enterprise is to provide its manager with the information necessary for making management decisions that reduce the uncertainty and risks of entrepreneurial activity. The formation of such information support includes the collection, processing and analysis of data about markets, consumers, competitors. Therefore, marketing information has significant value in many situations related to the activities of the enterprise, when implementing marketing and making marketing decisions. Marketing information is a part of an objectively existing and constantly functioning information

process. In modern conditions, the need for marketing information is constantly growing and there is often a lack or insufficiency of reliable, up-to-date data. Therefore, to solve problems at enterprises, a marketing information system should be created. It should provide feedback from the enterprise to consumers, from the consumer to the enterprise, and also provide the consumer with the opportunity to be a partner.