



USE OF MODERN MARKETING RESEARCH IN THE CONTEXT OF MARKET DEVELOPMENT

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ANNOTATION:

Marketing research helps to link the marketing strategy with the factors of the marketing environment and the interests of interest groups. With their help, the management of the company receives the information he needs, which partially eliminates the uncertainty in business development.

Keywords: *marketing, marketing research, primary information, secondary information, research methods, focus group.*

As we know, marketing research helps to link the marketing strategy with the factors of the marketing environment and the interests of interested groups. With their help, the company's management receives the information it needs, which allows it to partially eliminate the uncertainty in business development. If it is absent, then it is impossible to predict with a sufficient degree of reliability or accuracy the reaction of consumers to the marketing programs of the company. Systematic marketing research makes it possible to obtain information about controlled and uncontrolled environmental factors and the interests of various groups; which improves the efficiency of decisions made by CMOs.

Traditionally, marketing research professionals have been responsible for assessing information needs and providing relevant information to a company's marketing management team for decision-making. However, the picture is changing: research professionals are increasingly involved in management decision making, while CMOs are increasingly involved in research.

This trend can be attributed to better training of CMOs, advances in technology and a shift in the marketing research paradigm, in which market research is increasingly crowding out research undertaken in response to specific marketing problems or opportunities.

Marketing research methods are primarily divided into primary data collection methods and secondary data collection methods (Fig-1)

Figure -1 shows the classification of the main methods of marketing research. Secondary data - information collected ever for any purpose unrelated to the current task.

In other words, secondary information is the data that has already been collected (by you or someone else) to solve other problems, but which can be partially used to solve the problem you are facing at the moment.

The main advantages of secondary information are that it is cheap and can be accessed relatively easily and quickly.

The main disadvantages are related to the fact that secondary information was collected to solve another problem. Accordingly, it is likely to be a) outdated, b) incomplete, c) not directly related to the problem being solved, d) unreliable (this is especially true for Russian sources of secondary information, in which sometimes the values of the same parameter in different sources differ by almost an order of magnitude).

Let's move on to methods of collecting secondary information. In order to get an overview of secondary information, you must:

- Identify possible sources of information you need. This information can be contained in both internal and external sources. Internal sources of information include internal reports of your company, conversations with employees, sales reports, accounting and financial reports, complaints and suggestions from consumers, etc. External sources of information are the media, newsletters issued by various organizations, publications of research and consulting firms, statistical collections; a lot of valuable information is on the Internet - thematic and industry sites, sites of competing companies.

- Study all selected sources of information, analyze their content and select the information you need.

- Prepare a final report

Primary data - information collected by the researcher specifically to solve a specific problem.

Most often, marketing research is understood as the collection of primary information. Primary data collection methods, in turn, are divided into qualitative data collection methods, quantitative data collection methods and so-called mix-methods.

Qualitative research answers the "how" and "why" questions.

This type of research allows you to get very detailed data on the behavior, opinions, views, attitudes of a very small group of people. The data obtained cannot be quantified (with rare exceptions), but it does give a good idea of the mindset of consumers. Qualitative research is indispensable in the development of new products, advertising campaigns, the study of the image of companies, brands and other similar tasks.

The main methods of qualitative research: focus groups, in-depth interviews, protocol analysis. - A focus group is a group interview conducted by a moderator in the form of a group discussion according to a pre-developed scenario with a small group of "typical" representatives of the studied part of the population, similar in basic social characteristics. ...

- In-depth interview - a semi-structured personal conversation between the interviewer and the respondent in a form that encourages the latter to give detailed answers to the questions asked.

- Analysis of the protocol consists in placing the respondent in the situation of making a purchase decision, during which he must describe in detail all the factors that guided him in making this decision.

Quantitative research answers the "who" and "how much" questions.

This type of research, in contrast to qualitative research, allows one to obtain quantitatively expressed information on a limited range of problems, but from a large number of people, which makes it possible to process it by statistical methods and distribute the results to all consumers. Quantitative research helps to assess the level of awareness of a firm or brand, identify the main consumer groups, market size, etc.

The main methods of quantitative research are various types of surveys and retail audit.

- The survey involves finding out the opinion of the respondent on a certain range of questions included in the questionnaire through personal or indirect contact between the interviewer and the respondent.

- Retail audit includes analysis of assortment, prices, distribution, advertising materials in retail outlets for the studied product group.

Mix-methods are mixed research methods that quite successfully combine the advantages of qualitative and quantitative methods.

The main types of mix techniques are hall tests, home tests and mystery shopping.

- Hall-test - a research method during which a fairly large group of people (up to 100-400 people) in a special room tests a certain product and / or its elements (packaging, advertising video, etc.), and then answers questions (fills in the form) concerning this product.

- Home-test - similar to the hall-test, with the only difference that the product is tested at home (at the respondent's home). This method is used when long-term product testing is required.

- Mystery Shopping is a research method that involves assessing the level of service with the help of specialists acting as dummy buyers (customers, clients, etc.).

Marketing research helps to align marketing strategy with the factors of the marketing environment and interests of interest groups. With their help, the company's management receives the information it needs, which allows it to partially eliminate the uncertainty in business development. If it is absent, then it is impossible to predict with a sufficient degree of reliability or accuracy the reaction of consumers to the marketing programs of the company. Systematic marketing research makes it possible to obtain information about controlled and uncontrolled environmental factors and the interests of various groups; which improves the efficiency of decisions made by CMOs.

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