

Theoretical aspect of marketing research of the market and its elements

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Abstract

The article is devoted to the qualitative assessment of marketing research. The essence and role of theoretical features of market research are revealed. The main components of market research are identified. The objective necessity and significance of marketing research and its structural elements in providing competitive advantages to enterprises are analyzed. The work deepens the understanding of the content of the concept of market research, improved the principles of their conduct and the subjective component. The concept and basic provisions of introduction of the effective mechanism of marketing researches of the market, its structural elements which are analyzed in the course of research of demand for the goods are proved. It is proved that market research can be defined as the systematic collection, accounting and analysis of data on marketing and marketing issues in order to improve the quality of decision-making and control procedures in the marketing environment. It is established that currently market research of the market and its structural elements is the basis of successful business. It is recommended to conduct market research to ensure stable and efficient operation of domestic enterprises of various forms of ownership and management.

Keywords: marketing, marketing research, market, market analysis, market elements.

Introduction

Undoubtedly, one of the main objects of analysis – within the economy today is the concept of marketing research, which is closely related to the market.

All issues analyzed in marketing depend on the functioning of the market. Such basic marketing components as pricing, consumer behavior, product promotion are based on the concept of the market. A characteristic feature of the currently dominant economic system of the world is the market. The market is the foundation of a market economy, consisting of people who have certain

For the effective existence of marketing

activities used a number of analytical studies by entrepreneurs, thus they begin to study the market.

Marketing research, which consists in developing theoretical and analytical bases for studying the existing needs of the market in a competitive environment, analyzing the behavior of competitors and consumers, reducing costs in doing business, making sound management decisions to forecast the situation in order to adequately respond to changes. Directly affecting the company are the main factors of marketing activities.

Material and methods

The topic of marketing research was studied by such researchers as F. Kotler (2019, 2020) in

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his work "Fundamentals of Marketing" gave a definition of marketing research. American marketer G. Churchill (2017) in his book "Marketing Research" studied the features of marketing research. Russian researcher E. Golubkov (2018) in his work "Marketing Research: Theory, Methodology and Practice" identifies the main theoretical aspects of marketing research. The theory of marketing research was studied by Ukrainian researchers such as A. Starostina (2018) in his work "Marketing Research" and others.

F. Kotler (2019) believes that marketing research is an integral part of the market. After all, they are aimed at achieving successful goals of enterprises, institutions, organizations by forming demand and maximizing customer needs. He argues that the marketing strategy shows with which product, in which markets, with which volume of products you need to go to achieve the goals.

Contrary to this opinion, E. Golubkov (2018) studies and proves the importance of marketing research on the basis of methodology and practice. For the first time in one book the author considered all the most important theoretical and methodological issues of

marketing research and their practical implementation. areas of marketing research, describes the process and methods of their conduct. And also focuses on the analysis of the experience of marketing research in the field of market research, consumers and competitors. Considers the results of research of goods, prices, efficiency of promotion of goods (primarily advertising). Analyzes the experience of developing marketing forecasts.

Another scientist G. Churchill (2017) shares the opinion of his predecessors. He describes marketing research in a classic way. Identifies and identifies opportunities and problems of marketing. And also develops, clarifies, evaluates the control over the implementation of marketing activities. Its main goal is to improve the understanding of marketing as a process.

The aim of the article is to determine the role of market research in the business system, as well as to reveal the essence and significance of theoretical features of marketing analysis of market research and its structural elements in providing competitive advantages, comprehensive assessment of market research trends in Ukraine.

Results and discussion

The current stage of marketing development in Ukraine is in a state of transformation, which is characterized by attempts to reduce the lag in the pace of market transformation compared to other sectors of the economy.

To improve and accelerate the development of enterprises, it is very important to choose an effective system of marketing research, which serves as a basis for the development of the marketing basis for doing business.

First of all, it should be noted that marketing research is one of the areas of sociological research focused on studying the market situation, desires, preferences and behavior of

key market participants. In practice, it consists of collecting, processing and analyzing information in order to make the right management decisions in the production and marketing of the company's products, as well as to reduce the risk that accompanies marketing decisions.

Many foreign and domestic scientists have dedicated their work to the concept of "marketing research", but even today their opinions are somewhat different, which requires more attention and allows us to consider it in more detail.

Table 1 – Definition of "marketing research"

Author	Definition
Akulych, Y.L., Demchenko, E.V. (2015)	A variety of research that focuses on the collection, processing, reflection and analysis of factual information on issues related to the marketing of goods and services.

Author	Definition
A.V. Zozulov, S.A. Solntsev (2018)	It is a systematic process of planning, collecting, analyzing and presenting market information, the purpose of which is to reconcile the interests of producer and consumer.
A.O. Starostina (2018)	Systematic process of setting research goals, identifying volumes, collecting, analyzing objective market information and developing recommendations for specific management decisions on any elements of market and product strategy of the firm and methods of their implementation to achieve end results in the firm in the current marketing environment.
F. Kotler (2020)	Systematic determination of the range of data required in connection with the marketing situation facing the firm, their collection, analysis and report on the results.
E.P. Golubkov (2010)	A function that connects the marketer with the market, consumers, competitors and all elements of the marketing environment through information.
American Marketing Association	A function that connects the consumer, customer, and the public with marketing through information - information that is used to identify and identify marketing opportunities and problems; creation, improvement and evaluation of marketing activities; monitoring marketing performance and improving understanding of marketing as a process.

The market is one of the greatest achievements of civilization, a general economic phenomenon characteristic of any mode of production, where the laws of the commodity economy (Fig. 1) (Cherchill, G., Braun T. 2017).

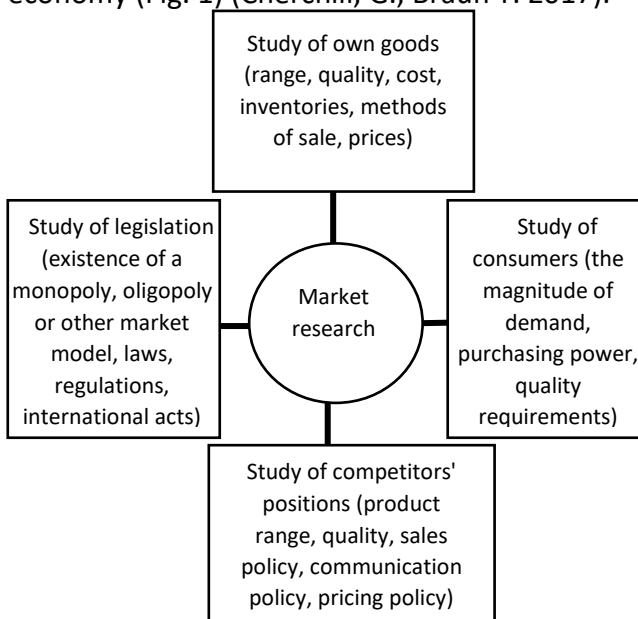


Figure 1 – The main directions of market research

Market research is a whole systematic activity aimed at collecting, analyzing and interpreting information about market processes. Market research allows to determine the main market mechanisms, such as demand, supply, prices, as well as consumer behavior and competition activities.

Today, market research is the basis of successful business, analyzes help entrepreneurs make the right decisions, invest only in projects with potential and adapt marketing strategy to modern market requirements. In addition, in an era of struggle for as many customers as possible, the use of marketing research will allow the company to function effectively and can give a significant competitive advantage (Zozulov O.V., Solntsev S.O., 2018).

The main purpose of marketing research is to provide the marketing manager with all the information he needs to perform his functional duties in the process of marketing management, namely: analysis, development of marketing strategies, planning, control and regulation of marketing activities.

The need for marketing research is due to the need to reduce the risk of making the wrong decision through better knowledge and understanding of the state and dynamics of environmental factors.

The purpose of market research is to identify opportunities for the firm to take a competitive position in the market, reduce risk and uncertainty, increase the likelihood of success of marketing activities.

The main tasks of market research include:

- calculation of the magnitude of supply and demand;
- establishing the conditions for achieving the optimal ratio between supply and demand;
- consumer behavior research;
- assessment of the company and its competitors;
- determining the competitiveness of products and firms in the market;
- to focus production on the production of goods, sales of which are provided by the conditions available on the market, which allows the company to obtain the planned profit;
- develop and implement a marketing program.

Among the consequences of making unreasonable decisions as a result of insufficient awareness of enterprises in consumer needs, market trends, due to lack of objective information can be identified as follows:

- introduction into production of goods or services that are not in demand;
- wrong pricing policy;
- inconvenient for the consumer places of sale of goods;
- ineffective advertising;
- lost opportunities.

The main methodological principles that ensure the effectiveness of marketing research:

- objectivity (the need to collect information that adequately reflects the real market situation through a clear systematization of the marketing research process and prevention of possible errors);
- regularity (conducting marketing research in accordance with developed

plans and necessary stages);

- complexity (implementation of a set of interrelated actions, some of which ensure the effectiveness of the following);
- continuity (marketing research is constantly conducted due to the dynamic change of factors in the marketing environment);
- efficiency (the ability to respond quickly and in a timely manner and adjust the process of marketing research or their direction) (Zagirnyak M.V., 2016).

Marketing research takes place in several stages (Fig.2) (Garkavenko S.S., 2012).

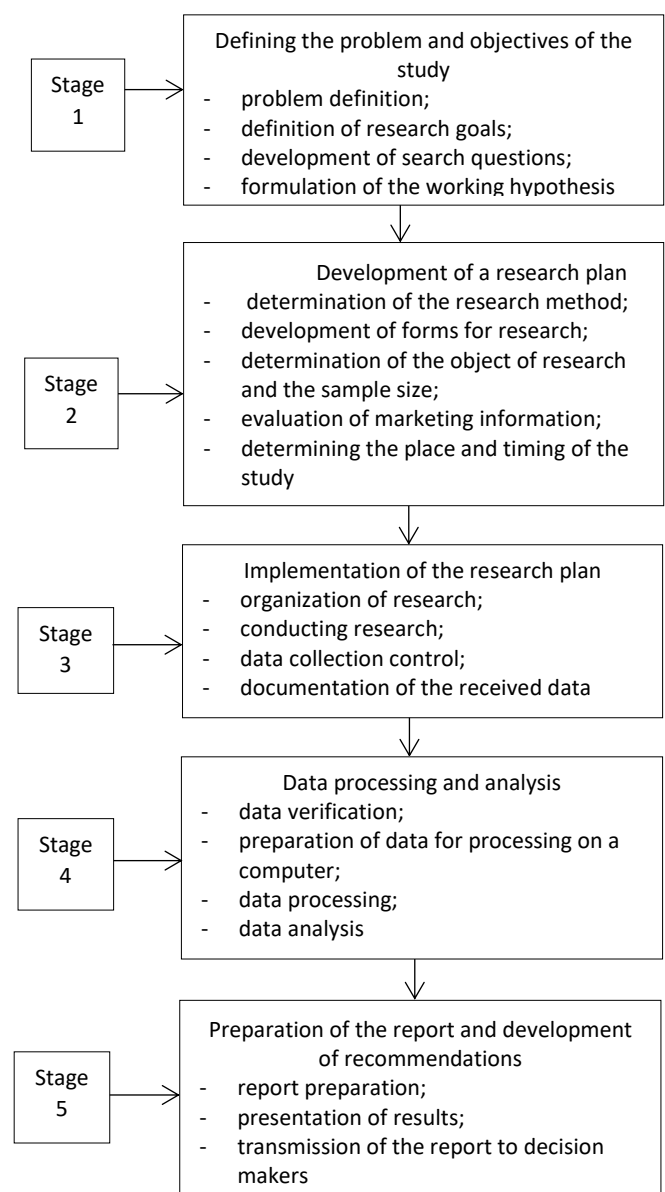


Figure 2 – Stages of marketing research

A number of scientific and commercial problems associated with marketing research

arise for several reasons. First, at the level of territorial boundaries of the market, direct contact between the producer and consumer of goods disappears, which usually leads to a lack of reliable information from the manufacturer. Second, due to the globalization of markets, intensified competition, product differentiation and an increase in the number of producers, the buyer has an increasing number of choices between sellers operating in the market and their goods. Third, a preliminary forecast of changes in the market situation over a period of time is required to make informed marketing decisions, which allows for greater consistency between the potential of the producer and the needs of consumers.

The need for marketing research is also due to the fact that the management of any organization or enterprise, making marketing decisions, must choose the most effective of them in terms of profitability and risk. By obtaining reliable information, you can avoid mistakes that can lead to losses before the costs become significant, react in a timely manner to the actions of competitors, stop production of unpromising or too expensive goods.

The nature of marketing decisions is due to a large number of factors, and determining the degree and intensity of their impact is associated with both the number of these factors and the difficulty of predictability of most of them. Subordination of all aspects of the enterprise to the task of business profitability makes the study of a wide range of market factors and their manifestations the starting point for any business decision.

When making marketing decisions, it is advisable to rely on the results of marketing research only if they are reliable, provided by several components. First, the systematic, or periodic repetition, of research procedures, which allows you to track trends in processes, phenomena, objects. Secondly, the stages and logical sequence of actions performed at each stage, which contributes to the identification and gradual knowledge of processes, phenomena, objects. Third, the use of an arsenal

of scientific methods of cognition, which allows methodologically substantiate the results of research and analytically prove the need for marketing decisions.

The main areas of marketing research are:

- macroenvironmental factors (demographic, economic, scientific and technical, natural, political, legal, cultural);
- microenvironmental factors (competitors, suppliers, intermediaries, consumers);
- marketing complex (product policy, pricing policy, distribution policy and marketing communications);
- the enterprise or organization (efficiency of organizational structure, production opportunities, professional qualification of employees) (Amons S.E., Krasniak O.P.2020).

It is worth noting the goals of marketing research (Kotler, F., Keller A., Pavlenko K. 2019).

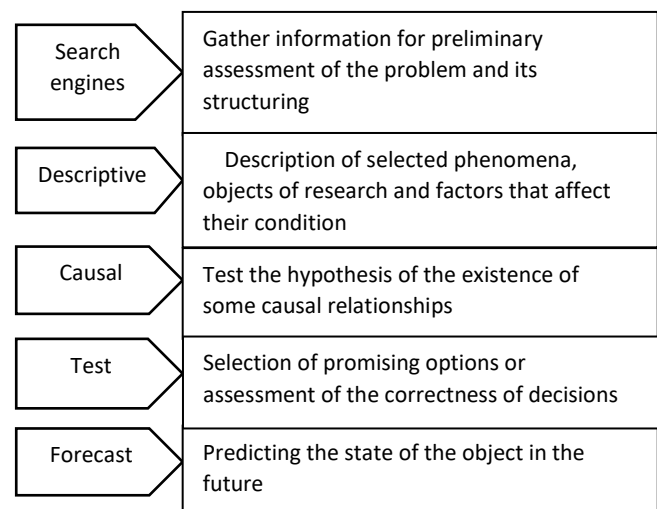


Figure 3-Objectives of marketing research

Structuring the market of marketing research in Ukraine is still in its infancy. Currently, there are more than 100 marketing companies in Ukraine, which allows the use of various methods in marketing research. No more than 20-25 of them can be considered the leading companies, and the companies in the top ten, according to the UAM, account for more than 80% of the market turnover.

Many of these companies are concentrated in Kyiv. Most well-known world network agencies

are represented on the Ukrainian market, as well as all-Ukrainian and medium and small regional companies. Until recently, there were very few such agencies in the regions, but now the cities of Dnipropetrovsk (5 agencies – members of UAM), Donetsk (2 agencies – members of UAM), Vinnytsia (2 agencies – members of UAM), Lviv (2 agencies – members of UAM) are becoming active.), Kryvyi Rih (2 agencies – members of UAM).

Network agencies remain the first and largest in the Ukrainian market. Such network research companies as SOCIS Gallup, GfK, ACNielsen, Synovate were among the first to come to Ukraine. These agencies have pursued different market promotion policies, so their sizes and segments vary widely today.

Currently, there are more than 16 network agencies in Ukraine, including Russian ones. At the same time, domestic research companies are being created, in which marketing and sociological research is often conducted by one team. By the way, at first this practice was used to some extent by all research agencies. Now many of the largest companies are domestic. At the beginning of its formation, the Ukrainian company often had no more than 4-5 employees in its staff (it was from such a small domestic company that the Ukrainian Marketing Group grew).

We now have large network companies - with the characteristics of holdings that bring together several companies that specialize in different markets and use different techniques. As for industry specialization, there are still unfilled niches today. For example, you can describe the markets in which specialized agencies have already appeared. Thus, the pharmaceutical market is studied by Comcon-Ukraine Ltd, Medical Data Management, information from the agricultural market is accumulated by UkrAgroConsult, PrivatInform (Kryvyi Rih), Ukrpromzovnishekspertiza (Kyiv), Indudu agency are engaged in the industrial market. marketing "(Kyiv), etc., drinks –" Ukrainian marketing project" (Kyiv), the construction market was taken over by Knauf Marketing (Kyiv) and KPD-100, the market of children's goods – Kids agency Marketing Consulting. Data on marketing agencies

and their specialization are published annually by the professional association in its directory "UAM Yearbook".

Marketing companies, as already noted, differ in research methods, as well as what problems can be solved with these methods. For example, TNS – in Ukraine studies consumer preferences, studies the brand power – A / R / M / I Marketing or MASMI-Rating, conducts market segmentation – InMind, determines the rating of TV channels – GfK-UKRAINE, obtains information on the correct decision. on conducting an advertising campaign using billboards – UMM, determining the ratings of radio stations – TNS in Ukraine and Syrex Marketing, print, outdoor, TV – advertising – "Media Monitoring", research on the Internet - "International Marketing Group", research of product markets – Synovate, InMind, GfK – UKRAINE, Marketing.

Quite accurate information about the market is obtained with the help of regular panel surveys (Lylyk I.V., Kudyрко O.V, 2020). Until recently, panel studies in Ukraine were conducted by only two companies – GfK – UKRAINE (consumer panel) and ACNielsen (retail outlet panel, or retail). The consumer panel provides information on how many products of this product group were purchased (who, where, at what price and how much he bought), and the retail panel - the number of 34 products sold (at what price, in what volume and where exactly). These panels allow you to determine the size of a particular market, major players and their market shares, price positioning and price competitiveness, the identity of the buyer (consumer panel), the state of distribution (retail panel), the most popular places of purchase, trends.

Among the recently organized panels are the panels of the Ukrainian Marketing Project (UMP). UMP conducts panel surveys of retail trade in such product categories as printed periodicals, food, soft and alcoholic beverages and others. InMind has formed an Internet panel, which is a joint project of InMind - Factum Group. The panel has 1,000 respondents across Ukraine aged 15+. One of the first panel studies was the Internet Survey of Users in Ukraine and Central Europe.

However, panel studies are quite expensive. Therefore, in many companies, regular surveys are more available, such as MMI (Marketing & Media Index), conducted by TNS-in Ukraine, TGI (Target Group Index) – a product of the Ukrainian Marketing Group. This study provides information on consumer preferences for the media and the use of advertised products and services. Data from these studies in some ways serve as a substitute for information obtained from the panels, and this information is several times cheaper.

The disadvantage of this information is that panel studies are conducted more often (panels are usually conducted once a month), and therefore provide more relevant information. Regular surveys are conducted periodically, but not more often than quarterly, for example, MMI and TGI are conducted four times a year, they have less complete data. The MMI may provide background information, in particular key market parameters.

If a company plans to develop a new product category, this data is not enough. However, since regular surveys collect a large amount of diverse information (for example, MMI 35 has a strong demographic base for respondents, from personal data to media preferences, TGI provides information on people's lifestyles), these surveys can also be used as an information source for making management decisions. The fundamental difference between the panels (for example, the consumer panel GFKUKRAIN) from other projects is that the panels are based on the facts of purchase, and MMI and TGI studies – according to ordinary citizens. Therefore, the data of the panels and the data of regular surveys differ. In order to make decisions about strategic brands – to properly analyze market trends, corporations order tracking research.

Tracking surveys are regular custom surveys. Another product of the research company,

which is produced on a regular basis, is Omnibus. Its main value is that it is held regularly and makes it easier to solve problems. Companies have the opportunity to post their questions in Omnibus questionnaires, which reduces the cost of obtaining important specific information needed by the company to make management decisions. In this case, such a question can be included in the "Omnibus" on a regular basis to identify trends.

Research methods such as testing are often used to make decisions when developing advertising. Such companies as "InMind", "Slidopyt", Financial and Analytical Group "PRO-Consulting", "Ukrainian Marketing Product" and others. have special techniques for testing logos, names, brands, the product itself. Professionally conducted testing is aimed at ensuring that consumers correctly perceive all 4P products.

In Ukraine, there are companies where you can order, say, only data collection (TouchPoll). Typically, such companies specialize in a wide range of research issues, but sell only certain parts of the research stages.

The following factors that influenced the development of marketing research in Ukraine were changes in financial markets: strengthening the position of insurance companies, increasing competition among banks, the arrival of foreign capital in the financial sector.

Throughout its history, marketing research has provided society with information about the needs of manufacturers, customers and users to evaluate, improve and enhance their marketing activities. According to the Ukrainian Marketing Association (UAM), 70% of Ukrainian companies use their own forces for marketing research, 18% - used the services of other companies, 12% of companies did not conduct marketing research at all (Pylypenko V.M., 2015).

Conclusions

As a result of this study, we observe that in recent years, market research is becoming widespread, but needs intensive improvement.

It can be argued that market analysis requires a thorough study of a set of factors that allow in today's market saturation of goods to focus

production on the most important, preferred in terms of consumer interests.

The organization of marketing research can take place according to certain options, among which the following are highlighted: the option that assumes that the responsibility for the collection and analysis of information is borne by all departments of the enterprise, which includes marketing; option that provides for the existence of a localized marketing service at the enterprise.

The stages of marketing research are considered: definition of the problem and goals

of the research, development of the research plan and its implementation, data processing and analysis, preparation of the report and development of recommendations.

The purposes of market research are revealed, among which: search, descriptive, causal, test, forecast.

The role of market research in the system of entrepreneurial activity is determined, and the essence and significance of theoretical features of marketing analysis of market research and its structural elements are revealed.

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