

## **USE OF MARKETING RESEARCH IN MARKETING ACTIVITIES OF ENTERPRISES**

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**Abstract** - This article discusses the use of marketing research in the marketing activities of enterprises. Several approaches to the stages of marketing research are given.

**Keywords** - Marketing, Mechanism, Marketing Research, Alternative Strategies, Method.

### **I. INTRODUCTION**

The marketing research allows the company to direct its resources and efforts to further increase sales and enhance competitive advantage. A marketing strategy works most effectively when it is part of a corporate strategy that describes how a company should find and work with customers, opportunities, and competitors in a given market segment.

Simply put, marketing research is all about understanding your customers and their desires. It is the ability to fulfill all the wishes of the client better and faster than competitors do that is the key to successful sales and long-term relationships with customers. However, customer demands and the market itself are constantly changing. Your marketing strategy must always accommodate these changes.

The development of a marketing research involves the identification of target market segments and the development of a positioning strategy, the development of strategies aimed at maintaining relationships with consumers and strategies for planning the sale of new products.

One of the most important elements of a successful marketing research is a clear understanding of who your customers are and what their requirements are. That

is why more and more companies around the world understand that without a customer relationship management system, it becomes almost impossible to survive in modern business conditions. It is on the basis of customer relationship that a marketing strategy is built, and all requests and needs of customers are determined (controlled).

## **II. LITERATURE REVIEW**

The following scholars have considered use of marketing research in marketing activities of enterprises in their research: Gary Armstrong, Philip Kotler [1], Kotler F., Setiavan Ivan, Cartagiaia Hermavan [2], Suslova Yu.Yu., Shcherbenko E.V. [3], Belyaev V.I. [4].

## **III. RESEARCH METHODOLOGY**

This article summarizes the various approaches to the comparative development of merchandising technological processes aimed at improving the sale of goods in the consumer market, as well as on the basis of the conclusions developed recommendations for integrated application in practice of enterprises.

## **IV. ANALYSIS AND RESULTS**

As theoretical studies show, most authors assign a central place in the marketing activities of enterprises to marketing research. This is due to the fact that most of the most accurate and long-term information about market conditions comes from marketing research.

Marketing research is a systematic collection, processing and analysis of all aspects of the marketing process - a product, its market, distribution channels, methods and techniques of marketing, pricing systems, sales promotion measures, advertising, etc.

Therefore, marketing research is a mechanism that links the internal marketing environment of the enterprise with the external environment through marketing

information. The variety of connections with the external environment determines a large number of objects of marketing research. So, for example, in N. Golubkov's studies, 33 main areas of marketing research are distinguished, and in the work of G. Assel , there are more than 50 objects of marketing research. At the same time, practice shows that any marketing research is complex and it is quite difficult to single out a single area of research. Therefore, usually the objects of marketing research are determined based on the goals pursued by the enterprise from conducting research. To fulfill its purpose, marketing research must provide company management with information for decision making.

- The first step is to identify a marketing opportunity or problem.

- In the second step, management develops alternative strategies to take advantage of the identified opportunity.

- At the third stage of marketing research, alternative strategies formulated by management are tested.

- At the fourth stage, management selects and uses marketing strategies based on the research.

- At the fifth stage, after the implementation of the marketing strategy, the reaction of consumers is revealed in the course of research. Track the progress of sales. In addition, consumers are surveyed to find out whether they are aware of the brand of the product and its advertising and whether they are inclined to buy the product.

- The sixth stage is a change by the management of the marketing strategy, taking into account the feedback received as a result of marketing research.

When conducting market research, companies face three types of risk: incorrect assumption about the necessary research; conducting the wrong study to obtain the required information; misinterpretation of data obtained during research. In order to avoid these risks when conducting marketing research and ensure the use of research results, their strict conduct is required. The rigor of the study is ensured if the data obtained are reasonable, reliable and representative.

Validity is obtaining the necessary information that meets the objectives of the study.

Reliability is the accuracy of obtaining data. Researchers should try to collect data without the inherent measurement errors. A reliable study, when repeated, should give the same results.

Representativeness is a degree that characterizes the total production of consumers. Researchers are rarely able to interview every consumer in the market, so a sample is usually taken that represents the population, that is, the entire market under study.

Decision making in the field of marketing is directly related to the use of marketing information, so the need for marketing research is also based on the content and structure of the marketing information system of the enterprise.

The marketing information system of an enterprise is a formal structure for the movement of marketing information and its use in the interests of the enterprise. Ordinary information specific to the marketing information system of an enterprise does not require special methods for its receipt, processing, delivery and use. However, that information about the external environment, which is not included in the structure of the marketing information system, requires marketing research. Based on this, marketing research is aimed at filling gaps in marketing information system of the enterprise. The more perfect the marketing information system, the less special research is required for the enterprise to operate effectively in the market. At the same time, it is impossible to completely abandon marketing research, due to the unpredictable variability of the external environment of the enterprise. Thus, the goals of marketing research are determined from the need to obtain additional information for making marketing decisions . ( See Fig. 1)

Diversification of production, the amount of income have a direct impact on the direction of marketing analysis. The volume of research conducted depends on the direction of the enterprise, the prospects for entering the market with product innovations, and changes in the range of manufactured products. At the same time, it

should be borne in mind that any change in the company's activities will lead to the need for a deeper marketing analysis aimed at identifying such market segments where the company could maintain its position throughout the entire life cycle of the product.

The process of marketing research includes a number of operations that make up the stages of their implementation. There are several approaches to the stages of marketing research.

<b>Marketing research on Evans</b>	<b>Marketing research on E. Golubkov</b>	<b>Marketing research on Assel</b>
1. Identification of the problem 2. Analysis of secondary information 3. Obtaining primary information 4. Data analysis 5. Recommendations 6. Using the results	1. Identification of the problem 2. Choice of goals Research 3. Choice of marketing research methods 4. Determination of data collection methods 5. Development of a research plan 6. Data collection 7. Data analysis 8. Final report	1. Determining the objectives of the study 2. Situational analysis 3. Development of a research plan 4. Determination of the composition of information 5. Development of a sampling plan 6. Data analysis 7. Final report

**Fig.1. Stages of marketing research**

As can be seen from this figure, the technology of conducting marketing research involves the presence of two interrelated parts: first, the study of external variables, which, as a rule, cannot be regulated by the company's management and therefore a flexible adaptation to them is required for successful commercial activity, and, secondly, the analysis of the internal components of organizations under the control of the administration, and certain reactions of the firm to changes in the environment.

It should be noted that the decision to conduct marketing research is made by the management of the enterprise (firm) and therefore is subjective, that is, it depends on the point of view and way of thinking of top management.

The definition of the problem is recognized by all authors as the most important step in conducting marketing research. The form, breadth and depth of the study, as well as its final results, depend on this.

For example, an enterprise always has an alternative to carry out research on its own or entrust it to a specialized firm; conduct studies within the existing budget or allocate special funds for the study. In addition, depending on the need to make a decision, there may be objective obstacles to conducting marketing research, such as lack of time, lack or lack of resources, the availability of relatively cheap information in other research materials, etc.

When defining a marketing research problem, two kinds of difficulties can arise:

- marketing management difficulties, when there are certain signs of not achieving the goals of marketing research;
- the difficulties of research associated with the requirements imposed by the leaders of the enterprise for accurate, reliable and objective information for making marketing decisions.

At the stage of defining the problem, the exact boundaries of the study and the nature of the necessary information about the object under study are established. In the specialized literature, there are often several approaches to defining the research problem - analysis of the results of economic and financial activities, expert assessments of specialists, monitoring of the marketing information system, analysis of the production and marketing functions of an enterprise.

After identifying the problem and determining the goals of marketing research, an analysis of secondary information is carried out. Secondary information is understood as the final or accompanying results of previous studies relating to a given object, regardless of the goals set.

After defining the problem and purpose of marketing research, the methods of data collection in the process of marketing research are determined. At this stage, scientists do not have a consensus. Regarding the content of data collection methods, some authors believe that data collection methods include the analysis of secondary information and the acquisition of primary information. Others subdivide this stage into planning methods for collecting information and implementing information collections, and information is understood as both secondary and primary information. The next part of marketing research is related to data analysis. This is the most critical stage of marketing research, which depends not so much on the information itself, but on the researcher's understanding of the essence of information.

## **V. CONCLUSION/RECOMMENDATIONS**

Data analysis can be carried out both by the subjects who conducted marketing research, and by the person who makes decisions on these studies. Traditionally, the final stage of marketing research is the preparation and execution of a research report. The report reflects not only the actual data that is ready for use, but also recommendations regarding the limits of application of the information presented. In some sources, the final stage of marketing research is the use of the results obtained. However, in our opinion, this concerns more marketing influences than marketing research.

Based on the foregoing, we can conclude that the problem of organizing marketing research has a multivariate solution, and therefore providing a scientific approach to this problem plays an important role in marketing management.

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