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MOTIVES FOR ATTENDING OF BUSINESS TRAININGS: THE RESULTS OF THE RESEARCH

Companies providing services for business training, began to appear since 2007 in masse in the large cities of Ukraine. Ukrainian market of training services is now small compared to other markets of education services - for example, the market of university education or market of language trainings. But it should be noted that similar trainings are increasing their popularity in the past few years. It can be argued that their development will continue, drawing on the experience of European and American countries. For example, in the late 90's market turnover of training services in the United States amounted to \$ 14 billion, in the European Union - \$ 8 billion, in Japan - \$2.5 billion.

This article is based on market research conducted in the spring of 2010. The respondents were residents of Zaporozhye and Dnepropetrovsk, aged between 18 and 40 years. The number of men and women was equal.

Using the results of the analysis of questionnaires completed by respondents, we can make a portrait of a potential Ukrainian visitor of business trainings.

1. "Passport facts".

Age. Potential customer (PC) is young and aged between 18 and 25 years (78% of respondents, while the age of 25-30 years is only 22% of the total).

Education. PC has a higher or incomplete higher education.

Occupation. Some respondents were senior students and young professionals with higher education, just starting to build personal career. In this case, a large percentage of the respondents were managers or private entrepreneurs.

The average monthly income. Basically - 200-350 uah (39%) or 100-200 uah (21%). We can assume that the first category were the specialists with higher education, employees of enterprises of the city or the small business representatives, the second category were mainly students receiving a stipend.

2. Visiting Trainings

Popular destinations of trainings. First place is occupied by trainings in

marketing and sales (36-48%). The second group is trainings in management and administration (21-30%). These types of trainings were most popular among residents.

Frequency of attending training sessions. In general, attend training sessions at a frequency of about once every two or three months (26%). Another broad group of individuals - individuals who attend master classes and workshops at least once every six months (21%).

Suggestions. Very popular would be trainings in psychology, NLP and marketing. Very popular and would also be training in the field of human resource management and project management, leadership and teambuilding.

The ratio between the actual and desired trainings. Very high lack of training in the following areas: 1. Accounting (gap 13% of respondents); 2. Oratory (17%); 3. Psychology and NLP (30%).

Only two areas of training services offer significantly exceeds demand (15-20%): Internet marketing and Sales. That is why these niches are unpromising for potential entrepreneurs in the next six months.

3. Motivation and choice of training. In deciding to visit a training desire of self-improvement (marked 91% of respondents) is the dominant. The desire to obtain useful additional knowledge in a short time (43%) and the desire to move up the career ladder (26%) come next. Poor quality of higher education has been called in only 17% of cases.

The most effective advertising services to training companies are advertising leaflets and brochures (60%), internet (direct e-mail, 52%) and in the specialized press (43%). Advertising in these media has the highest efficiency and are expensive so far as advertising on television.

Customers evaluate trainings in the following criteria for them (filed in descending order of importance): 1. Trainer and representatives of large companies; 2. Previous personal experience; 3. The views of friends and colleagues; 4. Price of the training. Such factors as the company's reputation and advertising in the media were somehow the least important.

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