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MARKETING. MARKETING RESEARCH

1. Should be distinguished from market research marketing research as a marketing research refers to the process of marketing, at the time, as market research applies only to markets.

2. At the moment there are a number of different methods, including innovation , market research , responding to all kinds of customer inquiries.

3. Adekvatnost assessment of the demand and the optimal pricing of products is largely determined by the level of development of marketing at the company. Demand analysis allows to determine the maximum price of the product.

4. Poll. The method of collecting primary data by referring questions to a specific group of people, which is directly proportional effect on demand.

5. In the research and development of marketing widely used teaching methods borrowed from other disciplines. Methods allow us to study sociology processes information dissemination in the market, identify consumer attitudes to innovation . methods of anthropology, allowing on the basis of knowledge of national cultures and living standards of different nations to better understand the market environment .

6. Developed system of selling shelf market research, greatly simplifies the process of market research organizations . The most well-known companies are American Market research (in English) and the Roy Morgan Online Store.

7. Without market research is impossible to make effective strategic decisions in the field of marketing.

8. There is no need to prove that the completeness and relevance of marketing information to a large extent determine the success of the company in the market

9. Make more informed management decisions, it is better to know the needs and preferences of customers , to assess market prospects products , to evaluate and improve the effectiveness of the campaign to promote products / services, will allow us to Marketing Research

10. In recent years a number of factors that increase the importance of marketing information:

Market research should be conducted in a professional and thoughtful at all stages, from the selection of the type of marketing research, and finishing techniques of data processing and presentation of the results.

11. In large companies have marketing departments that are engaged in the promotion of goods and services on the market and collecting marketing information, however, there are also specialized companies that are engaged in marketing research.

The main advantage of an independent marketing agency in comparison with the marketing department of the company is its objectivity and professionalism.