

alternatives but he will not spend a lot of time, effort and any other resources to purchase this service “hell-bent” because it hasn’t enough value in it.

#### Step 5. Consumption

Consumption of market information is rather individualized relative to the external and the internal environment of the company and the personality of responsible managers. It occurs due to lack of the universal exploitations’ and applications’ scripts for such product.

#### Step 6. Postshopping assessment of alternatives

There are such reasons for satisfaction: high-quality of information; applied value of the provided data; high-quality service; convenient conditions of collaboration, etc.

As reasons for dissatisfaction can serve: lack of a possibility of practical application; lack of depth in highly specialized subject that was only interesting for consumer; improper terms of serve and collaboration; high price which is not equally with value and others.

There are also informal communications that can sometimes exert considerable impact on consumers, but it mostly happens among small business and private householder.

Consumers seldom try to get a rid of dissatisfactions’ source or change factor, influent on dissatisfaction in worse case. Also such consumers almost never agree to make a repeat purchases even on special conditions.

Thereby, in case of acquisition of informational&analytical services for fruit&vegetable business the greatest obstacles arise at stages of realization the need, searching for information and preshopping assessment of alternatives. The most likely reasons of it are: lack of awareness, insufficient sensibleness and mass market thinking that’s only incipient. A large share of influence of these factors can be overcome with time and by community efforts gradually increasing the quality level of education and imparting people the system of market thinking more appropriate to modern business conditions.

**Markevich A.  
Serduk O., research supervisor  
Ivanchenko I., language adviser  
National Mining University**

## **MARKETING MARKET RESEARCH**

*Key words: marketing research, marketing companies*

Marketing research is a system of collection, processing and analysis of informative data about the market situation in order to reduce business risk and take appropriate informed marketing decisions. The result of market research in marketing implies the activities of competitors, market structure, governmental decisions in the field of regulation and stimulation of market, economic market trends, research the technical achievements and many other factors that contribute to a business

environment that allows you to be closer to the consumer, to understand and feel his need and mood. The scientific, analytical and prognostic methods are the base of marketing research.

Marketing research tasks are the following:

1. To determine the capacity of the market. The study of the market capacity will help to assess the chances in the market correctly and to avoid unnecessary risks and losses.

2. To determine your market share. The share is already the content, and it is quite possible to start forming future plans to increase the share in the future. Market share is an indicator of the success of your company.

3. To analyze the consumer behavior (demand analysis). This analysis will assess the degree of the consumer loyalty to the product and company and will help to answer the question: "Who is buying and why?" And, therefore, will help to set competitive prices for products, to make changes to the product itself, to optimize your promotion channels and advertising strategy, that means to correct all the components of the marketing mix.

4. To conduct the analysis of competitors (supply analysis). Knowledge of marketing policies product is necessary for a better orientation in the market and for adjustments of the individual policy pricing and promotion that will ensure you victory in the competition.

5. To analyze the distribution channels. That will allow you to determine the most effective of them in order to form the finished chain of the optimal movement of the product to the final consumer.

Marketing research is carried out in two ways: estimation of the time to establish those or other market variables; getting values for prediction. Methods of marketing research are numerous. All of them apply to a specific situation to solve specific marketing challenges. Methods of collecting data when conducting marketing research can be classified into two groups: quantitative and qualitative. Quantitative market research is usually equated with conducting various surveys, using structured closed-ended questions, which were answered by a large number of respondents. Characteristics of such studies are: a clearly defined format of data collected and their sources. Processing the collected data is done by using streamlined procedures, mainly quantitative in nature. Qualitative market research includes collecting, analyzing and interpreting the data by observing what people do and say. Observation and conclusion are of a qualitative nature and are not in standardized form. The main methods of gathering primary marketing data are field research: a survey; observation; experiment; simulation. The researches are made by marketing companies and agencies. The most popular in Ukraine are: PR-Service (since 2003); Mainstream Communication & Consulting (since 2004); PLEON Talan (since 1997); Noblet Media CIS (since 2005); PRP in Ukraine (since 2003); Newsfront PR Agency (since 2005); Ukrainian marketing group (since 1994); iVOX Ukraine (since 2004); IFAK Institut GmbH & Co. (since 1958); Alpina Consult (since 2002).

Each firm determines the theme and volume of marketing research based on existing capabilities and needs in marketing information. Thus, the types of marketing research conducted by various companies can be different. The process of

gathering information is usually the most expensive phase of the study. In addition, during its implementation quite a large number of errors may be created. Analysis of the marketing research data begins with the transformation of the source data (introduction to computer, checking for errors, encoding, representation in matrix form). This allows to translate the mass of raw data into meaningful information. Next is the statistical analysis (average value, frequency, regression and correlation, analysis of trends, etc.).

References:

1. [ ]. – : <http://www.ua-referat.com/> – –
2. : [ ]. – :

[http://www.rusnauka.com/15\\_DNI\\_2008/Economics/32277.doc.htm](http://www.rusnauka.com/15_DNI_2008/Economics/32277.doc.htm)

**Matveeva .**  
**Yevseitseva ., research supervisor**  
**Kyiv National University of Technologies and Design**

## **INFLUENCER MARKETING. HOW TO FIND THE BEST INFLUENCER?**

*Key words: marketing strategy, influencer marketing*

Influencer marketing is a marketing strategy that utilizes the trust and expertise of subject matter experts to communicate a brand’s message to a particular market segment. People trust opinion leaders, because they seem to be impartial, and their recommendation is taken as friendly advice.

What’s an Influencer and What Can They Do For You?

One of the tenets of successful influencer marketing is very much understanding WHAT you want influencers to do for you BEFORE you find and recruit them.”

There are the eight primary influencer behaviors.

1. The Megaphone. They will spread the word to their audience.
2. The Reporter. They’ll cover any of your events just like a journalist.
3. The Face. They’ll become a spokesperson for your brand.
4. The Connector. They’ll introduce your brand on social platforms.
5. The Creative. They’ll create content for your brand.
6. The Designer. They’ll assist with creating new products/services for your brand.
7. The Neighbor. They’ll spark and facilitate conversations in your brand’s online community.
8. The Defender. They’ll support your brand whenever there is a PR disaster.

Where Can My Influencer Be?