

Torba M.
K.P. Pilova, research supervisor
O.D. Shvets, language adviser
National Mining University

ANALYSIS OF MARKETING RESEARCH

While there are many ways to perform market research, most businesses use seven basic methods: Home interviews, Desk research, Point-of-purchase interview, Street interviews, In-depth interviews, Online, CATI. The type of data you need and how much money you're willing to spend will determine which techniques you choose for your business.

Home interviews. Home interviews are most often used for the market or consumer research when it is important to receive the sample representing general population, which is not always possible if using telephone interviews due to the absence of 100% telephone penetration in the regions of Russia and CIS countries.

The advantages of the method of home interviews lie in the possibility to demonstrate answer cards, stimulus materials. The interviewer has a chance to ask more complicated questions and to receive feedback, and the interview itself can be longer.

Desk research. For certain tasks desk research can be fast and relatively inexpensive way of getting information.

Despite of it, it is important to take into consideration the fact that the analysis of secondary data (from newspapers, magazines, databases etc) has to be treated carefully. Reason to that is that data, available in those sources, was collected earlier with objectives, that are, most probably different compared to the ones, that you have for the time being.

Point-of-purchase interview. Interview in a place of sales (mall intercept) is a method of personal interviews, that is most often used in supermarkets or malls, that are characterized by high consumer traffic.

Interviews can be arranged both in the store area, but also in a specially equipped room.

Street interviews. The method presumes personal interviews in the streets (street interviews).

While choosing this method for marketing research it is important to consider weather conditions, since they can make it difficult to make interviews of desired

length.

In-depth interviews. In-depth interviews is a detailed personal interview aimed for obtaining information which is not possible to get using standardized interview. It is a method of qualitative research.

For in-depth interviews Vector Market Research uses own moderators, that in addition to extensive experience of carrying out in-depth interviews with people holding various positions, have psychological education and passed professional training.

Online. Online surveys are being conducted when it is needed to make marketing research fast and at a minimal cost level.

Vector Market Research carries online surveys using online platform that consists of the following modules:

- Module for respondents, that is an online questionnaire with extended multimedia functions
- Module for clients, that enables to monitor research status and preliminary results in real-life mode
- Module for project managers that enables to design questionnaires and which is synchronized with data processing software
- CATI**

CATI (Computer Assisted Telephone Interviewing) is a system of computerized telephone interviews. From a traditional telephone interview it differs with the fact that it presumes usage computer based questionnaires (displayed on the screen of computer terminal), automatic relay from one question / section to another and that immediately after interview results are added to the project database, which enables monitoring of preliminary results and project status in every stage of the project. Automatic dialing system increases speed of the research and correspondingly to decrease project costs.

The purpose of market research is to help companies make better business decisions about the development and marketing of new products. Market research represents the voice of the consumer in a company .In Ukraine the majority of companies do not use such methods of researches Computer Assisted Telephone Interviewing and Online because there is no access to the internet.

References

<http://en.wikipedia.org>

<http://managementhelp.org>