

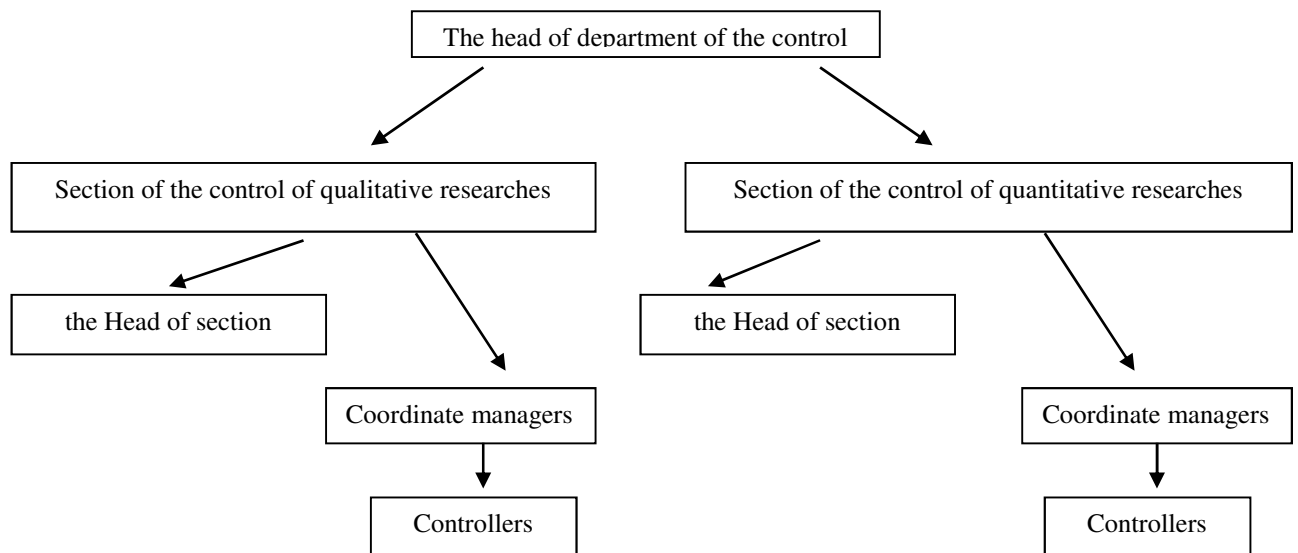
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## **INCREASE OF EFFICIENCY OF FUNCTIONING OF SYSTEM OF GATHERING AND HANDLING OF THE MARKETING INFORMATION**

Carrying out of marketing researches for the purpose of gathering of the information for accepting of well-founded and economically effective administrative decisions is one of the basic functions of the marketing. It is a basis of construction of strategy of the enterprise and development of tactics of positioning of products in any market. Nowadays the necessity of marketing researches is caused by that circumstance that the management of any company should choose most effective of marketing decisions on their profitableness and risk level indicators. Making marketing decisions, it is expedient to use the results of marketing researches only under condition of their reliability, because the main problem which all companies which are engaged in information gathering is receiving the doubtful data from respondents.

The purpose of this article is to to develop main principles of creation of system of an effective control on carrying out of marketing researches. Then are offered the measures on deepening of the general marketing surveillance and the monitoring system of quality of respondents are developed at carrying out of a marketing research. In the end of this work there are made several recommendations about increasing of efficiency of functioning of system of gathering and handling of the marketing information in a modern marketing agency.

In Ukrainian practice of marketing researches many cases of infringements in system of gathering and information processing can be allocated. These infringements often influence on the result. And 90 % of problems which happen during carrying out of researches, are connected with respondents from whom the information is received. That is why it is necessary to create a department of the control which would be engaged in quality check of respondents. The organizational structure of department of quality assurance of recruiting of respondents is presented on pic.№ 1.



Pic. 1. The organizational structure of department of quality assurance of recruiting of respondents.

Depending on the data given by checkers, recruiters and interviewers can be punished.

During work the monitoring system of quality of respondents has been developed:

1. Respondents should have the documents which can confirm their real name, surname and year of a birth.
2. The preliminary telephone surveillance.
3. The creation of electronic databases of respondents who took part in various projects.
4. The surveillance of technical handling of questionnaires.

Also several procedures of quality surveillance of accomplishing of field works can be recommended: - + 10 % of additional questionnaires; - an audio record of interview; - training of the staff; - trainings for interviewers and recruiters; - personal ID-number for each interviewer and recruiter.

Having analysed all the stages of carrying out of marketing researches, it is possible to notice that creation of department of the surveillance is necessary to increase the efficiency of gathering of the marketing information.

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