

Gerasimenko T.
E. Y. Krasovskaya, research supervisor
Dnipropetrovs'k University of Economics and Law

METHODS OF MARKETING ENVIRONMENT RESEARCH

Methods of marketing environment research...What does this concept mean as in fact a marketing environment changes constantly: and market possibilities and threats arise, change and disappear?!

A marketing environment of enterprise is an aggregate of factors which influence the process of management of enterprise marketing, its marketing development and relations with users. It is very important for an enterprise to analyse market opportunities and threats, to develop the first and eliminate the second, and it is possible only with the help of analysis of marketing environment due to the use of different methods. Detailed analysis of this problem is very urgent, because it gives understanding of competition and other factors of environment; adequate understanding of business, activity; basis are for developing of clear strategy; acceptance of correct tactical decisions, that, in providing strong market positions of enterprise and favourable prospects of his development.

Research of macro-, micro-, midi environment of firms includes using such methods of marketing's researches as: marketing survey, statistical calculations, analysis of documents, supervision, questioning, testing, sociometric methods, experiments, hidden and direct supervision, content analysis publications, diary panels, focus-groups.

Questionnaire is a method of collection of primary and verbal information, based on direct or mediated socio-psychologic co-operation between a researcher and respondent.

Focus-group is a purposeful interview of having a special purpose audience which is held as group discussion and directed on a receipt of «subjective information»

Testing is a technique of studying and measuring of complex characteristics and qualities of a person, which can not be observed directly.

Supervision is a method of collection of primary marketing information by a studying of external objective facts of consciousness and direct registration of events which take place in the presence of researcher.

Sociometric method is based on combination of methods of questioning and social psychology and used at the study of the group, but not personal properties.

An experiment is a method of receipt of information about quantitative and quality changes in the activity and conduct of objects under the influence of one or more controlled factors.

Monitoring assumes the permanent receipt of necessary marketing information about users, their motivations, on the basis of the identical selections and groups of questions. The analysis of documentary information is transformed into text information in quantitative indexes.

Marketing survey is the activity constantly carried out on the basis of the special procedures on collection of current information about the changes of marketing environment.

A questionnaire is a method of collection of primary information, based on the formalized set of questions, intended for the receipt of information from respondent.

Taking into account the mentioned above it is possible to make the next conclusions. Use of methods research of marketing environment is an up-to-date problem of the modern world, influencing all areas of enterprise activity. Ignoring of the marketing environment analysis leads to acceptance of ungrounded, inconsequent decisions, strategies of the passive reacting on the market changing, delays of introduction of innovations; market impressionability of enterprise which results in weakening of market positions of enterprise and losing of market guiding lines.