

COMPUTER TECHNOLOGY MARKET RESEARCH

The analysis of secondary marketing information shows that sales of computer equipment in Ukraine reached UAH 4.8 billion after three quarters of 2013 [1]. The dynamic development of information technology allows constantly create new quality products. In such circumstances, the requirements of consumers constantly rise and needs change rapidly. The task of marketing specialists in this situation - not just to meet existing needs, but try to predict their changes to bring a new product to market in time.

Current trends indicate the rapid obsolescence of computer equipment, as well as increasing competition in this market. In addition, increasing average quality of computer equipment is obvious. This leads to increased price competition and forcing manufacturers and sellers of computers to use all reserves to reduce prices to maintain market share. This also indicates the growth of market capacity. The share of computer users among the population of most countries is growing.

As for specifications of computers, the supply allows buyers to buy models that have more random access memory and a bigger hard disk at very low price. Every year consumers need devices with more memory and increased productivity due to the gradual increase in the size of multimedia files like movies, photos and music, because of the continuous process of improving their quality.

Another global trend in the computer technology market is that consumers massively refuse to buy desktop personal computers and switch to tablets, netbooks and smartphones. This encourages software vendors to adapt their products for touch screens [2].

It should be noted that sales of computers are influenced by seasonal factors, in particular by the so-called «back to school» period, continuing each year from mid-August to mid-September. Increased demand in this period is explained with the start of learning process in schools and universities, there is a need for educational computers and computers for entertainment.

References:

1. http://www.ukrstat.gov.ua/operativ/operativ2013/pr/orp/orp_u/orp0913_u.htm
2. <http://apitu.org.ua/node?page=6>