

strategic planning. One of the main strategies is to analyze the needs of consumers. In this review all product quality, which tends improved consumer and enterprises. Another strategy could serve as an opportunity to refocus the marketing of domestic products to the markets of other countries. Also, companies should be marketing specialist who could analyze and predict the strategies to solve problems and normal functioning of the company.

Enterprises have to adapt to other markets and the environment, as well as the unstable economic situation that has arisen in our country. Thus, if the data events will be involved in the implementation and operation of domestic enterprises, they can generate effective strategic plans for their productive work, as it will help to overcome some barriers and break new ground on the issue of new more advanced products.

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**Man'ko O.  
Dovgan' S., research supervisor  
National Mining University**

### **ANALYSIS OF MAKING A PURCHASE DECISION CONCERNED INFORMATIONAL&ANALYTICAL SERVICES (BASED ON R.BLACKWELLS' MODEL)**

*Key words: consumer behavior, purchase decision, services, industrial market, B2B, informational services, analytical services*

Nowadays information is ubiquitous product that has extremely great importance both in everyday life and in business. Gradually potential interest in informational&analytical products increases due to improvement quality of education, sectoral specialists' scholarship and promoting of an entrepreneurship and market thinking. There is model by Rodger Blackwell which is base for analysis of industrial consumer. This model is more popular for analysis of consumer market, but it's can be applied also for industrial market because there are purchase decision made by individuals both for industrial&consumer market. For example, the decision making model about purchase of informational&analytical services for fruit&vegetable business has such appearance now.

#### Step 1. Realization the need

The benefit of using of such product comes down to financial and property risks from an incorrect managerial decisions concerning tactical and strategic activities of the entity in the agricultural sphere. Companies are interested in getting of market information in both operational cut and long-term cut. Possessing similar information, the entity can minimize risks of loss of profit and is more effective handle own commodity remaining balance. Accordingly, the primary need that company meets – is need for information ownership of which may help meet the need

for financial resources, financial security and financial stability. Need for informational&analytical information is hidden the vast majority of potential consumers do not realize need for receipt of such type of information that detects the problem of passive demand.

Purchase interest in this case depends on several key factors:

- individual previous experience of the head – as often heads become initiators of purchase, their personal experience is incredibly important, it determines degree of speed and depth of awareness of this requirements;
- duration and success of a company performance in the market – depending on that, need for these products can be particularly acute more or less that it will influence speed and on the direction of decision making.

#### Step 2. Searching for information

Searching for information may be one of two types: internal and external. Internal search happens in memory of person who makes a decision. Information, that relating to products, which is stored in memory:

- conditions of receiving of information (relative cost, terms, receipt channels, legal aspects of transaction); terms of use;
- relevance, value and practical importance of the information for specific company receives services;
- satisfaction with the previous experience of collaboration and using of the service;
- range and relative cost of all services provided by the informational&analytical agency.

There is the motivation to turn to external sources to find information about available products and its characteristics due to low awareness and low sensibleness, the decision to acquire these services is not made immediately. Consumer mostly needs time and external resources to realize an importance of the need and weigh the risks (such as financial risk, risk of low-quality information due to unreliability or irrelevance. Consumer often tries to turn to external sources for additional information in order to facilitate decision-making process. Specific information sources (for this industrial sector) are very scarce and every source is controlled by a company-supplier, therefore consumers have low-level credibility.

Searching mostly focused on the acquisition of information about the company, but not about the product because it's slightly differentiate and may be modified according to individual customers' request. In this case the key factors are the companys' image, reliability and resource security.

#### Step 3. Preshopping assessment of alternatives

Informational&analytical services –product of the industrial market, therefore a purchase decision will be made collectively with the prevalence of rational motives. It causes rather thorough evaluation and comparison of alternatives before purchase. The best alternative will be one that gives the chance to purchase the most high-quality information which has applied value without being beyond the allotted budget.

#### Step 4. Purshase

Consumer will be ready to make some effort for a thorough evaluation of

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