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DATABASES IN REALISATION OF THE CONCEPTION OF RELATIONSHIP MARKETING

At the market functioning conditions, in order to form long term relationships with consumers, the enterprises should have information about their actual and potential customers. It needs to create a database of consumers. It can be used to search for potential buyers, "adjustment" of goods and services to the specific needs of target groups. The database is understood as bank data containing all information about clients who contact with the company. These data are systematically recorded, arranged and constantly updated by electronic data processing [1]. In addition, the enterprises should have information about the consumers of competitors, trying to offer them more attractive terms of cooperation.

Today the term "database marketing" is used. It includes the process of developing, maintaining and using databases of buyers, suppliers and intermediaries to establish and develop contacts with them [2].

During the building of databases it's needed to consider following marketing information [3]:

–   contact details (address of the exact spelling, correct zip code, indicating the street and house number);

–   features of making contact (when, with whom and how contact is established);

–   potential data (how many people showed interest to the enterprise's offer).

–   data about the reaction and evaluation (who and how reacted to the proposals and does it cover costs).

In the database laid the facts and signs [4]. Facts - a set value, such as attitude to the area of economy, the value of turnover, status (interested person or client). Signs - a qualitative criteria and attributes, such as, for example, solvency, lifestyle, leisure use, the client's potential. The combination of all these

characteristics defines customer profile.

During building of databases of consumers, the enterprises can use the results of marketing research. For the company management it is very important to clearly formulate the problem that arose according with the existing marketing situation. The more defined the current problem leads to the more chances to get the desired information.

Reference:

1.   http://www.audyt.lviv.ua/ru/statti/17-statti-po-marketyngu

2.   Маркетинговий менеджмент: Підручник / Ф.Котлер, К.Л. Келлер, А.Ф. Павленко та ін. – К.: Видавництво «Хімджест», 2008. – 720 с., с. 166.

3.   http://www.audyt.lviv.ua/ru/statti/17-statti-po-marketyngu