



MARKETING RESEARCH METHODS FOR MANUFACTURING ENTERPRISES

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Abstract

This article discusses observation in marketing research. Research is a method of collecting primary marketing information about the object under study by observing selected groups of people, actions and situations. At the same time, the researcher directly perceives and registers all factors related to the studied object and significant from the point of view of the research objectives.

Keywords: Method, research, observation, Focus groups, analysis, survey, interview, expert, assessment, principles, document.

INTRODUCTION

The decision on the need for marketing research depends on the existing marketing information system. It is the lack of information that pushes firms to organize independent research. Conducting independent marketing research requires studying the features and boundaries of the application of various methods of market research and the collection of non-systematic information. Marketing research uses a wide variety of research methods that can be grouped into the following groups: a) document analysis methods; b) qualitative research methods; c) quantitative research methods.



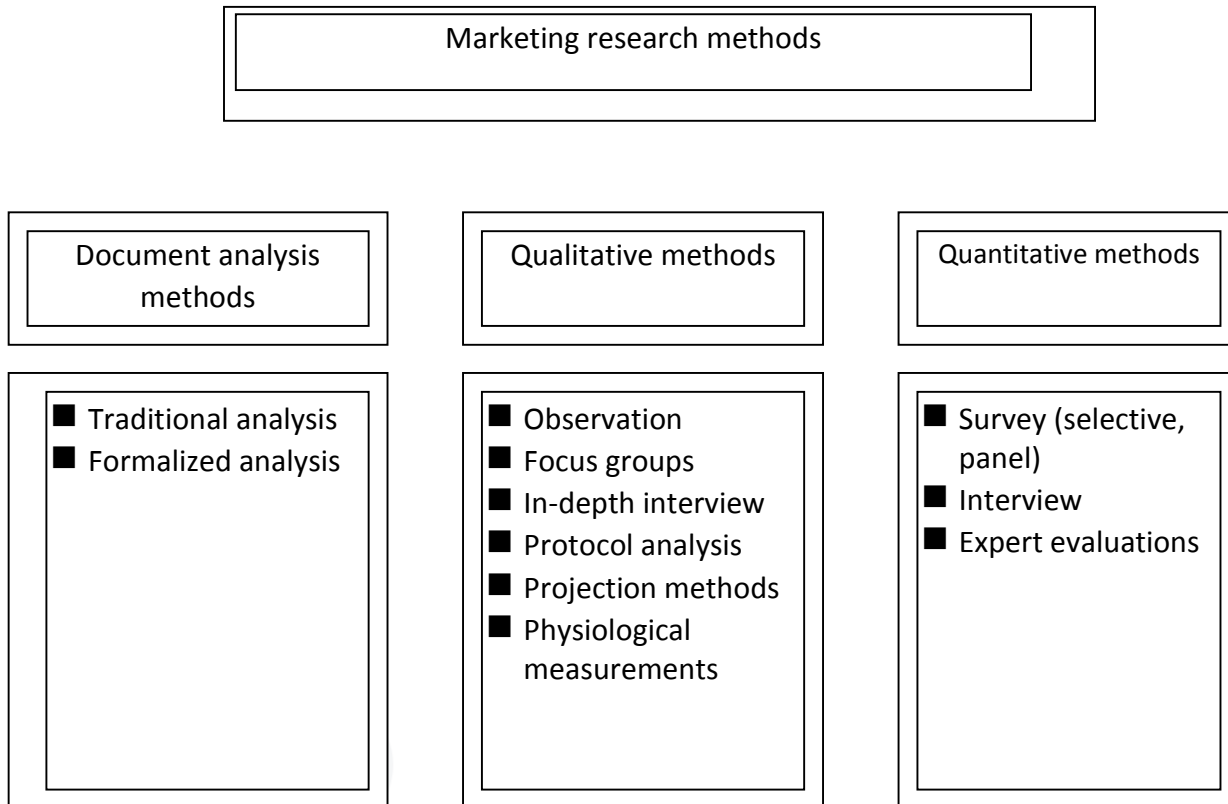


Figure 1. When

Fig. 1 Principles of classification of marketing methods research

Due to the fact that the tasks of the study include conducting independent marketing research, we decided to dwell in more detail on the essence and boundaries of using the most common research methods. Document analysis methods are used mainly in the presence of a sufficient amount of secondary and primary data, the collection of which is carried out in the course of other activities.

Qualitative research involves collecting, analyzing, and interpreting data by observing what people do and say. Observations and conclusions are of a qualitative nature and are carried out in a non-standardized form. Qualitative data can be quantified, but this is preceded by special procedures.

Quantitative research is usually equated with conducting various surveys based on the use of structured closed-ended questions, which are answered by a large number of respondents. The characteristic features of such studies are: a well-defined format of the collected data and the sources of their receipt. The processing of the collected data is carried out using orderly procedures, mainly quantitative in nature.



Competent translation of primary and especially secondary data into target information requires knowledge of methods for analyzing the data under study. The entire set of carriers of such data, primarily printed ones, are usually called documents, although the interpretation of information carriers differs in different literatures. We also subscribe to the opinion of most authors and will call these data documents. Analysis of documents can be traditional and formalized.

Traditional analysis is a chain of mental, logical constructions aimed at identifying the essence of the material being analyzed from a certain point of view that interests the researcher in each specific case. In traditional analysis, a distinction is made between external and internal analysis.

External analysis is an analysis of the context of a document in the proper sense of the word and all the circumstances that accompanied its appearance. The purpose of external analysis is to establish the type of document, its form, time and place of appearance, who was its author and initiator, what goals were pursued during its creation, how reliable and trustworthy it is, etc. Internal analysis is the study of the essence of the document. All the work of a marketer is aimed at, in this case, conducting an internal analysis of the document, including identifying the level of reliability of the facts and figures given, establishing the level of competence of the author of the document, clarifying his personal attitude to the facts described in the document. The variety of types of documents, the purposes of their compilation, styles and formats leads to the fact that

The desire to get rid of the subjectivity of traditional analysis gave rise to the development of fundamentally different, formalized (quantitative) methods of analysis or content analysis.

Content analysis is a technique for deriving a conclusion made due to the objective and systematic identification of the characteristics of the text corresponding to the research tasks. This implies that the use of such a technique includes some standardized procedures, often involving measurement, therefore, the data obtained should have the level of generality specified in the study.

The main areas of use of content analysis are:

- a) identification and assessment of the characteristics of the text as indicators of certain aspects of the object under study;
- b) finding out the reasons that generated the messages;
- c) assessment of the impact of the message;





The peculiarity of qualitative methods of marketing research has led to the emergence of several areas of their development, for example, observation, focus groups, in-depth interviews, protocol analysis, projection, physiological measurements.

The basis of qualitative research is observational methods that imply a passive decrease in the respondent's behavior, usually without explaining the reasons for such behavior.

Observation in marketing research is a method of collecting primary marketing information about the object under study by observing selected groups of people, actions and situations. At the same time, the researcher directly perceives and registers all factors related to the studied object and significant from the point of view of the research objectives.

determines in advance what he will observe and register. All other types of conduct are ignored. A standard observation sheet is often used to keep the observer's time to a minimum. An example of this is the action of the tax authorities at the work of cash registers, when students observed the procedure for registering transactions in trade. The focus group method is a study of the behavior, way of thinking and the nature of the factors acting on a small group of people, whose activities are directed by an instructor-luderator. The group focuses on discussing individual problems and finding new ways to solve them. The main thing in this method is to identify the features of the formation of needs in different categories of consumers.

There are five main purposes of using the focus group method:

1. Idea generation, such as the relative direction of product improvement, design, packaging, or new product development.
2. Studying the colloquial vocabulary of consumers, which can be useful, say, when conducting an advertising campaign, compiling questionnaires, etc.
3. Familiarization with the needs of consumers, their perception, motives and their relationship to the product under study, its brand, methods of its promotion, which is very important in determining the goals of marketing research.
4. Better understanding of data collected from quantitative research.
5. Study of emotional and behavioral responses to certain types of advertising.

Directed qualitative methods include in-depth interviews.

An in-depth interview consists in sequential assignment of a group of probing questions by a qualified interviewer to the respondent, in order to understand why the members of the group behave in a certain way or what they think about a certain problem. The respondent is asked questions on the topic under study, to which he





answers in any form. This method is used to collect information about new concepts, designs, advertising and other methods of product promotion; it helps to better understand consumer behavior, emotional and personal aspects of consumers' lives, make decisions on an individual level, and obtain data on the use of certain products. Analysis of the protocol consists in placing the respondent in a certain situation for making a decision, while he must verbally describe all the factors and arguments that guided him when making decisions. Sometimes a tape recorder is used when using this method. The protocol analysis method is used in the analysis of decisions, the adoption of which is distributed over time. In addition, this method is used in the analysis of decisions, the decision-making process is very short.

When using projection methods, respondents are placed in certain simulated situations in the hope that respondents will express such information about themselves that cannot be obtained by conducting a direct survey. The following specific methods that are part of the projection methods can be distinguished: associative methods, tests by completing sentences, testing illustrations, role-playing, retrospective conversations.

Associative techniques include associative conversations and associative word testing or verbal associations.

Qualitative methods also include physiological measurements based on the study of the involuntary responses of respondents to marketing incentives through the use of special equipment. For example, pupil dilation and movement is studied when studying certain products, etc. Further, the eclectic activity and sweating of the respondents' skin is studied, however, this technique is not common in nature, therefore it can cause nervousness among respondents. In addition, its use does not make it possible to separate positive from negative reactions.

Finally, the third group of marketing research methods, or quantitative methods, is a tool for obtaining data from statistical or mathematical procedures. First of all, these should include survey methods.

The survey consists in collecting primary information by directly asking people questions about their level of knowledge, attitude to the product, preferences and purchasing behavior; the survey can be structured and unstructured.

Polling methods have the following advantages:

1. A high level of standardization due to the fact that all respondents are asked the same questions with the same answer options.



2. The ease of implementation lies in the fact that it is not necessary to visit the respondents by handing over the questionnaires to them by mail or by telephone; no need to use technical means and attract highly qualified professionals.
3. The ability to conduct in-depth analysis consists in asking successive clarifying questions.
4. The possibility of tabulating and conducting statistical analysis lies in the use of methods of mathematical statistics and the corresponding software packages for personal computers.
5. The ability to analyze the results obtained in relation to specific market segments is due to the ability to subdivide the total sample into separate halves of the sample in accordance with demographic and other criteria.

A variety of survey methods is panel survey. The basic concept of the panel survey method is the concept of a panel.

Panel - a sample set of surveyed units subjected to repeated research, and the subject of research remains constant. Panel members can be individual consumers, families, trade organizations, experts who, with certain reservations, remain permanent. The panel survey method has advantages over conventional one-time surveys: it makes it possible to compare the results of subsequent surveys with the results of previous ones and establish trends and patterns of development of the phenomena under study; provides a higher representativeness of the sample in relation to the general population.

In the course of conducting panel surveys, the following results can be obtained:

- factors influencing the object under study and their dynamics, opinions and assessments of the surveyed regarding goods and trade organizations, their change over time,
- the reasons decisions and intentions of the respondents and their implementation, differences in the behavior of consumers belonging to different social strata living in different regions, cities and towns of different types, purchase motives and predict their development.

If the survey involves a narrow range of answers to the question, then such methods of quantitative measurements as interviews provide more detailed information about consumers.



The following methods of collecting data can be distinguished when conducting surveys with the participation of interviewers or self-filling questionnaires by respondents:

1. Interview conducted at the home of the respondent. It is possible to preliminarily agree on the timing of the interview by phone. This method is usually easier to establish a relationship of trust, displaying product samples, promotional materials, etc. However, it is an expensive method of collecting data.
2. Interviewing visitors to large stores. Companies conducting such surveys may have offices in large stores. Shop visitors are interviewed at the store premises or invited to give interviews at the office.
3. Office interviews. They are usually used when collecting information about production, technical and office products.
4. Traditional telephone interview. The advantages of this method of data collection include the following: relatively low cost, the ability to reach a large number of respondents and ensure a high level of representativeness, the ability to conduct in a relatively short period of time.
5. Telephone interview from a specially equipped room, in which several people work in parallel interviewers whose phones can be connected by controllers.
6. Group self-filling questionnaires. This approach is used for the convenience and cost of interviewing.
7. Self-filling of the left questionnaires. Is a survey option based on self-filling questionnaires? After a preliminary oral explanation of the goals and objectives of the survey, the questionnaire is left with the respondent. The completed questionnaire is taken from the respondent or he sends it by mail in an envelope with a paid answer.

All these groups of methods have their own advantages and disadvantages, and therefore it is necessary in each case to individually approach the choice of the method of marketing research.

When conducting our own research, most of the indicated methods of marketing research were used. Document analysis methods were used in the study of reporting and operational data of Bofanda LLC. A survey was conducted among consumers, which assumed answers to closed questions by filling out the questionnaires on their own. In addition, interviews with employees of the society, sellers and entrepreneurs, made it possible to collect the necessary information to develop proposals for improving the activities of LLC "Bofanda" in the consumer market.





At the same time, in order to develop and conduct further marketing research at LLC "Bofanda", we compared the indicated groups of marketing research methods on several grounds. As the data in the table show, each group of methods has advantages and disadvantages that should be taken into account when defining a problem and developing a research plan.

Table 1 Brief description of marketing research methods

Sign	Document analysis methods	Qualitative methods	Quantitative methods
Type of information received	Secondary	Primary	Primary
Unit costs	Low	High	Moderate
Reliability of information	High	Average	High
Information received form	Standard	Arbitrary	Statistical
The main advantage of the methods	Accessibility and simplicity	Variety and high precision	Breadth of coverage and generalizability
The main disadvantage	Lack of accuracy	High price	Multistage

Thus, theoretical studies of the marketing management process allows us to conclude that all decisions are based on information about market factors, the main source of which is marketing research. In addition, marketing research is the bearer of the philosophy of the marketing approach to the organization of production activities of the enterprise, which determines their role in marketing activities.

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