

МАРКЕТИНГ

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FORMATION OF THE SYSTEM OF ASSESSMENT OF THE MARKETING RESEARCH RESULTS

Urgency of the research. In the context of market uncertainty, marketing research which serves as the information basis in the system of business management becomes more and more relevant. The question of assessing the effectiveness of marketing research is important and identifies the feasibility of their application.

Target setting. Marketing research requires considerable financial resources, which should be justified. The effectiveness of marketing research should be analyzed in order to obtain objective information for making multifaceted managerial decisions and effective investing in the appropriate marketing activities. However, the question of assessing the effectiveness of marketing research is not discovered yet.

Actual scientific researches and issues analysis. The questions of assessing the effectiveness of marketing research were studied by such foreign scholars as G. Assel, G. L. Bahiev, O. V. Zozulov, I. O. Ziukova, V. P. Lysenko, S. A. Sointsev, A. V. Fedorchenko etc.

Uninvestigated parts of general matters defining. Today there is no integrated system for assessing the results of marketing research, which reduces the importance of these marketing tools in the practical activities of an enterprise.

The research objective. The article is aimed at improving the system of assessing the results of marketing research.

The statement of basic materials. A comparative analysis of existing approaches to assessing the effectiveness of marketing research has been conducted in the article. A methodical approach to assessing the effectiveness of marketing research has been developed. The offered approach provides a method of calculation of marketing research effectiveness indicator, also there have been provided indicators of assessing their economic effect and offered calculation of economic efficiency of marketing research.

Conclusions. It has been offered to identify the effectiveness of marketing research using the indicators of effectiveness and economic efficiency reflecting the direct and indirect results of marketing research. The methods offered will make it possible for enterprises to assess the results of marketing research in their practical activities independently.

Keywords: marketing research, marketing research effectiveness; informative value; economic efficiency; effectiveness; managerial decisions.

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ФОРМУВАННЯ СИСТЕМИ ОЦІНКИ РЕЗУЛЬТАТІВ МАРКЕТИНГОВИХ ДОСЛІДЖЕНЬ

Актуальність теми дослідження. В умовах ринкової невизначеності все більшої актуальності набувають маркетингові дослідження, які виступають інформаційним базисом в системі управління підприємством. Важливим є питання оцінки ефективності проведених маркетингових досліджень, що визначає доцільність їх застосування.

Постановка проблеми. Проведення маркетингових досліджень передбачає значні фінансові витрати, які повинні бути виправданими. З метою отримання об'єктивної інформації для прийняття багатогранних управлінських рішень та ефективного вкладення коштів у відповідні маркетингові заходи необхідно проводити аналіз ефективності маркетингових досліджень. Однак, на сьогоднішній день питання оцінки ефективності маркетингових досліджень є недостатньо розкритим.

Аналіз останніх досліджень і публікацій. На дослідженні питання оцінки ефективності маркетингових досліджень зупинилися такі вітчизняні та зарубіжні науковці як Г. Ассель, Г. Л. Багієв, О. В. Зозульов, І. О. Зюкова, В. П. Лисенко, С. А. Солнцев, А. В. Федорченко та інші.

Виділення недосліджених частин загальної проблеми. На сьогоднішній день не існує комплексної системи оцінки результатів маркетингових досліджень, що зменшує значимість даного маркетингового інструментарію в практичній діяльності підприємства.

Постановка завдання. Стаття покликана удосконалити систему оцінки результатів маркетингових досліджень.

Виклад основного матеріалу. У статті проведено порівняльний аналіз існуючих підходів до оцінки ефективності маркетингових досліджень. Розроблено методичний підхід до оцінювання ефективності маркетингових досліджень. В межах запропонованого підходу наведено методику розрахунку показника результативності маркетингових досліджень, наведено показники оцінювання їх економічного ефекту, запропоновано розрахунок економічної ефективності маркетингових досліджень.

Висновки. Ефективність маркетингових досліджень запропоновано визначати за допомогою показників результативності та економічної ефективності, які відображають прямі та непрямі результати маркетингових досліджень. Запропоновані заходи дозволять підприємствам самостійно здійснювати оцінку результатів проведених маркетингових досліджень в своїй практичній діяльності.

Ключові слова: маркетингові дослідження; ефективність маркетингових досліджень; цінність інформації; економічна ефективність; результативність; управлінські рішення.

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Urgency of the research. Marketing research is required by a dynamic market environment. This helps identify existing threats and opportunities for the development of business activity. The results of marketing research play a crucial role in making multifaceted managerial decisions, and that is why the question of the system of their assessment is so important.

Target setting. Marketing research is a part of the marketing activities of a company. As a part of economic activities, marketing research should have an established system of assessment of effectiveness.

Actual scientific researches and issues analysis. The following domestic and foreign scholars studied the problems of assessing the effectiveness of marketing research: G. Assel, G. L. Bahiev, O. V. Zozulov, I. O. Ziukova, V. P. Lysenko, S. A. Solntsev, A. V. Fedorchenko etc. However, it should be noted that in modern scientific literature no consistent approach of identification of the effectiveness of marketing activities as a whole, and its structural elements, in particular exists.

Uninvestigated parts of general matters defining. However, to date, there is no universal approach to economic evaluation of its results. The complexity of this issue is in the very nature of marketing research, the result of which is information, that is, a qualitative value. Of course, any information has its value, but it is difficult to evaluate it from the economic point of view. Today, when every hryvnia invested should generate profit, the issue of assessing marketing research effectiveness results remains open.

The research objective. The article is aimed at improving the system of assessing the results of marketing research.

The statement of basic materials. Assessment marketing research effectiveness is a controversial issue. Domestic scientist V. P. Lysenko proposes to define the effectiveness of marketing research at a company as the effectiveness of the managerial decisions that were made based on it [1].

To resolve the issue of evaluating marketing research effectiveness, it is necessary to make sense of its key components. Thus, as noted above, the result of marketing research conducted is *information*. Thus, ideally, to calculate marketing research effectiveness, it is necessary to determine the value (worth) of the information received. To date, the best known approach to assessing the value of information received is the Bayesian one, according to which, the value of information is defined as the difference between the financial results of a company in the case of conducting marketing research and in the case of not conducting it [2].

According to I. O. Zyukova, "the estimated value of marketing information constitutes the difference between the expected profit based on full information and profit (loss) based on initial information; in this case, profit taking is possible if the maximum value of informing consumers is less than the margin added to the product" [3].

However, the value of information is a more abstract concept, and it is insufficient to get any acceptable result calculating marketing research effectiveness. One should remember that the ultimate goal of the activities of a company is getting positive results on the basis of marketing research conducted. Therefore, evaluation of the marketing research effectiveness should be viewed as evaluation of marketing research results. A direct result of marketing research is information; an indirect one is the economic result of the activities of a company. Marketing research results and their assessment are shown in Figure 1.

Thus, to evaluate the direct result of marketing research (information), it is necessary to use the index of *productivity*; and to evaluate the indirect result (the economic result of the activities of a company) - the *index of economic efficiency*.

Marketing research productivity is the degree of conformity of marketing research results to the goals set. The economic efficiency of marketing research is the ratio of the additional profits earned through marketing research conducted to the costs of its organizing and conducting.

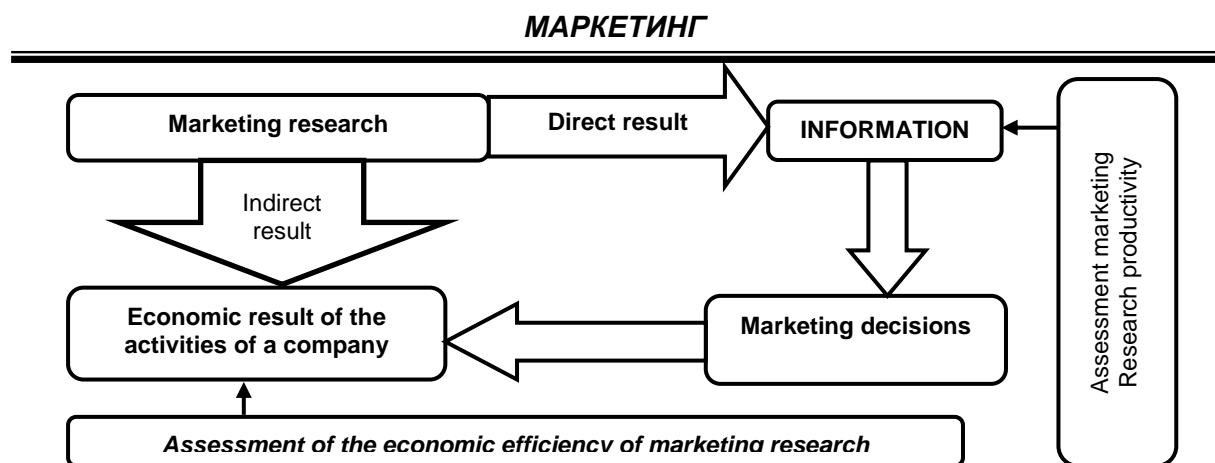


Fig. 1. Assessment of marketing research results
Source: created by the authors

To evaluate marketing research productivity, a corresponding system of criteria which, through the interval scaling method based on expert evaluation, were ranked (the significance of criteria ranges from 1 to 10, where 1 is the lowest significance of a criterion, and 10 is the greatest significance of a criterion), is proposed. The resulting ratio of the consistency of expert opinion was 0.98. The system of criteria for assessment of marketing research productivity is presented in Tab.1.

Table 1

System of criteria for assessment of marketing research productivity

Productivity assessment criteria	Value of a productivity assessment criterion (k)	Significance of an index (rank) (r)
Goals of research	3- attaining all goals set; 2- attaining basic goals; 1- goals are not attained	10
Tasks of research	3- accomplishing all tasks set; 2- accomplishing basic tasks; 1- tasks are not accomplished	8
Time of executing research	3- early execution of research; 2- timely execution of research; 1- the deadlines of the execution of research are not met	6
Place of conducting research	3- full conformity with the plan of research; 2- partial conformity with the plan of research; 1- non-conformity with the plan of research	2
Representativeness of sample	3- representative; 2- partly representative; 1- not representative	9
Compliance with the standards of ESOMAR. Compliance with national legislation.	3- full compliance; 2- partial compliance; 1- non-compliance	4
Technical level of research (correspondence of technical means to current achievements of technology)	3- high; 2- medium; 1- low	1
Methodological level of research (correspondence of methods of research to current achievements of science)	3- high; 2- medium; 1- low	3
Budget of research	3- budget saving; 2- budget adequacy; 1- budget overdraft	5
Relevance and significance of research results	3- high; 2- medium; 1- low	7

Source: created by the authors

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Then, marketing research productivity is calculated according:

$$R = \sum_i^n k_i \times r_i, \quad (1)$$

where R is marketing research productivity;

k is a criterion for assessing marketing research productivity;

r is the rank of a criterion for assessing marketing research productivity;

n is the number of criteria for assessing marketing research productivity.

According to the calculations carried out, the ratio of marketing research productivity can take values from 61 to 165 in the following range:

- 1) 61-95 – low level of marketing research productivity;
- 2) 96-130 – medium level of marketing research productivity; and
- 3) 131-165 -- high level of marketing research productivity.

If the productivity level is high enough, it can be affirmed that management of marketing research is effective.

Assessment of the economic efficiency of marketing research is a complex and unresolved issue. The complexity of this issue lies in the specifics of marketing research, namely:

- a direct result of marketing research is neither a material product nor a financial result, but information, which represents a qualitative value;
- the impact of marketing research results on the financial results of a company is mediated by decisions made;
- there is a time lag between conducting marketing research and obtaining the final result of the activities of a company.

In other words, the economic efficiency of marketing research can be described through the following function:

$$E_{mr} = f(P_{mr}, E_{md}, t), \quad (2)$$

where E_{mr} is the economic efficiency of marketing research;

P_{mr} is the productivity of marketing research, $P_{mr} \rightarrow \max$ (max = 131-165);

E_{md} is the effectiveness of marketing decisions made based on marketing research, $E_{md} \rightarrow \max$;

t is the time between the marketing research conducted and the obtained result of a company, $t \rightarrow \min$.

According to the results of the activities of a company obtained based on marketing decisions made, the economic efficiency of the research conducted is evaluated. The economic effect of marketing research conducted should be measured through overall productivity indices of marketing activities which in practice will include quantitative and qualitative indices:

- quantitative indices provide for direct value evaluation of the results of the activities of an enterprise obtained through marketing research conducted;
- qualitative indices are based on non-value evaluation of the results of the activities of a company; in practice, they are difficult to formalize, but they are also obtained through marketing research conducted.

The system of indices to evaluate the economic effect of marketing research conducted is presented in Fig. 2.

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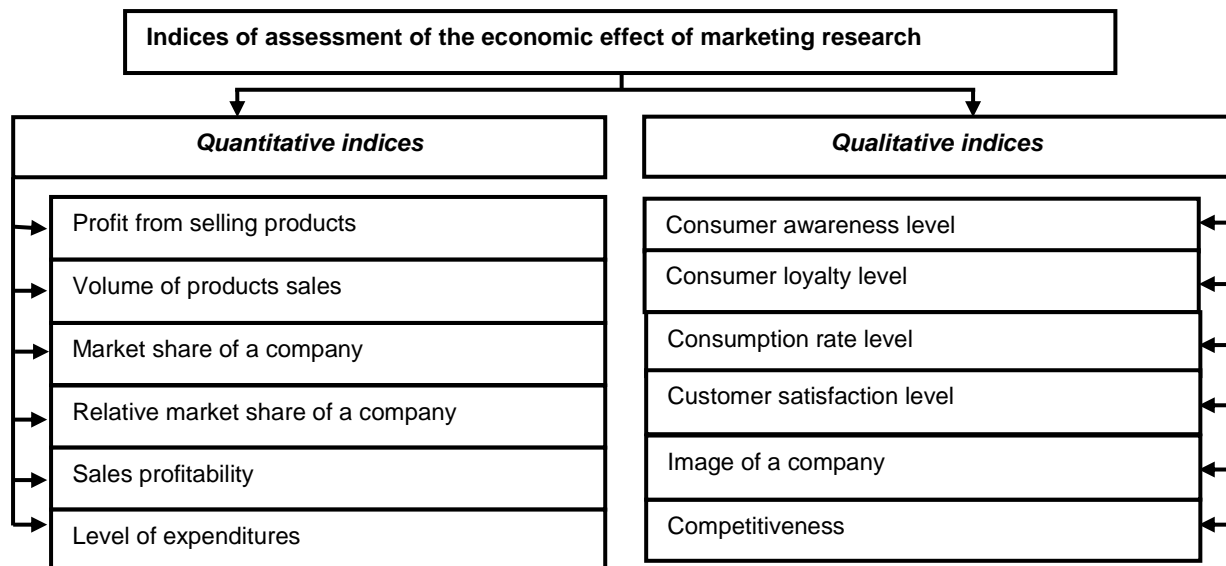


Fig. 2. Productivity indices of marketing activities which define the economic effect of marketing research

Source: created by the authors

It is proposed to carry out calculation of the economic efficiency of marketing research based on the classical approach to the definition of efficiency:

$$E_{mr} = \frac{\Delta\Pi}{B_t + B_{ic} + B_{ip} + B_{rlrs} + B_{rlhs} + B_o} \times 100\% , \tag{3}$$

where E_{mr} is the economic efficiency of marketing research;

$\Delta\Pi$ is additional income earned through conducting marketing research;

B_t is the cost of research tools;

B_{ic} is the cost of collecting information;

B_{ip} is the cost of processing and analyzing information;

B_{rlrs} is the cost of remuneration of labor of regular staff involved in the research process;

B_{rlhs} is the cost of remuneration of labor of hired staff;

B_o represents other organizational costs.

That is, it is proposed to define the economic efficiency of marketing research as the ratio of additional income obtained through the marketing research conducted to the cost of its organizing and conducting.

Conclusions. The issue of assessing marketing research effectiveness that performs a coordinating function in the process of making appropriate management decisions is very important at the current stage of the development of the domestic entrepreneurship. In theory and practice, there is no single approach to evaluating their effectiveness under modern conditions which are characterized by high dynamism of parameters of the market environment and a variety of resource constraints. The proposed methodological approach to evaluating marketing research effectiveness using indices of

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productivity and economic efficiency that reflect its direct and indirect results will allow enterprise management systems to make informed management decisions based on objective information obtained.

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