

33. FEATURES OF MARKETING RESEARCH IN BELARUS

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This paper embraces all kinds of marketing research and their peculiarities. It also defines a marketing survey which combines a plethora of methods and tools for data-driven decision-making process and has a substantial impact on businesses. The paper outlines one of the most widely-used kinds of marketing research in Belarus – marketing research of advertising efficiency.

Marketing research is a systematic problem analysis, model building and fact finding for the purpose of important decision-making and control in the marketing of goods and services. Sellers need to know more about their final consumers, that is why marketing research is a necessary link between marketing decision-makers and the markets where they operate. It is of great use to producers, businesses, government and marketing research agencies.

Data collection in marketing research is a detailed process where a planned search for all relevant data is performed by a researcher. Primary data is the data which is collected first hand specially for the purpose of study and for addressing the problem at hand. Secondary data is the data that has been already gathered and is available from other sources. It is cheaper, faster and easier to obtain.

Qualitative research is generally undertaken to develop an initial understanding of the problem. It is non-statistical in nature. It uses an inductive method, i.e. data relevant to some topics is collected and grouped into appropriate meaningful categories. Qualitative research encompasses direct (focus groups, depth interview, case study) and indirect (projective techniques) collection methods.

Focus group is an interview arranged by a moderator with a small group of respondents, that are familiar with the business and problems under discussion, in natural casual atmosphere. Focus groups cost relatively not much, they are flexible and can be conducted quickly. Depth interview is an unstructured dialogue with a person from target audience to observe their non-verbal expressions, detect covered motives and attitudes to some objective questions and problems. Case study is a marketing method used in causal researches. Marketing experts, controlling the impact of external factors (the size and allocation of shops, rival efforts, etc.), examine how independent factors (advertisement, prices, package design, etc.) work together with dependent factors (the amount of sales, revenue, market share, etc.). Goals of projective methods are covered from respondents in order to let them show their underline motives, urges, intentions or opinions on a matter of concern which cannot be ensured through direct questioning as the respondents either resist to reveal them or unable to figure them out.

Quantitative research calculates the data, collected by survey or observation methods, and generalises the results from the sample to the population. The survey method is the technique of gathering data by asking questions to people who are thought to have desired information. A formal list of questions (a questionnaire) is prepared. It can be conducted in the ways of telephone or personal interview or mail survey. Surveys are effective because data is reliable and questioning is usually fast and cheap. The observation method involves human or mechanical observation of what people actually do or what events take place during buying or consumption situations. Marketing specialists mark out direct, covered and uncovered observation, depending on whether the person under study is informed about it or not.

Marketing business prospers in Belarus. Marketing agencies provide data analysis, elaborate individual methodology for the problem solution, exploit quantitative and qualitative tools for collecting data and demonstrate their own methods (like psychographic selection of consumers, revelation of consumers' insights, marketing research of the advertising efficiency, "health tests" of the brand and many others).

According to statistics, the most popular types of marketing research in Belarus are:

- market analysis and segmentation in order to understand market share and the level of competition before entering the market;
- traditional consumer research, that allows to find deep beliefs and attitudes of target audience;
- the survey of advertising or testing advertising materials [1].

Other ways to receive corresponding information are "secret buyers" or "secret calls", that enable companies to look at or hear the quality of personnel's work of the rival companies. The state of some firm can be explored with cabinet research that uses secondary data from accessible resources (official statistics information, expert's assessments).

Generally, having saved an insignificant sum for a business on conducting marketing research, an entrepreneur can lose many times more.

References:

1. Data Collection in Marketing Research [Electronic resource]. – Mode of access: https://www.managementstudyguide.com/data_collection.htm. – Date of access: 13.03.2023.