



ISSUES OF CHOOSING TYPES AND METHODS OF MARKETING RESEARCH IN DIVERSIFYING ENTERPRISE ACTIVITIES

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Abstract. This article covers the issues of choosing the types and methods of marketing research in the diversification of the company's activities. Ways to choose and correctly apply the types and methods of marketing research in studying the market environment and diversifying the company's activities are shown.

Key words: market environment, diversification of enterprise activities, marketing research, types of marketing research, methods of marketing research.

Information about its environment is of great importance for the development of every enterprise in the conditions of market relations. Knowing how customers react to one or another of the actions of competitors, as well as other conditions in which the enterprise operates, the management of the latter can make appropriate decisions about its activities. This allows us to quickly adapt to changing conditions and take a leading position in the field. There are different types of marketing research. Market research is conducted to obtain reliable information about the current situation.

The study of the market environment is carried out by marketing specialists in order to control the current situation and adapt the enterprise to it. Often, the need for such activity arises when the enterprise fails to achieve its goals or loses its position to a competitor. Also, marketing research is conducted in order to diversify its activities. It is very important for an enterprise to get all relevant information about the market in the process of preparing a business plan for a new line of business.

Marketing research allows you to make the right decision in the process of organizing the company's activities. Investments are directed only to promising areas with a high probability of earning.

The information obtained during the research allows to assess the problems and prospects of the industry and to reduce the level of uncertainty. It also allows you to



assess your position in the market, evaluate the processes and events taking place here. This opens up new possibilities.

In a brief overview of the types of marketing research, there are several sectors that are studied by analysts. These include competitors, customers, existing products and their prices, ways to promote finished products, and new opportunities. Based on the received information, strategic decisions are made, tactics are developed. This leads to gaining advantages over competitors, increasing income and occupying new positions in the market.

"Marketing research has different objectives, tasks and types. They have a systematic nature and allow to collect reliable, up-to-date information. Also, collecting information allows to systematize the received information and present it in an understandable form. There are main objectives of studying the market environment. Such work is aimed at reducing the level of uncertainty and minimizing risks in making strategic, current decisions by managers. Also, the purpose of such research is to control the fulfillment of the tasks set by the company." [1].

- Global types of marketing research are achieved by creating mathematical models of market development. This is necessary to be able to create forecasts for remote viewing. The tasks of macro-level research are to identify and model the existing laws of industrial development and the current situation in it. It allows to estimate the market capacity, predict the level of demand and its structure in the future.
- The purpose of micro-level analysis of the market environment is to determine the company's capabilities and potential. This allows to assess the development prospects of a separate, limited segment in which the enterprise operates. The enterprise entrusts such work to its employees and to third parties with appropriate qualifications and experience. In the second case, the contract is concluded on a commercial basis. Information collected by such research organization is considered a trade secret and will not be disclosed.
- Which type of marketing research to choose in a particular case depends on the tasks set before marketers. They depend on the organization's needs for this or that information when creating their business plans and strategies. Research



objectives may vary significantly depending on the field of application of the information obtained.

"On the basis of such information, decisions can be made on the formation of product and price policy, sales, communication and other aspects of enterprise management. There are many challenges for marketers:

- research on the distribution of market shares among the main competitors;
- getting information about market characteristics;
- calculation of industrial potential;
- analysis of trade policy;
- collection of business trend data;
- study of competing products;
- short-term forecast;
- market reaction to the new product, studying its possibilities;
- long-term forecast;
- information about the price policy and others" [2].

Before choosing the types of marketing research, their tasks and goals are defined. Only after that, appropriate work will be carried out in the desired direction. This allows to use the available resources in the enterprise as rationally as possible.

The tasks listed are only presented to vendors when the business does not have enough information to make a decision. It also allows to solve some internal contradictions related to the development of the strategy, the mechanism of achieving the set goals. If the company fails or, on the contrary, is at the peak of success, this situation requires a mandatory analysis. Only in this case it will be possible to formulate new tactical projects and strategic plans.

In order to achieve the maximum effect in the process of conducting market research, it is carried out in a clearly defined sequence. It is created before experts start collecting information. Types and stages of marketing research should be chosen in accordance with the goals and tasks of conducting it.

The same sequence of work is characteristic for most of the existing methods of analyzing the market environment. The procedure for conducting marketing research includes five stages. First, marketers identify the problem and, based on this, determine



the research objectives. In the second step, sources for data collection are selected and secondary marketing data is analyzed. After that, in the third stage, the planning procedure is carried out, as well as the collection of primary data directly from the environment. In the fourth stage, these data are systematized and analyzed. Marketing research is completed by drawing up a report and presenting the results of the work carried out by specialists to the management of the enterprise.

In order not to repeat the work later, in the process of choosing the main types of marketing research, as well as the characteristics of their conduct, the management should clearly formulate the goals for which data will be collected. Marketers can then identify the most relevant sources of information by aggregating the data. Different purposes of data collection define the subject of marketing research. The types of activities of the enterprise can be different. However, the main types of information required for all businesses are the following.

One of the main types is market research. It allows to collect and systematize information about the situation in the field. This allows the enterprise to correctly choose the market, to determine the volume of possible sales, as well as to predict its activity in a certain segment. Such a study will allow you to take a free place, as well as evaluate the ability of the enterprise to take new positions.

Macrosystem analysis is often performed. Factors not directly related to the market are studied. However, they directly affect him. This is, for example, the level of income of the population, government policy, etc.

The research is also conducted for the internal environment of the enterprise. Such work is carried out in order to obtain reliable information about the competitiveness of the enterprise. Conclusions are drawn based on the comparison of information about the external and internal environment. Analysts gather information about the company's strengths and weaknesses, as well as prospects and threats.

If we briefly consider the types of marketing research, it is worth noting such a direction as consumer analysis. It is aimed at identifying all the motivating factors that influence the choice of a particular product. In the study, the income of the population, as well as the level of education, the structure of the total mass of buyers are evaluated.



This allows you to choose a target segment for which products with the desired characteristics will be produced.

As we study the main types of marketing research, you should focus on such an area as competitor research. This is necessary to get the best positions, use new resources and opportunities. In this case, they study the strengths and weaknesses of competitors, their market share, as well as the attitude of customers to certain marketing methods of such enterprises. The analysis of the main competitors is carried out in order to determine their material, labor potential, credit rating, etc.

Also, an important type of marketing research is product analysis. In this case, their qualities and technical characteristics are studied. Next, the conformity of the offered goods with the requirements of the buyers is analyzed. Based on the received information, the release of new products is organized and ways of advertising are developed.

Marketing research can be done in the area of product distribution, product sales. This approach makes it possible to determine which ways are more effective in delivering the finished product to the final consumer.

It is also important to determine the opportunities and risks of the enterprise. For this, an appropriate study of the market environment can be organized. Sales and advertising promotion system deserves special attention of sellers. This allows to increase the reliability of the enterprise in the market. In some cases, the research is focused only on testing advertising tools. These are preliminary tests that allow consumers to choose the most effective way to deliver information.

There are different types and methods of marketing research. They allow you to achieve high information content. There are three types of research. This is an initial data set. Based on it, further actions are taken.

Descriptive research allows to identify and highlight existing problems, market conditions. It prepares the ground for making a marketing decision, allows you to learn the essence of the situation. The third type of information acquisition is random research. It allows us to make hypotheses about the causal relationships that exist in the analyzed environment. Mathematical methods are often used in this case.



When studying the types and methods of marketing research, special attention should be paid to data collection. The quality of work performed by marketers depends on the correct selection of data collection sources and their reliability. Such information may include certain information, facts, figures, indicators necessary for further analysis and making certain decisions.

The types of marketing research data can vary depending on how they are obtained. According to this feature, secondary and primary data are separated. They differ in cost and features. Secondary data is data collected from various sources during other studies. However, they are also relevant for the present analysis. Secondary data can be internal or external. The second type of sources includes information from business reports, inventory records, customer lists, complaint lists, marketing plans, and other similar documents.

External sources of information are a collection of reports from the Statistics Agency, as well as official field surveys, media and other external sources.

The main new information is obtained during the research. This type of information is collected when the existing information is insufficient. It is difficult and expensive to obtain. But this is necessary for accurate analysis.

Primary data is used in various types of marketing research. Observation, experimentation and questioning are the main ways to get it. They differ in price and reliability.

The observation method is the cheapest and easiest research is descriptive. There is no direct contact between the observer and the respondent. Various electronic devices (sensors, scanners) can be involved. Data is received in real time. Since the observer is not in direct contact with the respondents, it prevents data corruption. The disadvantage of observation is the inability to get into the essence of the internal motives of the objects that the respondent makes this or that decision. This can be misinterpreted by the researcher. According to its characteristics, observation is used as an additional research method. After that, other methods are used.

While studying the different methods and types of marketing research, it is important to emphasize the methods of collecting primary data such as experiment and survey. In the first case, one or more variables are measured. The effect of the change



of one factor on the whole system is also studied. This allows you to determine the reaction of real consumers to certain changing environmental conditions.

Experiments are used in various types of marketing research. This can be done in real market research or by artificially simulating the situation in the laboratory. The advantage of the experiment is the ability to minimize errors. However, the cost of such research is high. At the same time, competitors will receive information about the directions of actions considered by the company.

The most universal method of obtaining primary data is a survey. This is an effective and common technique. Through questionnaires or direct communication with respondents, you can get information about the opinions of a certain part of the people surveyed. The result is generalized and applied to the entire mass of buyers. This method has almost unlimited possibilities. This allows to assess not only the current situation, but also the respondent's past and future actions. Disadvantages of the survey are its laboriousness and the high costs of conducting surveys and communicating with respondents. Sometimes the accuracy of the received data is not enough, which leads to errors in the analysis.

In conclusion, it is very important to be able to correctly apply the types and methods of marketing research when studying the market environment and diversifying the company's activities. Various methods and approaches of information collection allow choosing the optimal and most accurate type of marketing research in a particular case.

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