

**MARKETING RESEARCH TRANSFER STAGES, PROGRAM AND REPORTING ISSUES****Valieva Aziza**

Independent researcher at Tashkent State University of Economics

**Abstract.** The article covers the stages of conducting marketing research, the issues of creating a program and report. Also, the stages of conducting marketing research are developed. A marketing research program is formulated and the sequence of implementation is indicated. The structure of the marketing research report is suggested and what should be included in the report.

**Keywords:** marketing, stages of marketing research, structure of marketing research program, method, methodology, methodology, marketing research report.

Development of the sequence and stages of its implementation is one of the important issues when conducting marketing research.

Marketing research should include the following three parts in a row: the initial part (problem formulation, marketing briefing, research program development); the main part (data collection and analysis using appropriate methods); final part (report preparation, impact assessment). As a result of the analysis of information in scientific and educational literature, it is recommended to conduct marketing research in the following sequence (Figure 1).

1st stage	Research of transfer to the goal compatibility justification
2nd stage	Research of the problem description and statement ( research of the subject definition )
3rd stage	Research sure purpose and duties to determine
4th stage	Scientific research program his determiner factors based on formation
5th stage	Certain problem within secondary information collect , systematize and analysis to do
6th stage	Primary information to get directed research of the program departments formation
7th stage	Research transfer and primary information collection
8th stage	Received information systematization and analysis to do
9th stage	The results again performance , conclusions and the results formation
10th stage	Research final report with results preparation and present reach
11th stage	Research from the results use
12th stage	Transferred studies based on done increased measures the effect evaluation

**Figure 1. Stages of conducting marketing research**

In scientific and educational literature and references, the document that regulates meaningful relations between the customer and the contractor is called a technical specification, and legal relations are called a contract. A technical specification is a document that forms a list of requirements, conditions, goals and tasks imposed by the client on the contractor.

The English-language literature on marketing research uses the term "brief" to describe this term. Brief (English, brief) - a document that briefly describes the content of any issue.

"The interpenetration of scientific and practical knowledge in the field of research between different scientific schools has led to the wide and active use of foreign terminology in the theory and



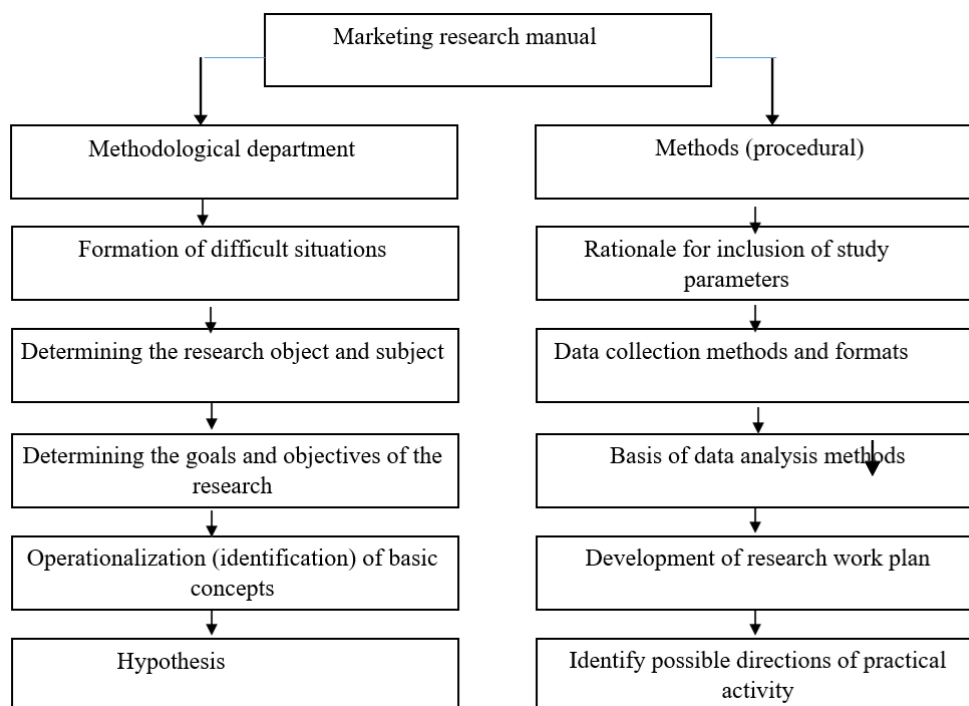
practice of marketing research. This is due to the more empirical development of the procedural possibilities of marketing tools outside the former union states. Reasonable terminological adaptation helps to form a single international professional language that is understandable for the researcher and the client in the field of marketing research. As a result, there is a decrease in the level of misunderstanding between market entities, an increase in the quality of the services provided, and a stabilization of cooperation between them" [1].

In the future, the marketing brief will be understood as a document that forms a list of requirements, conditions, goals and tasks for the research client. The customer makes a decision on the development of the technical specification (briefly) based on the review and examination of applications for research. The specific content of the technical assignment (briefly), the order of its development and approval is determined by the customer and the researcher (researcher), and in the case of active development - by the researcher (researcher).

Third from the side research take When you go , the marketing briefing work exit is mandatory . Proactive studies for usually instead of a technical specification ( brief ) . research the results get for necessary and e field requirements have has been every how document is used .

It is also important to consider the structure of the marketing research program . The marketing research program is a basic and mandatory document in conducting research, and its absence deprives the research of a scientific basis.

A marketing research program is a statement and justification of general concepts, logic and research methods. These are the rules that determine the marketing research model, its methodological principles, goals and objectives, as well as the ways to achieve them. The structure of the research program is presented in Figure 2.



**Figure 2. Structure of the Marketing Research Program**

Structure of Marketing Research Program:

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The methodological section is the section of the research program that defines the fundamental, conceptual rules of research. Its elements are forming a problem situation, determining the object and subject of research, defining the goals and tasks of learning, operationalizing concepts (identification), putting forward working hypotheses.

Methodology is a set of principles, methods and research processes used in a particular field of knowledge. A research hypothesis is a scientific hypothesis or hypothesis about the natural connection of phenomena and processes, the true meaning of which is unclear.

Methodical (procedural) section - a section of the research program that determines the methodology and techniques of research and practical use of the results. Basing the parameters of the research on the coverage of population units; justification of data collection and analysis methods; research work plan; determining directions of practical use of the results.

Method (research) - method of knowing objective reality; a way to achieve a goal or solve research problems; a system of instructions that regulates the researcher's cognitive actions, operations and procedures.

Methodology (research) is a strict set of practical methods that lead to a predetermined result.

An algorithm is a specific recipe that defines a potentially feasible process from initial data to a final result.

A research work plan is a document that provides for the distribution of resources (time, financial, labor, technical) according to the stages of marketing research.

Writing a marketing research report is one of the most important tasks. A research report is a document containing research results.

The main determinants of the structure of the report are the marketing brief and the ICC/ESOMAR [2] code.

The structure of the research report can be given as follows:

1. Introduction.

1.1. The initial part.

1.2. Title. The name of the document. The title of the document should indicate the purpose and direction of the research (client and executive).

1.3. Brief information for the study (names and titles of the persons who ordered this study, a brief description of the study, specific requirements for the study, time).

1.4. Conduct memorandum (description of the nature of the research, comments on the results of the research, brief suggestions for further research).

1.5. Contents.

1.6. List of illustrations.

1.7. Abstract (a brief description of the research topic, a brief description of the research methodology, main conclusions and recommendations).

2. Main part.

2.1. Introduction (the purpose of the lecture and the purpose of the research, the relevance of the research).

2.2. Features of the research methodology (description of the research object, research methods, justification of the need to use them).

2.3. Analysis of the obtained results.

2.4. List of research limitations (description of limitations in sample formation, impact level of certain limitations (time, money, skills)).

2.5. Conclusions and recommendations.



3. The final part (appendices, supporting information on learning).

Quality criteria for a research report:

- completeness - whether the report contains all the necessary information in a language that users understand;
- accuracy - in particular, in relation to whether the argumentation of the report is logical and the information is correct;
- clarity - the accuracy of the phraseology of the report;
- expressiveness - how clearly and directly the report is written.

In conclusion, the sequence of conducting marketing research should be carried out in the three parts and 12 steps presented above. The structure of the marketing research program is the scientific basis of the research. Documenting the research report as described above ensures that the results of the research are clearly presented.

### References:

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2. MEJDUNARODNYI CODE ICC/ESOMAR po praktike provedeniya marketingovykh i socialnykh issledovaniy, izucheniya obshchestvennogo mneniya i analiza dannykh .  
<https://esomar.org/uploads/attachments/ckqtf5ux0119kjtrv6ovzlx-iccesomar-code-russian.pdf>

