

I. M. Budnikevich, I. G. Cherdantseva, B. R. Klichuk

### SPECIFICS OF MARKETING RESEARCH ORGANIZATION IN THE SYSTEM OF MARKETING MANAGEMENT OF RETAIL TRADE NETWORKS

*The article substantiates the importance of marketing research in the system of marketing management of retail chains, summarizes the organizational aspects of marketing research, identifies their functions, goals and objectives, the specifics of which are due to the characteristics of retail as a customer-oriented business. Emphasis is placed on organizational innovations of the last decade of the XX century, which have shifted the center of influence on customers from manufacturers to retailers, updated the new tasks of marketing-oriented management in the retail system, most of which are related to marketing research. Methods, formats of organization and the order of marketing research in trade are considered. It is concluded that the retail marketing management system creates a steady demand for tools that support business decisions based on the needs of the end user, for marketing analysts who know how to work with a wide range of tools, for modern methods of collecting and visual presentation of marketing information. It is noted that the main requirement for tools and methods of marketing research is diversity, multiformat, nativeness, intuitive interfaces, and the main innovation is the combination of "offline" and "online" research, which allows to research much faster, cheaper and can cover very large arrays of respondents.*

**Key words:** marketing research, marketing innovations, marketing management, retail, retail trade networks, trade marketing, ratings.

Dynamic structural changes in the economic sphere, caused by the consequences of the COVID-19 pandemic, have significantly increased the impact of market turbulence and uncertainty on the ability to establish a systematic management of marketing activities of trade enterprises in modern conditions. Trends in the consolidation of the trade market exacerbate the need to develop effective competitive marketing strategies in the use of aggressive tools of conscious counteraction of large market operators, forcing other participants in market processes to take the necessary measures to adapt to them. The role of marketers, marketing, marketing research in recent years has been increasingly revised. At one time, even brands such as McDonald's, Johnson & Johnson, Coca-Cola, Mars, Uber abolished or transformed the position of director of marketing. "However, in 2020, marketers were able to prove their value by playing a significant role in adapting the business to new realities. This has forced CEOs to turn their attention back to marketing executives, and marketing is becoming an increasingly important strategic growth factor" [6]

At the same time, an indisputable feature of the modern retail market is the dominant position of consumers, the priority of their effective demand over supply. This highlights the need for the management system of retail trade enterprises, along with the formation and implementation of systemic methods of competition, to conduct marketing research of consumer behavior, study consumer trends in order to more effectively offer products and services of interest to customers, i.e. to form their current management activities based on marketing principles. All this leads to the realization of the need to implement organizational functionality for research in the field of trade at a systemic professional level, as an integral part and basis for management decisions and implementation of full marketing-oriented management of commercial enterprises, because without the use of advanced marketing methods and management tools, retailers are doomed to the gradual surrender of positions in the competition. No one denies the importance of marketing research as such, discussions are only about the methods and tools of marketing research. Today, "company executives perceive the marketing department primarily as a creative unit, a strategic driver of growth and a data owner". It is the information obtained as a result of marketing research that today increases the capitalization of companies, ensures long-term success and adaptation to changes in the marketing environment.

**Analysis of recent publications.** Methods and mechanisms of effective mechanisms introduction of the organization market researches as bases of administrative marketing acceptance decisions in activity of the trade sphere enterprises were considered by such foreign scientists as I. K. Belyaevsky, R. Varley, B. Weitz, D. Gilbert, E. P. Golubkov, J. Jalle, A. Krie, M. Levy, N. K. Malckhorti, M. Rafik, G. A. Churchill, as well as Ukrainian authors, in particular: V. V. Apopius, O. A. Belovodskaya, A. V. Voychak, O. V. Jegus, V. A. Poltorak, S. V. Skibinsky and others. Some aspects of approaches to the

study of retail trade are covered in the scientific works of Yu. Dainovsky, O. Kim, K. Kanayan, R. Kanayan, M. Kindiy, P. Mikhailov, Y. Solomka and others.

The **purpose** of this publication is to identify possible mechanisms to ensure the implementation of the research function as the main source of reliable information about the market and the basis for making informed management decisions in the marketing management of retail trade enterprises.

**Presentation of the main research material.** In the process of ensuring the goods movement from producers to consumers, the final link, which completes the chain of economic relations, is retail. In the implementation of retail functions, the supply of resources, goods and services moves from the sphere of circulation to the sphere of collective, individual and personal consumption, so it becomes the ultimate property of consumers. This is done through a purchase transaction, in which the consumer buys the goods/services he needs in exchange for cost equivalents. Starting opportunities are created in the field of retail trade that ensures a new production cycle and subsequent transactions.

The importance of marketing research is confirmed by the main task of retail: "providing consumers with products that best meet their needs and meet their tastes" [17]. In this regard, A. N. Romanov identifies a number of functions of the retail institution, which are directly related to the analytical function of marketing: "examines the situation in the commodity market; determines the demand and supply for specific types of goods; searches for goods needed for retail trade; carries out selection of the goods, their sorting at drawing up of necessary assortment; pays for goods received from suppliers; conducts operations on acceptance, storage, marking of goods, sets prices for them; provides suppliers, consumers of freight forwarding, consulting, advertising, information and other services" [26].

For many years, producers of consumer goods have had a much greater impact on the market by offering supply than the retail chain. This influence was mainly due to the use of the strategy of attraction, when manufacturers spent quite large budgets on advertising and the formation of a positive image of their brands. In this situation, retailers only had to provide the final transaction of purchase and sale of these goods. However, several organizational innovations in the last decades of the twentieth century have shifted the focus of influence on buyers from manufacturers to retailers. M. Rafik and R. Varley include "the following innovations:

1. Strengthening the economic impact of large retail chains and the concentration of all purchasing power in them.
2. Retailers are actively developing their own brands (VTM, or Private label), which due to low prices and good attitude of buyers successfully compete with brands of manufacturers.
3. The largest retailers are beginning to demand more from producers to ensure the integration of the trade process and promotion of goods, if the latter seek to start or continue to ensure accessibility on the shelves of trade halls of stores of their goods" [22].

So recently, a typical situation is where manufacturers have less and less money that they can allocate for promotion (millions spent on advertising in various communication channels do not give the expected effect, because the audience is not interested in this product or service at the moment). In addition, the attitude of people to traditional advertising and other communication channels is changing (switching ad units, neglecting flyers and brochures, etc.). In turn, retailers begin to use new, more sophisticated tools, consumer research and information processing (introduction of their own barcodes, data scanning, electronic information exchange and direct analysis of product profitability through an integrated marketing information system, etc.).

The new approach to the organization of trade and technological process of modern retailer is based on the following hypothesis, proposed by I. M. Sinyayeva: "When consumers are in the "purchase mode", they in their role of collectors of information become surprisingly receptive" [11]. As noted by M. V. Kindiy, "the whole point, it turns out, is in those marketing programs adopted by the retail operator, and the pre-determined advantages over manufacturers: absolute control over the marketing concept of brand promotion; personification and the ability to manage customer relationships (CRM); application of non-mass marketing communications (outdoor advertising and transport advertising, event marketing, CRM (customer relationship management)), direct mail, sales promotion, merchandising, public relations, special marketing activities; closeness of contact with the buyer and its longer nature; the possibility of influencing the decision-making process at points of sale (it is known that 70 % of purchases are impulsive, i.e. under the influence of internal advertising, merchandising, qualified consulting and service, the atmosphere of the store – smell, sounds, colors, etc.)" [14].

This information allows to conclude about the growing role of marketing research in wholesale and retail trade, which, according to M. Levy, "is to organize a free and competitive exchange to ensure effective unity of supply of goods and services and demand for them" [19]. According to J.-J. Lambena, "such unity requires coordinated activity at two levels: the organization of exchange, i.e. the physical flow of goods, between producer and consumer; organization of communication, i.e. the flow of information before, during, after the exchange, in order to bring supply and demand in line with each other to be more effective" [18].

Accordingly, marketing in the commercial sphere is designed to facilitate the organization of exchange and communication between sellers and buyers. Marketing services affect the formation and implementation of all major functions of the trading company. Most of the tasks of marketing-oriented management in the retail system are related to marketing research (customer monitoring, consumer behavior research, retail audit, price monitoring, mystery shopper, customer base analysis, etc.), target market definition, assortment policy development, pricing, selection location, atmosphere and promotion of the retail outlet, etc.

One of the most important decisions in the field of marketing management of retail chains is to determine the target market. As noted by G. G. Ivanov, "Until the target market is defined and characterized, it will be difficult for a retailer to make informed decisions on effective management of its economy: assortment policy, distribution of advertising media, price level, class of service, level of merchandising development, etc." [10]. The cycle of marketing research is not limited to the definition of target audiences, the systematic and periodicity of marketing research is the key to success in a highly competitive retail market. For any trading company that seeks to gain a foothold in the market, marketing research acts as the beginning and logical end of a certain cycle of management of its marketing activities. According to O. V. Jegus, "Marketing research in trade is a form of business research as part of applied sociology, which focuses on understanding the behavior, desires and preferences of consumers, competitors and markets in the market-dictated economy" [8].

In general, by definition of L. E. Basovsky: "Marketing research is a systematic determination of the range of data needed to make a decision in connection with the marketing problem facing the firm, which involves their collection, analysis and reporting of results" [1]. The practice of retail enterprises usually prefers independent marketing research (by involving its own staff). But sometimes specialized companies (marketing agencies, specialized consulting firms) are involved in research. In this case, as a basis for comparison are selected outlets that act as direct competitors. At the same time, retail chains direct their efforts to conduct marketing research, focused mainly on solving tactical problems rather than problems focused on the formation of sales strategies in a number of market segments. But such researches help to implement marketing programs of development of the market and provide vision of prospects of development of trade business.

In retail, they prefer to conduct marketing research in two ways. The first type is a general study. The general directions of solving the problems of trade business usually include research on the development of forms and promising formats of trade. The second type is a private study. The thematic areas of this type of marketing research include consumer research, competing trade organizations, research of the marketing environment, determining the state of competition, as well as segmentation analysis. According to Yu. Solomka, "within the thematic areas of the second type of research, the following typical tasks can be distinguished: to analyze the sources of market resources formation; provide a description of consumer profiles; study consumer behavior at retail enterprises that focus on traditional trade formats; study the attitude of consumers to new forms, formats and methods of trade; analyze demand, structure and degree of uniformity of consumption; identify the most important changes in consumer attitudes, needs and consumer behavior" [28]. In addition, dynamic changes in the business environment, according to I. Sazhin, "update additional areas and categories for marketing research in trade, which include: market research – the largest marketing research, which examines all aspects of the business environment" [27]. These studies focus on competitors, market conditions, business law, economic trends, technical innovations in trade, and many other factors and issues that make up the business environment. As M. Zabarylo notes: "Market research significantly reduces uncertainty in making important marketing decisions, which allows to effectively allocate economic potential to reach new heights in business" [9]. Thus, according to R. Varley and M. Rafik, "marketing research in trade means the objective collection, registration and analysis of all facts on issues related to the processes of selling and moving goods and services from producer to consumer" [4]. I. Berezin notes that "marketing research in trade has three main functions: 1. Descriptive, when the researcher collects information about certain phenomena and processes and provides a description of the scope, structure, variation and dynamics of phenomena. 2. Analytical, when the researcher answers the

question: "Why did the phenomenon reach such a level, developed at such a pace and what factors influenced this development?". 3. Forecast, which is based on the first two functions and is designed to forecast further developments" [2].

Objects of marketing research can be various subjects, problems, situations, which based on the classification criteria should be divided into such broad categories as macro- and micro-level objects of the external environment and objects of the internal environment study of the retailer (in other words, objects which are controlled by the trading company or not controlled by it).

Another criterion may be the degree of importance of the study objects, which may be different in different firms. The third criterion may be the priority of the order of the studied objects, which also differs significantly, but exists as an objective need, "which is adjusted" by a certain subjective factor – the ideas of the management.

The purpose of marketing research is to provide information and analytical support for the management of marketing activities at all levels: at the macro-level – provides an analysis of the market, patterns and trends in its development, demand analysis; at the micro-level – the analysis and forecast of own possibilities of the trading enterprise, an estimation of its competitiveness, a condition and prospects of development of that segment of the market on which the given enterprise operates is carried out. As the most demanded tasks of researches for retail trade and shopping centers it is expedient to allocate the following: the analysis of a condition and tendencies of development of the market; market research to open a new facility; assessment of opportunities for expansion into regions; assessment of the feasibility of scaling the retail (opening the format "at home", express stores); analysis of potential coverage areas of shops and shopping centers; identification of areas of influence of network objects or one institution; brand recognition analysis; determining market share; analysis of buyers (structure, motives, characteristics, behavior); analysis of the level of involvement of target audiences; definition of communication territory; competition research. formation of a competitive map, analysis of a competitive position; analysis and monitoring of rental rates, offers of developers, potential tenants; analysis of traffic in the shopping center, routes and circulation of customers; audit of the concept of a commercial institution and others.

Usually, the specifics of the types of marketing research in trade leads to the development of certain special approaches to the methods of organization and procedure of these studies. There are different methods of marketing research. Let's consider the common methods of marketing research that are popular in the trade sphere:

1) Store-check – a method of evaluating the real offer on the shelves of outlets, which allows you to get up-to-date information on the representation of goods, brands, advertising and promotional materials in retail.

2) The method of observation allows you to assess consumers "from the outside", observing their behavior in real situations of buying/visiting a particular store.

3) The method of marketing research "accompanying purchase" allows you to "observe the behavior of buyers at points of sale, to assess the importance of the impact of certain criteria in the selection of goods" [5]. Accompanying purchase involves a joint trip of the respondent and the moderator to the store and conducting interviews directly inside the store. E. V. Romat notes that when conducting marketing research using the "accompanying purchase" approach, the following tasks are usually investigated: the general impression of the sale point, the impact of certain characteristics on the desire/willingness to buy specific products; the impact of placement of certain goods on their attractiveness, visibility, price perception, willingness to make a purchase; the role of sales consultants; perception of the brand on the shelf/against the background of competing brands; spontaneity/planned purchases within this category; the influence of advertising materials placed at a particular point of sale on the choice of goods; identification of "unfavorable"/"transit" zones in stores, placement of goods in which can significantly reduce their visibility/attractiveness to visitors" [21]. The main blocks to be analyzed in the course of such marketing research are: the entrance to the store, the route of the buyer to the shelves and exit the store.

4) In-hall test (hall-test) refers to quantitative methods of marketing research. S. V. Kovalchuk notes that "when using this method of marketing research, the survey of the target audience is conducted in a special room, which is selected based on the specifics of research tasks" [16]. The main advantages of the in-hall test method include: the ability to conduct long-term interviews; opportunity to test materials in the survey process; the ability to quickly collect quantitative information. Most often, the method of marketing research in-hall test is used in testing aromas, flavors, packaging, names, advertising concepts, new products and more.

5) The method of focus groups refers to qualitative methods of marketing research and is based on the use of the effect of group dynamics, group discussion under the guidance of a moderator. The essence of the focus group method is that the participants' attention is focused on the researched problem, in order to determine their attitude to the problem, to find out the motivation of certain actions. In addition, this method of marketing research allows the client to monitor the progress of the study and draw appropriate conclusions. It should also be noted that the focus group can be used in combination with other methods of marketing and sociological research (both quantitative and qualitative), as well as an independent method of collecting information. Experts identify several main goals of focus groups in retail: adjusting the positioning of a commercial establishment; adjustment of pricing and assortment policy; attracting new consumer groups; clarification of buyers' preferences regarding the place and time of purchases, requirements for goods and services; obtaining information about competitors; finding out the attitude of buyers to this retail network (point) and competitors; identifying the attitude of buyers to promotions, loyalty programs, etc.

6) Interview at the place of residence (quantitative research). This method of conducting the survey is most often used in those situations when: it is necessary to cover a fairly wide target audience (for example, an audience that represents the general population); it is important to be able to demonstrate visual materials or answer cards; it is important to ask the respondent a wide range of questions (the duration of some such interviews can be up to 40 minutes); it is necessary to interview several people in the household. Many methods of quantitative marketing research (hall-test, telephone interviews, city street/exit interviews, etc.) have one or more of these advantages, but the combination of such features is unique to residence interviews. S. Kartyshov notes that "this is what makes this method indispensable for solving many problems of marketing research, such as: research of habits and preferences of the target audience; study in categories and consumer models of experience of decision-making on purchases; research of the lifestyle of the audience and models of life and others" [12]. In addition, on-the-spot interviews are, in essence, the only alternative when testing a product at home as part of a study.

7) In-depth interviews – a detailed personal interview designed to clarify information that is not available during a standardized interview. As a rule, the duration of one in-depth interview is 60-90 minutes. In-depth interviews can be conducted in a specially equipped room of the marketing research agency with audio and video recording, as well as in other places that are convenient for respondents (depending on the objectives of the study and the specifics of the target audience). Thus, K. Kovalenko notes that "In-depth interviews are used in some cases when due to the specifics of the target audience it is impossible to conduct a focus group" [15]. Professional moderators are used for in-depth interviews, who have, in addition to extensive experience in conducting interviews with people who hold different positions, also special psychological education.

8) Office research. For a range of research tasks, office marketing research can be a quick and relatively inexpensive way to get the information you need. However, O. A. Tretyak notes, that "it is important to keep in mind that the analysis of secondary data (from newspapers, magazines, publications, databases, etc.) should be used very carefully, because based on the definition of the method, it analyzes data previously collected based on tasks that most likely differ from the tasks facing the customers of the study at this time" [20]. To ensure the quality of data obtained as a result of office marketing research, they are verified from at least three sources, followed by modeling of the market situation to ensure the correctness of the data. Most often, office marketing research is one of the stages of complex projects of a strategic nature.

9) On-line marketing and sociological research are conducted in cases where it is necessary to conduct research at high speed at minimal cost, in cases of difficult access of respondents in other ways, as well as in a number of other cases. L. F. Yezhova emphasizes that "a feature of on-line quantitative marketing research is a shorter duration than in the case of a personal interview" [7].

10) CATI (quantitative methods of marketing research) – a system of computerized telephone interview, refers to quantitative methods of marketing research. The method differs from the usual telephone survey in that the questions of the questionnaire are presented on the screen of the computer terminal in front of the operator, the transition from question to question/block of questions is automatic, makes it possible to monitor the filling of quotas in real time, as well as the preliminary distribution of respondents' answers. In addition, the numbers of respondents are dialed automatically, which increases accessibility, reduces time costs and, accordingly, reduces the cost of the entire study.

11) Interview on the streets of the city (quantitative research) refers to quantitative methods of marketing research and involves conducting a personal interview on the streets of the city (street interview).

When using this method of marketing research, it is important to pay attention to weather conditions, which may make it impossible to conduct interviews of the required duration. Additional created materials can serve as a tool for this method of marketing research in addition to the questionnaire.

12) Retail audit (Retail audit, store-checking, retail audit) involves the study of retailers to obtain information about distribution, location of outlets, the level of coverage of target audiences, availability and coverage, the formation of a database of retail outlets, identifying major brands present at retail, etc. Retail audit covers such distribution channels as supermarkets, shops, kiosks, pavilions, open markets. The audit reveals key problems in the current state of the retail space and the development of proposals for their solution. The main purpose of the audit is to enter the project of modernization of the trade network, development of new services, new formats to increase the attractiveness of the trade establishment for potential consumers. "As part of the audit procedure, assessment systems are used for industrial zones, business districts, public space, analyze the use of residential areas, transport scheme and accessibility of public (public) space" [3].

Quite an interesting method of marketing research is rating. For example, PR-Service compiles the National Rating of Corporate Reputation Management "Reputational Activists" [29], based on a survey of media experts and industry analysts. The criteria for selecting the winners are the following indicators: reputational stability, CSR image capital, media activity, innovative approach, quality of crisis communications (Table 1).

**Table 1 – Indicators of the National rating of corporate reputation management "Reputation activists" from PR-Service methodology**

Criterion	Markers
Reputational stability	The presence of "live" PR-service, the systemic nature of PR-work, the objective basis for the formation of a favorable reputation (quality business product, quality management, bright and competent speakers, etc.), the positive reaction of target audiences to PR-activity of the company, other positive effect of the company's reputation management efforts
CSR image capital (corporate social responsibility)	Systematic work on informing the public about the implementation of CSR by the company, the real usefulness of CSR activities for society, the actual degree of social responsibility of the company in relation to staff, business partners, consumers; positive perception of the company's target activities in the field of CSR and other positive effects of the efforts in this area
Media activity	Openness to communication with representatives of mass media of all types, quality of distributed information messages, recognizability of authorized speakers of the company by target audiences, positive effect of media efforts
Innovative approaches	The authority of the company's PR team among target audiences, its own non-standard PR solutions, activity in new media, positive reaction of target audiences to PR-creative, positive effect of implemented innovations
Anti-crisis resilience	The company has a strategy for crisis response, the correctness of the tools used, its successful use and the positive reaction of target audiences to such use, the positive effect of efforts.

*Made by author by [29]*

In 2021, more than 650 companies in 43 nominations were selected to participate in the ranking, which was evaluated by more than 150 experts. In the grocery retail segment, the rating was distributed as follows: ATB, Fozzy, Metro Cash & Carry Ukraine, Good Wine and ECO Market, Novus, Auchan, Rukavychka, Varus, Tavria B (Table 2).

ATB-Market's leading position was ensured by leadership in almost all components of the rating. Fozzy Group shows the biggest lag in terms of metrics: reputational stability and corporate social responsibility activities. Metro Cash Gr Carry Ukraine loses to the leaders, primarily in terms of image capital and innovative approaches. The lag of Metro Cash Gr Carry also shows a different rating – the Innovation Index of Ukrainian companies from the Mind portal, the open innovation platform Re: actor, KPMG in Ukraine and Asbis [23; 34].

Table 2 – Favorites of the rating "Reputational activists" in the field of grocery retail

Company name	Reputational stability	Image capital CSR	Media activity	Innovative approaches	Anti-crisis resilience	Total
1. ATB-Market	44,70	44,27	38,18	44,80	42,63	214,58
2. Fozzy Group	43,05	43,05	38,29	44,34	41,98	210,71
3. Metro Cash Gr Carry Україна	40,21	40,32	37,11	38,34	38,86	194,84
4. Good Wine	41,88	37,40	34,90	37,12	37,76	189,06
5. EKO Market	39,50	39,50	33,50	29,00	34,50	176,00
6. Novus	35,83	35,53'	32,22	35,14	35,67	174,39
7. Aushan	35,51	34,25	32,26	30,08	34,07	166,17
8. Rukavychka	38,00	29,00	19,00	29,00	34,00	149,00
9. Varus	30,17	27,67	29,50	28,17	30,00	145,51
10. Tavria B	26,00	25,00	25,50	28,00	32,50	137,00

Source: [29]

The sharp increase in the activity of retailers in social networks, digitalization and the transition to the omnichannel model form marketing research and ratings in this area. RAU agents ranked the leaders among retailers by the number of followers on Facebook in 2020. "RAU analyzed the pages by sampling the largest and most well-known retailers and commercial real estate, as well as those represented in the Facebook rating according to the analytical service Socialbakers. Following the results of the year, the most popular Facebook pages among retailers in Ukraine were Rozetka, Watsons Ukraine and the EVA Store Line. And, as before, in the final triumvirate there are two chains of drogerie stores at the same time. Antoshka and Allo swapped places on the fourth and fifth steps" [24]. The research methodology includes the analysis of the page by sampling the largest and most well-known retail players and commercial real estate. Among the metrics are active content strategy, Stories activity, level of communication with subscribers, number of subscribers, number of new subscribers, clicks, targeting.

Among other ratings are: the report "Retail Ukraine: TOP 175 FMCG retailers by number of stores" from the research company GT Partners Ukraine [25] which collects information about retailers in the Ukrainian FMCG retail market and the pace of their development; rating of the most popular supermarkets in Kyiv according to the version of the journal Komentari; Deloitte's annual Global Powers of Retailing 2021 report [32] on the world's largest 250 retail companies (estimated public data for the 2019/20 financial year of the retail sector, the impact of the COVID-19 pandemic on the growth of the top 25 largest retail revenues global retailers); Top 50 Global Retailers rating from the International Market Research Company Kantar [30] ranks the world's largest retailers in terms of the COVID-19 pandemic according to a new methodology that minimizes the impact of exchange rates and the strength of the domestic market, highlights the role of each player's online platform, international revenue, participation in franchising and alliances outside the home region, as well as the availability of direct investment in at least three countries. A survey by Korn Ferry Consulting, World's Most Admired Companies, found that the most profitable companies in the world were the most respected and commendable. The research methodology includes nine evaluation criteria: the ability to attract and retain talented people; quality of management; social responsibility to the community and the environment; innovation; quality of products or services; competent use of corporate assets; financial stability; long-term investment value; business efficiency around the world [31].

Currently, new technologies are developing rapidly, scientists are discovering new statistical methods, new procedures are being introduced to perform old tasks. Changes in marketing research methods are happening primarily because the Internet is increasingly penetrating life. Thus, the main innovation is the replacement of "offline" research with "online". The main advantages of the latter are that they are conducted much faster, cheaper and can cover very large arrays of respondents. GRIT (The Greenbook Research Industry Trends Report) [33] presents the results of a survey of market research participants. During the survey, respondents were asked what new research methods they use in their practice and the possibility of applying what new methods they are considering. Among the leading methods: Research in online communities (Online Communities); Text Analytics; Mobile First Surveys; Social Media Analysis (Social

Media Analytics; Big Data Analytics); Qualitative research on mobile devices (Mobile Qualitative); Webcam-Based Interviews; Mobile Ethnography.

**Conclusions.** Summarizing the analyzed material, it should be noted that the importance of using different types of marketing research in the management of enterprises marketing activities operating in the retail market is now a proven necessity, and the requirements for adequate methods are determined by the specifics of research objects and limitations imposed by time constraints and funds and resources involved. Retail creates a steady demand for tools that support decision-making in business based on the needs of the end user, for marketing analysts who know how to work with a wide range of tools, for modern formats for collecting and visual presentation of marketing information that have an intuitive interface, native, i.e. optimized for operating systems (therefore work correctly and quickly), do not require training: dashboards ("smart" reports in real time), tools for quick tests, forms for online surveys (google-form), visualization tools, presentations, online services for collecting passive information, frameworks as a set of software solutions (Grow Team, CJM, JTBD, Research Ops); UX-research (study of site design and pages in social networks), etc. The main requirement for tools and methods of marketing research is diversity, multiformat, nativeness, intuitive interfaces, and the main innovation is the combination of "offline" and "online" research which allows to research much faster, cheaper and can cover very large arrays of respondents.

The main trends in marketing research are related to AI – artificial intelligence marketing, rapid analysis of video, audio and text, automation in general, dashboards and online real-time analytics, big data analysis, neuromarketing research tools, design thinking, data collection and analysis of social networks, real-time analysis of moods/emotions in social networks, measurement of previously immeasurable elements of human behavior using individual categories of analysis and others.

### References

1. Basovskii, L. Ye. (2008), *Marketing: a course of lectures [Marketing: kurs lektsiy]*, INFRA-M, Moscow, 219 p. [in Russian].
2. Berezin, I. (2004), *Marketing analysis [Marketingovyy analiz]*, Upravleniye personalom, Moscow, 352 p. [in Russian].
3. Budnikovich, I. (2012), *Municipal marketing: theory, methodology, practice [Munitsypalnyi marketynh: teoriia, metodolohiia, praktyka]*, Cherniv. nats. un-t, Chernivtsi, 645 p. [in Ukrainian].
4. Varley, R., Rafik, M. (2005), *Fundamentals of retail trade management [Osnovy upravleniya roznichnoy trgovley]*, Izd. dom Grebennikova, Moscow, 456 p. [in Russian].
5. Gusinina, A. V., Zozulov, O. V. (2010), "Methods of structural analysis of consumers in the market" ["Metody strukturnoho analizu spozhyvachiv na rynku"], *Aktualni problemy ekonomiky ta upravlinnia*: coll. of sci. works of young scientists, iss. 4, pp. 33-35 [in Ukrainian].
6. "Marketing directors named the main challenges and opportunities of 2021" ["Direktora po marketingu nazvali glavnyye problemy i vozmozhnosti 2021 goda"], available at: <https://adindex.ru/news/researches/2021/02/17/291338.phtml> [in Russian].
7. Yezhova, L. F. (2002), *Information marketing: textbook [Informatsiinyi marketynh: navch. posib.]*, KNEU, Kyiv, 560 p. [in Ukrainian].
8. Jegus, O. V., Mikhailova, M. V. (2009), "Methods of marketing research in retail trade" ["Metody marketynhovyykh doslidzhen u rozdrbnii torhivli"], *Ekonomichna stratehiia i perspektyvy rozvytku sfery torhivli ta posluh*, iss. 2, pp. 622-629, available at: [http://nbuv.gov.ua/UJRN/esprstp\\_2009\\_2\\_88](http://nbuv.gov.ua/UJRN/esprstp_2009_2_88) [in Ukrainian].
9. Zabarilo, M. (2015), "Retail trade through the eyes of the consumer (based on data from the consumer panel of households)" ["Roznichnaya trgovlya glazami potrebitelya (na osnove dannykh potrebitelskoy paneli domashnikh khozyaystv)"], April, 2015, available at: [http://gfk\\_ukraine\\_zabarilo\\_retail\\_forum\\_290410.pdf](http://gfk_ukraine_zabarilo_retail_forum_290410.pdf) [in Russian].
10. Ivanov, G. G., Mayorova, E. A. (2015), "Corporate social responsibility in trade business" ["Korporativnaya sotsialnaya otvetstvennost v trgovom biznese"], *Rossiyskoye predprinimatelstvo*, vol. 16, no. 20, pp. 3569-3582. DOI: 10.18334/rp.16.20.2003 [in Russian].
11. Sinyaeva, I. M., Romanenkova, O. N., Maslova V. M., Sinyaeva V. V. (2012), *Integrated marketing communications: textbook, in I. M. Sinyaeva (ed.) [Integrirovannyye marketingovyye kommunikatsii: uchebnik / pod red. I. M. Sinyayevoy]*, YUNITI-DANA, Moscow, p. 201 [in Russian].
12. Kartyshev, S. V., Potashnikov, N. M. "How to assess the market position of the company?" ["Kak otsenit rynochnoye polozheniye kompanii?"], available at: <http://www.4p.ru/> [in Russian].



13. Kizim, A. A., Derkach, N. K. (2014), "Outsourcing of marketing services: development prospects" ["Autorsing marketingovykh uslug: perspektivy razvitiya"], *Nauka i obrazovaniye: ekonomika. predprinimatelstvo. pravo i upravleniye*, no. 7. available at: [http://www.journal-nio.com/index.php?option=com\\_content&view=article&id=2599&Itemid=13](http://www.journal-nio.com/index.php?option=com_content&view=article&id=2599&Itemid=13) [in Russian].
14. Kindiy, M. V., Malys, Ya. V., Pryima L. P. (2015), "Management by supply chains of trade networks on the basis of category management" ["Upravlinnia lantsiuhamy postavok torhovykh merezh na zasadakh katehoriinoho menedzhmentu"], *Visnyk Natsionalnoho universytetu "Lvivska politekhnika". Lohistyka*, no. 833, pp. 143-152, available at: [http://nbuv.gov.ua/UJRN/VNULPL\\_2015\\_833\\_23](http://nbuv.gov.ua/UJRN/VNULPL_2015_833_23) [in Ukrainian].
15. Kovalenko, K. A. (2012), "Research of competitive analysis methods" ["Doslidzhennia metodiv konkurentnoho analizu"], *Upravlinnia rozvytkom*, no. 11, pp. 84-87 [in Ukrainian].
16. Kovalchuk, S. V., Karpenko, V. L., Koval, L. V. et al. (2012), *Marketing: textbook*, in S. V. Kovalchuk (ed.), [Marketynh: navch. posib., za red. kand. ekon. nauk S. V. Kovalchuk], Novyi Svit 2000, Lviv, 679 p. [in Ukrainian].
17. Krie, A., Jalle, J. (1993), *Domestic trade*, transl. from Fr. in V. S. Zagashvili (ed.) [Vnutrennyaya torgovlya; per. s fr. / pod obshch. red. V. S. Zagashvili], Progress Univers, Moscow, 192 p. [in Russian].
18. Lamben, J.-J. (2005), *Market-oriented management*, transl. from Eng.; in V. B. Kolchanov (ed.) [Menedzhment, oriyentirovanny na rynek; per. s angl. / pod red. V. B. Kolchanova], Piter, St. Petersburg, 800 p. [in Russian].
19. Levy, M., Weitz, B. (2004), *Fundamentals of retail trade*, transl. from Eng.; in Yu. N. Kapturevskiy (ed.) [Osnovy roznichnoy torgovli; per. s angl. / pod. red. Yu. N. Kapturevskogo], Piter, St. Petersburg, 448 p. [in Russian].
20. Tretyak, O. A. (2005), *Marketing: new guidelines for management models: textbook* [Marketing: novyye oriyentiry modeli upravleniya: uchebnik], INFRA-M, Moscow, 403 p. [in Russian].
21. Romat, E. V. (ed.) (2008), *Marketing research* [Marketingovyie issledovaniya / pod obshch. red. E. V. Romata], Studcentr, Kharkiv, 352 p. [in Russian].
22. Rafik, M., Varley, R. (2005), *Fundamentals of retail* [Osnovy roznichnoy torgovli], Izd. dom Grebennikova, Moscow, 456 p. [in Russian].
23. "Rating of innovation of Ukrainian retailers: Silpo bypasses Epicenter" ["Reitynh innovatsiinosti ukrainskykh riteileriv: Silpo obkhodyt Epitsentr"], available at: <https://rau.ua/analitika/innovatsij-ritejleriv-silpo/> [in Ukrainian].
24. "Rating of the year: top 20 Ukrainian retailers on Facebook and Instagram in 2020" ["Reitynh roku: top-20 ukrainskykh riteileriv u Facebook ta Instagram u 2020 rotsi"], available at: <https://rau.ua/novyni/rejtyng-roku-top-20/> [in Ukrainian].
25. "Retail of Ukraine: Rating of the TOP 175 FMCG trade operators of Ukraine by the number of stores in 2020. Retail development forecasts for 2021" ["Riteyl Ukrainy: Reyting TOP 175 torhovykh operatorov FMCG Ukrainy po kolichestvu magazinov za 2020 g. Prognozy razvitiya riteylerov v 2021 godu"], available at: <https://allretail.ua/ru/researches/top175-fmcg-retailers-by-outlets-2020> [in Russian].
26. Romanov, A. N., Korlyugov, Yu. Yu., Krasilnikov, S. A. (1995), *Marketing: textbook* [Marketing: uchebnik], Banki i birzhy, Moscow, 560 p. [in Russian].
27. Sazhin, I. (2014), "How to survive a retailer in the new Ukrainian economy" ["Kak vyzhit riteyleru v usloviyakh novoy ukrainskoy ekonomiki"], *Forbes Ukrayina*, no. 6, available at: <http://forbes.net.ua/opinions/1372185-kak-vyzhit-ritejleru-v-usloviyah-novoj-ukrainskoj-ekonomiki> [in Russian].
28. Solomka, Yu. (2009), "Agent modeling of business processes in a commercial enterprise" ["Ahentne modeliuvannia biznes-protsesiv na torhovelnomu pidpriemstvi"], *Ekonomika: problemy teorii ta praktyky*: coll. of sci. works in 7 vol., iss. 257, vol. 3, pp. 734-743 [in Ukrainian].
29. "Site of the National Rating of Quality of Corporate Reputation Management "Reputational Activists" ["Sait Natsionalnoho reitynhu yakosti upravlinnia korporatyvnoiu reputatsiieiu "Reputatsiini aktyvisty"], available at: <http://repactiv.com.ua/ru/ranking> [in Ukrainian].
30. "2021 Top 50 Global Retailers", available at: <https://nrf.com/blog/2021-top-50-global-retailers>
31. "FORTUNE World's Most Admired Companies 2021", available at: <https://www.kornferry.com/insights/this-week-in-leadership/fortune-worlds-most-admired-companies-2021>
32. "Global Powers of Retailing 2021", available at: <https://www2.deloitte.com/content/dam/Deloitte/at/Documents/consumer-business/at-global-powers-retailing-2021.pdf>
33. "GRIT Sneak Peek: Adoption of Top 20 Emerging Research Methods", available at: <https://www.greenbook.org/mr/grit-report/grit-sneak-peek-adoption-of-top-20-emerging-research-methods/>
34. "Mind Innovation Index 2019: artificial intelligence, but pirated software", available at: <https://mind.ua/publications/20203121-mind-innovation-index-2019-shtuchnij-intelekt-ale-piratskij-soft>
35. Kolomytseva, O. V., Vasylenko, L. S., Burtseva, T. I. (2020), "Marketing communications as factors in the integrated method of studying the competitiveness of the enterprise" ["Marketynhovi komunikatsii yak faktory v intehralnomu metodi doslidzhennia konkurentospromozhnosti pidpriemstva"], *Intelekt XXI*: sci. econ. journal, no. 2, pp. 90-93 [in Ukrainian].

## Список використаних джерел

1. Басовский Л. Е. Маркетинг: курс лекций. Москва: ИНФРА-М, 2008. 219 с.
2. Березин И. Маркетинговый анализ. Москва: Управление персоналом, 2004. 352 с.
3. Буднікевич І. Муніципальний маркетинг: теорія, методологія, практика. Чернівці: Чернів. нац. ун-т, 2012. 645 с.
4. Варли Р., Рафик М. Основы управления розничной торговлей. Москва: Изд. дом Гребенникова, 2005. 456 с.
5. Гусиніна А. В., Зозульов О. В. Методи структурного аналізу споживачів на ринку. *Актуальні проблеми економіки та управління*: зб. наук. пр. молодих вчених. 2010. Вип. 4. С. 33–35.
6. Директора по маркетингу назвали главные проблемы и возможности 2021 года. URL: <https://adindex.ru/news/researches/2021/02/17/291338.phtml>
7. Єжова Л. Ф. Інформаційний маркетинг: навч. посіб. Київ: КНЕУ, 2002. 560 с.
8. Жегус О. В., Михайлова М. В. Методи маркетингових досліджень у роздрібній торгівлі. *Економічна стратегія і перспективи розвитку сфери торгівлі та послуг*. 2009. Вип. 2. С. 622–629. URL: [http://nbuv.gov.ua/UJRN/esprstp\\_2009\\_2\\_88](http://nbuv.gov.ua/UJRN/esprstp_2009_2_88)
9. Забаріло М. Розничная торговля глазами потребителя (на основе данных потребительской панели домашних хозяйств). Апрель, 2015. URL: [http://gfk\\_ukraine\\_zabarilo\\_retail\\_forum\\_290410.pdf](http://gfk_ukraine_zabarilo_retail_forum_290410.pdf)
10. Иванов Г. Г., Майорова Е. А. Корпоративная социальная ответственность в торговом бизнесе. *Российское предпринимательство*. 2015. Т. 16. № 20. С. 3569–3582. DOI: 10.18334/rp.16.20.2003.
11. Интегрированные маркетинговые коммуникации: учебник / И. М. Синяева, О. Н. Романенкова, В. М. Маслова, В. В. Синяева; под ред. И. М. Синяевой. Москва: ЮНИТИ-ДАНА, 2012. С. 201.
12. Каргышов С. В., Поташиков Н. М. Как оценить рыночное положение компании? URL: <http://www.4p.ru/>
13. Кизим А. А., Деркач Н. К. Аутсорсинг маркетинговых услуг: перспективы развития. *Наука и образование: экономика, предпринимательство, право и управление*. 2014. № 7. URL: [http://www.journal-nio.com/index.php?option=com\\_content&view=article&id=2599&Itemid=13](http://www.journal-nio.com/index.php?option=com_content&view=article&id=2599&Itemid=13)
14. Кіндій М. В., Малиш Я. В., Прийма Л. П. Управління ланцюгами поставок торгових мереж на засадах категорійного менеджменту. *Вісник Національного університету «Львівська політехніка». Логістика*. 2015. № 833. С. 143–152. URL: [http://nbuv.gov.ua/UJRN/VNULPL\\_2015\\_833\\_23](http://nbuv.gov.ua/UJRN/VNULPL_2015_833_23)
15. Коваленко К. А. Дослідження методів конкурентного аналізу. *Управління розвитком*. 2012. № 11. С. 84–87.
16. Маркетинг: навч. посіб. / С. В. Ковальчук, В. Л. Карпенко, Л. В. Коваль та ін.; за ред. канд. екон. наук С. В. Ковальчук. Львів: Новий Світ 2000, 2012. 679 с.
17. Крие А., Жаллэ Ж. Внутренняя торговля; пер. с фр. / под общ. ред. В. С. Загашвили. Москва: Прогресс Универс, 1993. 192 с.
18. Ламбен Ж.-Ж. Менеджмент, ориентированный на рынок; пер. с англ. / под ред. В. Б. Колчанова. Санкт-Петербург: Питер, 2005. 800 с.
19. Леви М., Вейтц Б. Основы розничной торговли; пер. с англ. / под ред. Ю. Н. Каптуревского. Санкт-Петербург: Питер, 2004. 448 с.
20. Третьяк О. А. Маркетинг: новые ориентиры модели управления: учебник. Москва: ИНФРА-М, 2005. 403 с.
21. Маркетинговые исследования / под общ. ред. Е. В. Ромата. Харьков: Студцентр, 2008. 352 с.
22. Рафик М., Варли Р. Основы розничной торговли. Москва: Изд. дом Гребенникова, 2005. 456 с.
23. Рейтинг інноваційності українських ритейлерів: Сільпо обходить Епіцентр. URL: <https://rau.ua/analitika/innovatsij-ritejleriv-silpo/>
24. Рейтинг року: топ-20 українських ритейлерів у Facebook та Instagram у 2020 році. URL: <https://rau.ua/novyni/rejtyng-roku-top-20/>
25. Ритейл Украины: Рейтинг ТОП 175 торговых операторов FMCG Украины по количеству магазинов за 2020 г. Прогнозы развития ритейлеров в 2021 году. URL: <https://allretail.ua/ru/researches/top175-fmcg-retailers-by-outlets-2020>
26. Маркетинг: учебник / А. Н. Романов, Ю. Ю. Корлюгов, С. А. Красильников и др. Москва: Банки и биржи, 1995. 560 с.
27. Сажин И. Как выжить ритейлеру в условиях новой украинской экономики. *Forbes Україна*. 2014. № 6. URL: <http://forbes.net.ua/opinions/1372185-kak-vyzhit-ritejleru-v-usloviyah-novoj-ukrainskoj-ekonomiki>
28. Соломка Ю. Агентне моделювання бізнес-процесів на торговельному підприємстві. *Економіка: проблеми теорії та практики*: зб. наук. пр. в 7 т. 2009. Вип. 257. Т. 3. С. 734–743.
29. Сайт Національного рейтингу якості управління корпоративною репутацією «Репутаційні активісти». URL: <http://repactiv.com.ua/ru/ranking>
30. 2021 Top 50 Global Retailers. URL: <https://nrf.com/blog/2021-top-50-global-retailers>
31. FORTUNE World's Most Admired Companies 2021. URL: <https://www.kornferry.com/insights/this-week-in-leadership/fortune-worlds-most-admired-companies-2021>

32. Global Powers of Retailing 2021. URL: <https://www2.deloitte.com/content/dam/Deloitte/at/Documents/consumer-business/at-global-powers-retailing-2021.pdf>
33. GRIT Sneak Peek: Adoption of Top 20 Emerging Research Methods. URL: <https://www.greenbook.org/mr/grit-report/grit-sneak-peek-adoption-of-top-20-emerging-research-methods/>
34. Mind Innovation Index 2019: штучний інтелект, але піратський софт. URL: <https://mind.ua/publications/20203121-mind-innovation-index-2019-shtuchnij-intelekt-ale-piratskij-soft>
35. Коломицева О. В., Васильченко Л. С., Бурцева Т. І. Маркетингові комунікації як фактори в інтегральному методі дослідження конкурентоспроможності підприємства. *Інтелект ХХІ: наук. екон. журн.* 2020. № 2. С. 90–93.

**І. М. Буднікевич, І. Г. Черданцева, Б. Р. Клічук**

### **СПЕЦИФІКА ОРГАНІЗАЦІЇ МАРКЕТИНГОВИХ ДОСЛІДЖЕНЬ У СИСТЕМІ МАРКЕТИНГОВОГО МЕНЕДЖМЕНТУ РОЗДРІБНИХ ТОРГОВЕЛЬНИХ МЕРЕЖ**

У статті обґрунтовано важливість маркетингових досліджень у системі маркетингового менеджменту роздрібних торговельних мереж, узагальнено організаційні аспекти маркетингових досліджень, визначено їх функції, мету та завдання, специфіка яких зумовлена особливостями ритейлу як клієнтоорієнтованого бізнесу. Акцентовано увагу на організаційних нововведеннях останньої декади ХХ ст., які змістили центр впливу на покупців від виробників до роздрібних торговців, актуалізували нові завдання маркетингово орієнтованого управління в системі роздрібної торгівлі, більшість з яких пов'язана з маркетинговими дослідженнями. Розглянуто методи, формати організації та порядок проведення маркетингових досліджень у торгівлі. Серед методів маркетингового дослідження звернуто увагу на найбільш уживані: Store-check, спостереження у торговій точці, «супровідна покупка», in-hall test, фокус-груп, інтерв'ю, кабінетні дослідження, online дослідження, кількісні методи маркетингових досліджень, ритейл-аудит, рейтинги та інші. Описано основні рейтинги у сфері ритейлу, особливість яких полягає у включенні метрик, які дають змогу оцінити не тільки комерційні аспекти ритейлу, але й його соціальну відповідальність, репутацію, адаптивність до змін маркетингового середовища. Зроблено висновок, що система маркетингового менеджменту ритейлу формує стійкий попит на інструменти, які підтримують прийняття рішень у бізнесі, враховуючи потреби кінцевого споживача, на фахівців у сфері маркетингової аналітики, які вміють працювати з широким набором інструментів, на сучасні методи збору та візуального представлення маркетингової інформації. Відзначено, що основною вимогою до інструментів та методів маркетингових досліджень є різноманітність, мультиформатність, нативність, інтуїтивність інтерфейсів, а головним нововведенням є заміна «офлайнових» досліджень «онлайновими», які проводяться набагато швидше, дешевше і можуть охоплювати дуже великі масиви респондентів. Відзначено, що основні тенденції змін у маркетингових дослідженнях пов'язані зі штучним інтелектом, швидким аналізом відео, аудіо та тексту, автоматизацією в цілому, дашбордами та аналітикою онлайн у реальному часі, аналізом великих даних, нейромаркетинговими інструментами дослідження, дизайн-мисленням, збором даних та аналізом соціальних мереж, аналізом у реальному часі настроїв/емоцій у соціальних мережах, вимірюванням раніше невимірних елементів людської поведінки з використанням індивідуальних категорій аналізу тощо.

**Ключові слова:** маркетингові дослідження, маркетингові інновації, маркетинговий менеджмент, ритейл, роздрібні торговельні мережі, торговельний маркетинг, рейтинги.

**Стаття надійшла до редакції 01.06.2021  
Прийнято 08.06.2021**

**Буднікевич І. М.**, д.е.н, професор, завідувач кафедри маркетингу, інновацій та регіонального розвитку, Чернівецький національний університет імені Юрія Федьковича

e-mail: i.budnikevich@chnu.edu.ua

ORCID 0000-0002-5466-6532

**Budnikevich I. M.**, Doctor of Economic Sciences, Professor, Head of the Department of Marketing, Innovation and Regional Development, Yuriy Fedkovych Chernivtsi National University

**Черданцева І. Г.**, к.е.н, доцент, доцент кафедри маркетингу, інновацій та регіонального розвитку, Чернівецький національний університет імені Юрія Федьковича

e-mail: i.cherdantseva@chnu.edu.ua

ORCID 0000-0002-9887-5723

**Cherdantseva I. G.**, Candidate of Economic Sciences (Ph. D.), Associate Professor, Associate Professor of the Department of Marketing, Innovation and Regional Development, Yuriy Fedkovych Chernivtsi National University

**Клічук Б. Р.**, магістрант кафедри маркетингу, інновацій та регіонального розвитку, Чернівецький державний університет імені Юрія Федьковича

e-mail: klichuk.bohdan@chnu.edu.ua

**Klichuk B. R.**, Master Student of the Department of Marketing, Innovation and Regional Development, Yuriy Fedkovych Chernivtsi National University