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SPECIFICS OF THE MARKET OF MARKETING ONLINE RESEARCHES IN UKRAINE

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***Abstract:** Specifics of the marketing online research services in the domestic market, its main players and trends are considered in the article. The informational and communicational technologies (ICT), the use of which in the practice will allow providing analytical research of the Ukrainian market for making correct marketing decisions focused on the concrete consumers is determined. The expediency of the marketing online researches in the marketing activity is justified. The authors have described "regular" Internet users among customers by income, position and educational level to emphasize the importance of online marketing research as a communicational component between the manufacturers and consumers.*

***Keywords:** online marketing research, informational and communicational technologies (ICT), marketing decision, communicational component, consumer*

INTRODUCTION

Nowadays, online marketing research is the most perspective in terms of the best understanding of the needs and desires of potential and existing customers of the company, as well as for monitoring competitors. This is due to the fact that under informatization of the society, most potential respondents transfer part of their activities to the electronic environment, which creates new opportunities for marketing research providing. Their feature is the adaptation of standard tools in the Internet, as well as the use of specialized tools and services for solving the tasks.

MATERIALS AND METHODS

The article is a theoretical study using the method of logical analysis, based on primary and secondary sources of information on the research problem. The validity of the results obtained is confirmed by the use of various generally accepted and specific methods: theoretical generalization, abstraction, analysis, comparison and systematization, system approach.

RESULTS

It should be noted that the hryvnia income of the Ukrainian consumer is growing at a sharp drop in the dollar equivalent of income. Over the last decade, the average monthly income has fallen from 295 to 264 USD, on the background with the positive trend up to 2012, when this level reached the maximum value of 399 USD. The main income of Ukrainians is salary (44.3%), social benefits, and other current

received transfers (35.2%). Profit and mixed income (17.5%) and received property income (3%) are negligible. The share of representatives of the upper middle layer decreases, while the lower middle layer grows in the status-consumer structure. Today's Ukrainian consumer has the following features: lowering real income; saving; search for new ways of saving; price orientation; openness to new brands and advertisements; increasing the role of the Internet in the life. At the moment, we can reach the consumer at any time using any media. However, it is necessary to be able to combine different types of the content and means to capture the consumers, who are most susceptible to the brand (Ereshko, 2017).

The main "regular" Internet users are consumers with high income (100%), over average income (90%), average income (80%). There is a clear tendency to increase the number of Internet users depending on the educational level (PhD or Doctors (100%), people with two or more higher educations (100%), people with full higher education (84%), people with incomplete higher education (80%)) and depending on position (manager of the middle level (87%), private entrepreneur (92%), office manager (94%), owner of small business (96%), head of the company (100%)). Housewives (79%) and students (94%) make exception (Evdokimov, 2008). Thus, the main Internet users are people, who directly or indirectly deal with the promotion of goods or services and the consumers.

Therefore, it is necessary to pay attention to such marketing tool as online researches, their capabilities and the existing companies in the Ukrainian market, providing these services. First of all, it should be noted that in the provision of online marketing research services, consulting companies should be guided by the Convention for the Protection of Human Rights and Fundamental Freedoms, the Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data, the Additional Protocol to this Convention on the supervisory authorities and cross-border flows of data, Directive 95/46/EC of the European Parliament and of the Council on the protection of individuals with regard to processing of personal data and the free movement of such data, Recommendation No. R(87)15 of the Committee of Ministers of the European Council, the Constitution of Ukraine, the Code of Ukraine on Administrative Offenses, the Law of Ukraine "On Protection of Personal Data".

On the Ukrainian market, marketing online surveys were formed as follows: (1) copying the foreign companies' practices and the creation of the native research companies; (2) formation of branches of well-known research foreign companies (Sotnikov, 2016). A feature of the national market for online marketing research is the specialization in both business researches and sociological (viz. political) researches: 60.2% is attributed to the market volume measurement; 14.5% for the study of media audiences; advertising/brand tracking (estimation) is 6.5%, the rest 18.8% is attributed to other research in the marketing sector (Anokhin, 2015). Over 100 companies specializing in marketing research operate on the Ukrainian market. The leaders of the Ukrainian market are *GFK Ukraine*, *ACNielsen*, *TNS Ukraine*, which adhere to the above listed regulatory legal acts in their activities. E.g. *GFK Ukraine* working in 4 areas (Custom Research, ConsumerScan, Retail and Technology,

Media), aims to provide a clear understanding of consumer needs and their satisfaction through the implementation of the algorithm: (1) regular analytics at the level of articles and categories; (2) strategic planning; (3) sales forecast; (4) monitoring the sales history. The survey covers more than 10,000 people throughout Ukraine, who report daily on their purchases more than 60 consumer goods groups.

The company *GfK Ukraine* controls the quality of data at different stages:

1. Control during the survey (the questionnaires contain verification questions and statements; the time of the interview, its individual blocks and table questions are monitored, cookies are tracked, "digital imprints" are taken).

2. Control at the data analysis stage (indicated in the survey data are compared with the profiling data and the specified data in other projects; the completeness of filling the open questions and the answers' distribution in tabular issues is controlled; the clustering of respondents is carried out, viz. faultless, negligent, suspicious).

3. Panel management (restrictions on participation for a certain period are applied; multiple registrations using the built-in Doublet Check functions are checked; the panelist's uniqueness when remunerated is controlled; panelists are checking for matches for different logging parameters every month).

A larger company is *ACNielsen*, headquartered in the US that sells marketing information. In 2016, the American Marketing Association gave *ACNielsen* the first place in the list of Top-50 marketing companies in the US. The key activity of the company in Ukraine is the measurement of sales of food products and daily consumer goods (retail-audit). Within the framework of "Innovations", "Marketing Effectiveness" and "Mobile Site" modules, *ACNielsen* provides consulting services in the area of successful start-up, effectiveness evaluation of the complete marketing and sales cycle including measuring the advertising effectiveness, marketing mix, assortment, in-store space, price strategies, retailers' loyalty programs, etc. Company's reporting is structured in 2 business directions, viz. "what consumers are looking for" (media-measurements and analytics) and "what consumers buy" (measurement of retail sales and analytics).

TNS Ukraine is a network-marketing agency that is part of the world's leading *TNS group* with headquarters in London. According to the annual turnover, *TNS* ranks first in Europe and the second in the world among research companies. Ukraine is one of the 70 countries, where *TNS* operates. The main tasks of *TNS Ukraine* are: (1) comprehensive study of Internet penetration and its influence on the life; (2) defining a strategy for working with a target audience in Digital, depending on the typology of Internet behavior; (3) tools and forming common positions with own audience, taking into account multidivision and multimedia; (4) measurement of the audience of sites, players, mobile applications in the "here and now" mode; (5) monitoring and pixel-audit of advertising manifestations; (6) effectiveness evaluation of the advertising campaign, optimization of the media plan. The company actively protects the obtained data, using technologies that allow screening of "high-speed" respondents (Stopwatch and skimtime); catching robots that automatically fills in questions (Robotrap); tracking "straight lines" in tabular questions, when the respondent puts the same answer around all the characteristics/options.

It can be seen, companies that conduct online marketing researches open up the opportunity for the enterprises to organize effectively feedback with the clients and to study current demand, to change flexibly their own marketing plans and advertising projects in line with the changing economic situation.

According to analysts of marketing agencies, in the future, the transition to a qualitatively new format for collecting consumer data (information about consumer purchases, behavior in social networks, etc.) and the disappearance of the need to collect information through surveys is possible. Factual information that researchers can receive from different carriers (mobile, bank cards, social networking profiles) will provide comprehensive information on consumer's preferences, frequency of purchases, influence on the choice of purchase place, etc. Today's rapid growth in the volume of consumer information (fixing geolocation, purchasing activity on the Internet, profiles in social networks) contributes to this (Prosvetov, 2013).

CONCLUSIONS

Foreign companies *GfK*, *ACNielsen*, *TNS* et al are the basis of the market for online research. Their positions are backed up not because of the number of received orders, but by the researches' breadth. It indicates the possibility of further world experience borrowing that will lead to its implementation and adaptation in the native practice. The Internet use in Ukraine is growing at an extremely high pace; it means the further successful dissemination of online marketing researches. Business entities have the opportunity to investigate demand systematically, study constraints and barriers, interpret results and determine the prospects for developing their activities through communication with the consumer.

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