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COMPLEX USE OF THE LATEST MARKETING RESEARCH METHODS IN THE MARKETING ACTIVITIES SYSTEM OF FOOD INDUSTRY ENTERPRISES

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Abstract

For effective development, it is necessary to have information about the marketing environment. This will reduce risks and make marketing decisions more substantiated. For this purpose, experts use modern methods of marketing research. Based on the attitude to the marketing environment, the existing methods are classified in the article by levels: macroenvironment, microenvironment and the internal environment of the enterprise. Emphasis is put on the need to use modern methods implementing Internet technologies. The dynamics and state of the marketing research in Ukraine are studied. The market for marketing research is changing and the events of 2020 have significantly accelerated these changes. Most marketing researches examine the external microenvironment of enterprises, while the study of macroenvironmental factors is not given much attention. Nowadays, the food industry is the most dynamic in its development in Ukraine. There is significant competition in the market, which forces companies to improve constantly their products and methods of activity, which is impossible without the help of the latest methods of marketing research. According to the results of the analysis of marketing research modern methods, the algorithm of complex research for the enterprises of food industry is offered. Based on this algorithm, a comprehensive marketing study of "ARGO LTD" Ltd activities is provided. It is offered to apply PESTEL and SWOT analysis as the basic research methods of macroenvironment factors at the given enterprise, to investigate a commodity portfolio by means of matrix methods, to analyze consumer behavior, etc. The performed marketing research of "ARGO LTD" Ltd made it possible to determine the priority directions of further development of the enterprise, to set long-term, medium-term and short-term goals.

Keywords: marketing activities, market, marketing research, macroenvironment, microenvironment, qualitative research, quantitative research, consumers.

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**КОМПЛЕКСНЕ ВИКОРИСТАННЯ НОВІТНІХ МЕТОДІВ МАРКЕТИНГОВИХ
ДОСЛІДЖЕНЬ У СИСТЕМІ МАРКЕТИНГОВОЇ ДІЯЛЬНОСТІ ПІДПРИЄМСТВ ХАРЧОВОЇ
ПРОМИСЛОВОСТІ**

Анотація

Для ефективного розвитку необхідно мати інформацію стосовно маркетингового середовища. Це дозволить знизити ризики та приймати обґрунтовані маркетингові рішення. З цією метою фахівці використовують сучасні методи маркетингових досліджень. В статті проведено класифікацію існуючих методів за ознакою відношення до маркетингового середовища за рівнями: макросередовище, мікросередовище та внутрішнє середовище підприємства. Зроблено акцент на необхідності використання сучасних методів із застосуванням Інтернет технологій. Досліджено динаміку та стан ринку маркетингових досліджень в Україні. Ринок маркетингових досліджень змінюється, і події 2020 року суттєво прискорили ці зміни. Більшість маркетингових досліджень досліджують зовнішнє мікросередовище підприємств, тоді як вивченню факторів макросередовища не приділяється певної уваги. На сьогоднішній день сфера харчової промисловості є найбільш динамічною у своєму розвитку в Україні. На ринку спостерігається значна конкуренція, яка змушує підприємства постійно вдосконалювати свій товар та методи діяльності, що є неможливим без допомоги новітніх методів маркетингових досліджень. За результатами аналізу сучасних методів маркетингових досліджень, запропонований алгоритм комплексного дослідження для підприємств харчової промисловості. На базі даного алгоритму проведено комплексне маркетингове дослідження діяльності ТОВ «АРГО ЛТД». Запропоновано в якості основних методів дослідження факторів макросередовища даного підприємства застосовувати PESTEL та SWOT аналіз, досліджувати товарний портфель за допомогою матричних методів, аналізувати поведінку споживачів тощо. Виконане маркетингове дослідження ТОВ «АРГО ЛТД» дало змогу визначити пріоритетні напрямки подальшого розвитку підприємства, сформулювати довгострокові, середньострокові та короткострокові цілі.

Ключові слова: ринок, маркетингові дослідження, макросередовище, мікросередовище, якісні дослідження, кількісні дослідження, споживачі.

JEL classification: M31; Q13

Introduction

In conditions of market uncertainty, the enterprise is forced to take risks constantly in its activities, such as financial, production, commodity, innovation, investment ones, etc. Marketing research in the system of marketing activities of the enterprise is provided to reduce their level and help the company to determine the subsequent development strategy.

Modern marketing research is a dynamic field of marketing; new technologies are developing; scientists are looking for new statistical methods, introducing new procedures for solving previous problems. It is the use of advanced marketing research methods that allows an enterprise to solve urgent problems faster and more efficiently than competitors, thereby increasing its competitiveness in the market. Today, the food industry is characterized by intense development. In the market there is strong competition to attract the consumer, taking

into account the emergence of new production and marketing technologies. To remain competitive, the manufacturer is forced to take part in the “innovation race”, regularly reviewing its product portfolio and launching new ideas on the market [1]. Because of this, the enterprise needs to use the latest marketing research methods to determine consumer preferences.

The field of marketing research is highlighted by such prominent scientists as P. Kotler [2], G.A. Churchill [3], N.K. Malhotra [4], G.L. Bahiev [5], O.T. Melnikova [6], I.V. Lilyk [7, p. 4-15], etc. In their works and publications, the authors considered the essence, content and basic methods of marketing research, as well as the means of their application. However, insufficient attention is paid to their use in the food industry. That is why the use of the newest methods of marketing research in the system of marketing activities of food industry enterprises becomes of such urgency.

The purpose of the article

The purpose of the research is to evaluate the use of the newest methods of marketing research in the system of marketing activities of food industry enterprises.

Main results and their substantiation

Studying the latest marketing research methods in the marketing system of the food industry, it is necessary to consider existing approaches to the definition of “marketing research”, as well as their classification.

From P. Kotler's point of view, “marketing research is the systematic determination of the range of data required in connection with the marketing situation facing the company, their collection, analysis and report on the results” [8].

The Ukrainian specialist A.O. Starostina gives the following definition of marketing research: “marketing research is a systematic process of setting goals of research, the identification of volumes, collection, analysis of objective market information and the development of recommendations for the adoption of specific management decisions regarding any elements of the market and product strategy of the company and the methods of their implementation to achieve the final results in the company activities in the conditions of the formed marketing environment” [9].

Thus, it becomes clear that scientists have somewhat different approaches to determining this term. However, summing up, it can be defined as follows: “marketing research is a systematic process of collecting marketing information to reduce the level of market uncertainty and to make specific strategic decisions for further development of the enterprise”.

As for the classification of marketing research methods, two main methods of marketing research are distinguished: quantitative and qualitative. Quantitative research is characterized by the collection and analysis of information using a large sample and statistical analysis of data, which implies that the researcher has knowledge of sociology and mathematical statistics. Qualitative research, on the contrary, is characterized by a small sample, which allows identifying and better understanding the problem [10].

However, a unified system of classification of marketing research does not exist, due to the abundance of features by which they can be classified.

If we classify the methods of marketing research in order to analyse the marketing environment, we can distinguish the following (Fig. 1).

Methods that allow investigating the macroenvironment of a company such as PESTEL, GAP, BCG, McKinsey matrix, analysis of Porter five forces are related to methods of strategic analysis of an enterprise, while SWOT and SNW methods are an analysis of enterprise-external market interaction.

Marketing audit is designed to assess the marketing of the enterprise, find its bottlenecks and unused opportunities, as well as improve marketing efficiency by reducing inappropriate expenditures [13].

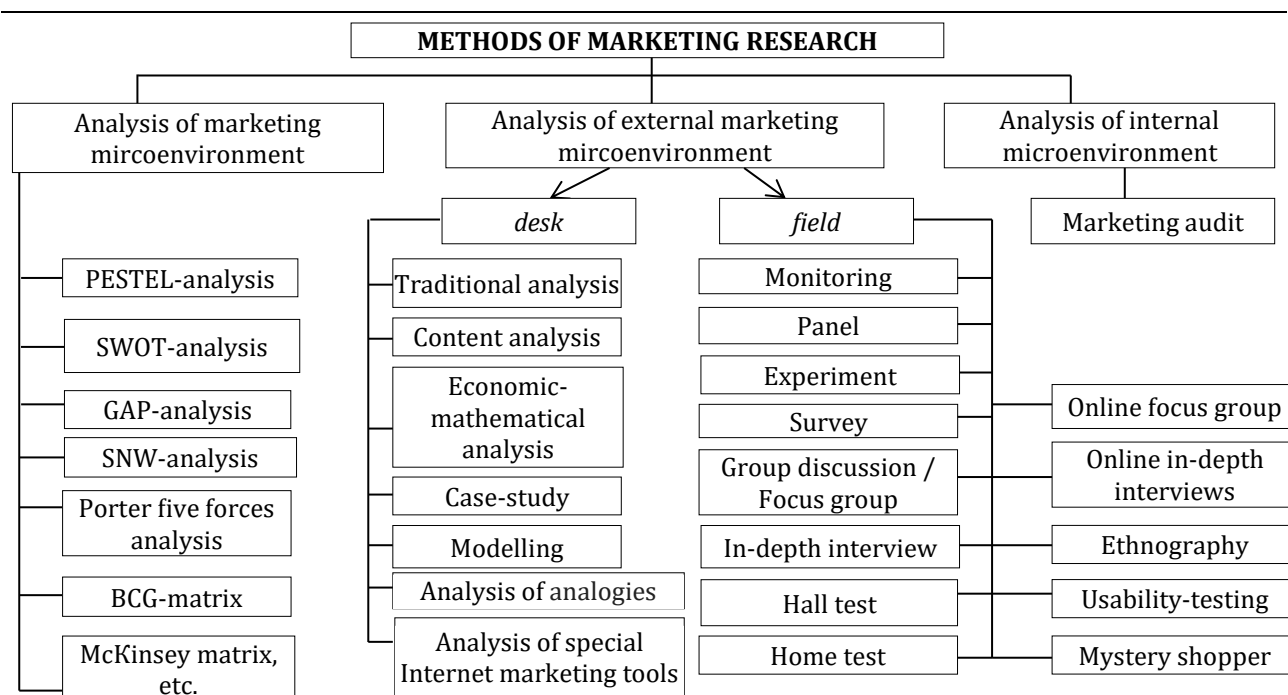


Fig. 1. A classification of marketing research methods to analyze the marketing environment*

**Compiled by the authors on the base of [11, 12, 22]*

Particular attention should be paid to the audit of the presence on the Internet: the site, its characteristics, activities in social networks (account management, advertising campaigns, etc.).

Methods to study the external microenvironment of the company are the most numerous and popular, since they allow to study and define: size, condition and prospects of market development; market conditions; real and potential market capacity; structure of the market (commodity, brand, company); to study competition and competitors, buyers and purchasing behaviour, etc. [14].

Among the special tools of analysis with the help of Internet services, it is expedient to include research on the level of competition, determination of optimal methods of promotion on the Internet, attractive thematic resources for promotion, etc. Such tools are the study of search engine results (Google, Yahoo, Yandex, etc.), the study of key queries and active advertising campaigns of competitors, the volume of traffic to sites using services Serpstat, MegaIndex and more. In addition, it is important to investigate the status of competitors in the most popular social networks, the content and frequency of hashtags.

Today, companies operating in the Ukrainian market of marketing research use most of the methods of analysis of external microenvironments in their work. However, the market itself demonstrates instability in development. After a significant fall in 2014, which continued during 2015 and 2016, in 2017-2019, the market showed a slight increase [15]. In 2020, there was a rapid and significant decline in turnover. The market is going through difficult times, trying to adapt to the conditions of the new reality (Fig. 2) [15, 22].

The redistribution between segments in 2020 occurred in the direction of growth of FMCG, which reflects the development of this segment. The segment of durable goods continued to optimize budgets, while the FMCG sector showed volumes growth through network development (service quality monitoring) and expanding the range of research services (consumer surveys). A significant increase in research volumes took place in 2020 in the field of pharmaceuticals and services [15, 22].

Exploring the methods used by Ukrainian researchers, it can be seen that quantitative methods account for 87.7% of turnover (37.6 mln USD), and qualitative ones take 11.5% (4.9 mln USD) (Fig. 3).

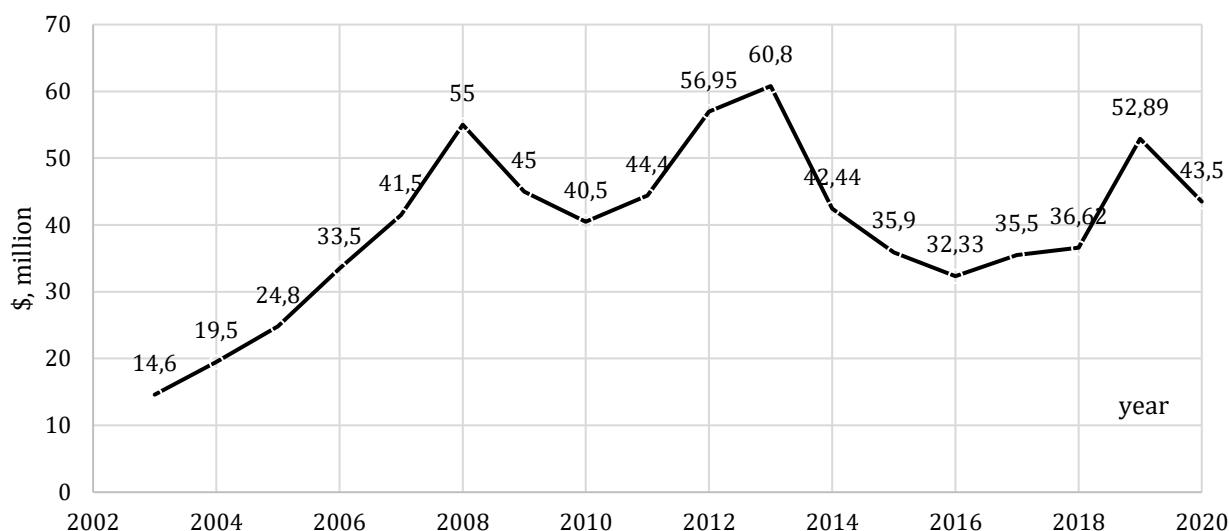


Fig. 2. Expert evaluation of marketing research market volume in 2003-2020.
Compiled by the authors on the base of [15, 22].

Face-to-face interviews are somewhat reduced, from 21.22% of total research in 2017 to 13.1% in 2020. Among qualitative research, the focus group continues to lead at 40.4%, also share of online focus groups increased to 24.2 %.

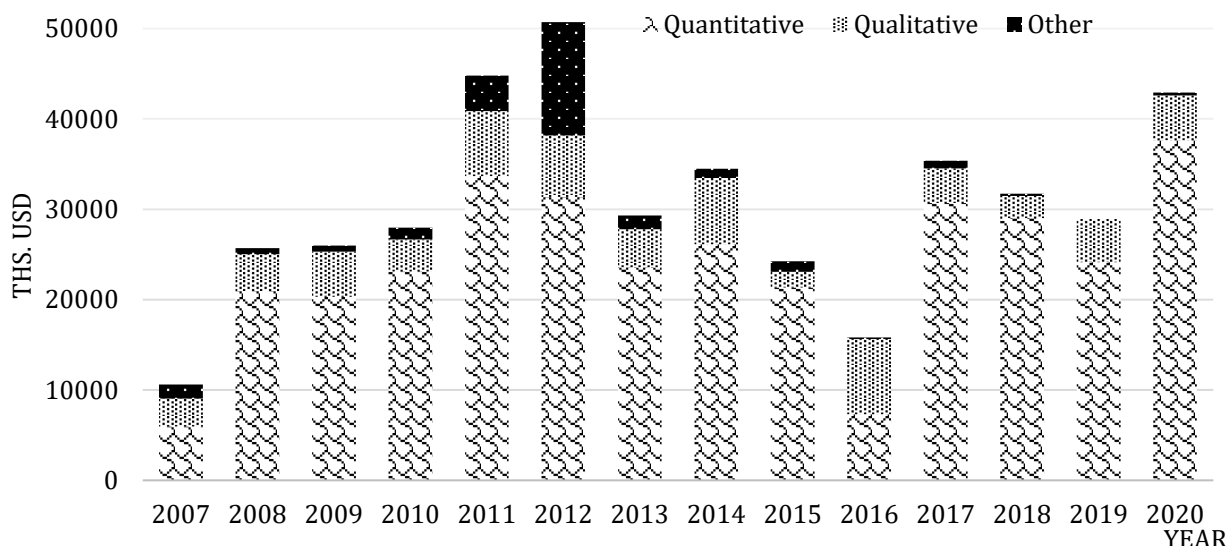


Fig. 3 The share of different methods in the total volume of marketing research
Compiled by the authors on the base of [15, 22].

Thus, we see that the market is completely condensed on the research of the external microenvironment of the enterprise, while the analysis of the macroenvironment is almost non-existent. However, it is precisely the evaluation of the macroenvironment that enables the company to select strategic directions of development correctly, which in turn allows planning the marketing activities of the company and more fully evaluate the needs of consumers and society as a whole. The food industry market is developing more rapidly compared to other sectors of the Ukrainian economy. Today, the Ukrainian food industry provides the domestic consumer market with quality food products by almost 90%.

In addition, the industry plays an extremely important role in the foreign trade of the country, forming more than 50% of the foreign trade turnover of Ukrainian AIC products [16].

That is why it is so important for the enterprises of this industry to use the whole complex of the latest methods of marketing research to ensure their own sustainable development.

When using marketing methods for assessing the food industry, it is necessary: to identify market positions and strategic development goals through macro-analysis, to conduct quantitative or qualitative research of consumers (analysis of the microenvironment), to evaluate the results obtained and their implementation in marketing activities, to investigate the effectiveness of implementation and to implement the control over their implementation (analysis of the internal microenvironment).

The algorithm of complex use of marketing research methods for food industry enterprises is presented in Fig. 4.

Thus, the integrated use of marketing methods for macro- and microenvironment research and analysis of the internal microenvironment enables food industry companies to clearly define strategic directions of development, effectively promote their products to the market, thereby increasing their competitiveness on the market.

Further, we represent a comprehensive evaluation of the food industry based on “ARGO LTD” Ltd. The enterprise produces products under the “Naidis” trademark. The company is engaged in the production and sale of canned vegetables in bulk. The production capacity of the company is 8 mln conditional cans per year. Negative feature at the enterprise is that many production operations are carried out by workers manually, which is not beneficial for the company itself.

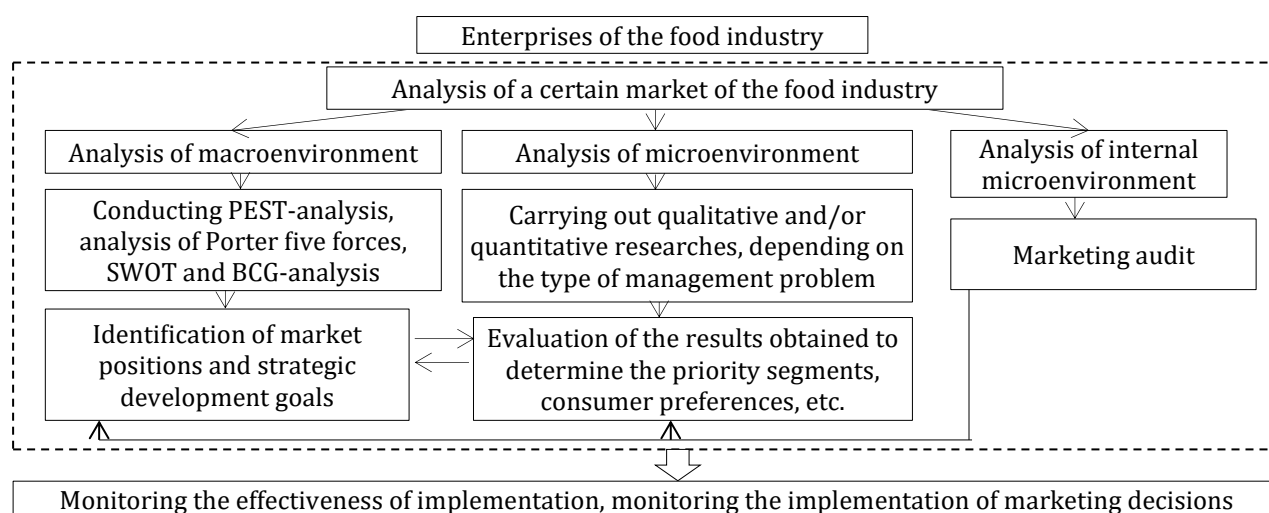


Fig. 4. The algorithm of complex use of marketing research methods for food industry enterprises*

**Compiled by the author*

The main indicators of “Naidis” TM of “ARGO LTD” Ltd are presented in the Table 1 [17].

Analysing the financial results of “ARGO LTD” Ltd in 2017-2018, we see that with the growth of sales volume in physical terms increased in 2018 by 6.9%, the volume of sales of goods in value showed increase by 70.90% in the same year. This is due to the inflation that prevailed at that time in Ukraine. The enterprise has produced products at previous cost, but has already implemented new, much higher prices. This also explains the increase in profits from sales of goods by 61.47%.

The total number of Ukrainian producers of fruit and vegetable preserves is about 2000 enterprises, from small blank production shops to enterprises of national wide scale, which are united in large industrial associations [18].

Among the most popular brands producing fruit and vegetable products are: “Veres”, “Chumak”, “Zlatodar”, “Torchin Product”, “Nizhyn” and “Runa” [19].

In order to assess comprehensively the impact of the external and internal environment of “ARGO LTD” Ltd enterprise, the method of SWOT-analysis was selected.

Table 1. The main indicators of “Naidis” TM of “ARGO LTD” Ltd in 2017-2018.

Indicator	2017	2018	Deviation	
			absolute, +/-	relative, %
1. Volume of sold products in natural terms, t.	945.07	1010.39	65.32	6.91
2. Volume of sales of products in value terms, ths. UAH	9391.38	16050.05	6658.67	70.90
3. Net income (revenue) from sales of products, ths. UAH	16260	18420	2160	13.28
4. Cost of sold products, ths. UAH	10933	11689	756	6.91
5. Administrative expenses, ths. UAH	2994	3090	96	3.21
6. Sales expenses, ths. UAH	206	240	34	16.5
7. Other expenses	25	7	-18	-72
8. Full costs for production and sales of products, ths. UAH	14158	15026	868	6.13
9. Profit from sales of products, ths. UAH	2102	3394	1292	61.47
10. Other income	1349	1708	359	26.61
11. Net profit, ths. UAH.	3451	5102	1651	47.84
12. Costs for 1 UAH of net revenue from sale, cop.	87	82	-5	-5.75
13. Cost-effectiveness of production, %	19.23	22.59	3.36	x

The most important opportunities of the company were the following: availability of regions in Ukraine, for which the products of this TM are not supplied at all, bankruptcy of competitors and improvement of production technology. The introduction of company products into new segments will increase sales, and therefore increase profits.

Improving production technology will also bring good results. Among the features that are less important, there are: state support of enterprises and reduction of taxes and duties.

The most important threats of the company were the following: changing consumer preferences, unfavourable economic situation in Ukraine and increasing competition.

The change in consumer preferences is referred to the threats that are also important. After all, canned vegetables are more and more inferior to frozen vegetables.

The analysis of the internal environment is a managerial survey of the functional zones of the organization in order to identify the strengths and weaknesses of the organization, presented in Table 2.

Table 2. Strengths and weaknesses of “Naidis” TM of “ARGO LTD” Ltd.

Strengths	Weaknesses
1. Low constant costs	1. Lack of attention to the development of new types of products
2. Established work with wholesale buyers	2. Excessive staffing of the administration employers
3. High quality products	3. Dependence on a large number of suppliers
	4. Availability of outdated equipment

Based on the organization data, we build a matrix of SWOT-analysis (Table 3).

Based on the analysis, it can be concluded that in order to increase profits and work more efficiently, an enterprise needs to hire a specialized marketer, research the canned vegetables market and conduct an effective advertising campaign. It is also necessary to repair their own greenhouses in order to reduce dependence on suppliers and gradually update technological equipment.

Next, we will conduct a research of the strategic position of the enterprise using the BCG matrix.

The largest share of production at the enterprise “ARGO LTD” Ltd of “Naidis” TM has the following positions: 1) cucumbers; 2) tomatoes; 3) tomato paste; 4) legumes (beans and peas).

Each strategic business unit is marked on the matrix field in accordance with the coordinates of the relative share of the market and the growth rates of its sales market (Fig. 5).

It was established that cucumbers and tomato paste occupy a place in the strategic zone “Question marks”, that is, they are in a rather promising market and require significant investments that will allow them to move to another strategic zone, “Stars”. For these zones, it is recommended to use the strategy of intensification of efforts, (development) after additional research on the amount of required investments and the availability of time for their assimilation.

Table 3. The Matrix of SWOT-analysis of “ARGO LTD” Ltd.

Internal characteristics	Strengths (S):	Weaknesses (W):
	<ol style="list-style-type: none"> 1. Low constant costs 2. Established work with wholesale buyers 3. High quality products 	<ol style="list-style-type: none"> 1. Lack of attention to the development of new types of products 2. Excessive staffing of the administration employees 3. Dependence on a large number of suppliers 4. Availability of outdated equipment
External characteristics		
Opportunities (O):	SO-solutions	WO-solutions
<ol style="list-style-type: none"> 1. Availability of regions in Ukraine, for which the products of this TM are not supplied at all 2. Bankruptcy of competitors 3. Improvement of production technology 	<ol style="list-style-type: none"> 1. Supply of products to the regions of Ukraine that are not occupied by the company yet. 2. Implementation of sales promotion measures 	<ol style="list-style-type: none"> 1. Extension of the staff of the enterprise 2. Repair of own greenhouses
Threats (T):	ST-solutions	WT-solutions
<ol style="list-style-type: none"> 1. Change in consumer preferences 2. Unfavourable economic situation in Ukraine 3. Strengthening competition 	<ol style="list-style-type: none"> 1. Development of new types of products 2. Conducting regular marketing researches 3. Determining consumer preferences 	<ol style="list-style-type: none"> 1. Conducting an effective advertising company 2. Gradually upgrade the equipment

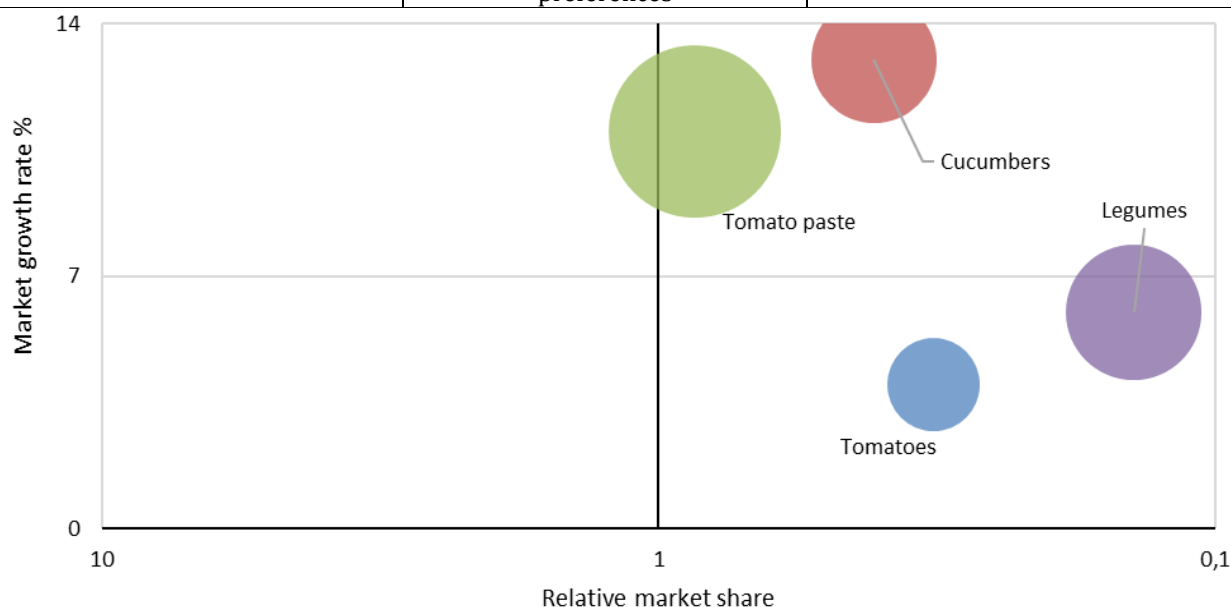


Fig. 5. BCG matrix for enterprises “ARGO LTD” Ltd, “Naidis” TM

Legumes and tomatoes fell into the “Dogs” strategic zone, that is, these segments of business are in a non-prospective sales market, have low profits, low competitiveness and weak market positions. These segments are not attractive for “ARGO LTD” Ltd company, so (subject to availability of such production capability) it is necessary to apply a harvesting and elimination strategy. It is necessary to bring them out of the market if the marketing specialists do not see the prospects of development.

For a comprehensive marketing research of a company and developing its marketing strategy, it is necessary to conduct a detailed analysis of consumers and their needs. The analysis of consumers, as a component of the immediate environment of the organization, primarily has to assemble the profile of those who buy the product that is being sold by the enterprise [21].

Studying consumers will help understand their product or service requirements, as well as their behaviour, attitudes, preferences, and purchasing procedures.

In the course of the survey, 56 respondents were interviewed. Of these, 28.6% are males, 71.4% are females. In this case 19.6% are respondents aged 18 to 21, 32.1% from 22 to 30, 17.9% from 31 to 40, 23.2% from 41 to 60, and 7.2% at the age of more than 60.

The research data showed that all 56 respondents consume canned vegetables, but only 80.4% of all respondents buy it.

The main parameters for choosing canned vegetables by their degree of significance were distributed as follows. The most significant were the following factors, such as quality, taste and brand of canned vegetables. The least important for buyers of canned vegetables were the assortment and packaging (design) of the brand.

Among the proposed brands, the most well-known were "Veres" CG, "Chumak" PJSC and TM Bonduelle. The least well-known are PJSC "Odesa Canning Plant" and TM "Naidis". To the question "What kind of TM do you prefer?" the majority preferred "Veres" CG, "Chumak" PJSC and TM Bonduelle. At the same time, 55.3% of respondents heard about the "Nadiis" TM for the first time, 26.8% are neutral about it, and only 17.9% of respondents refer to this TM positively. It shows that "Nadiis" TM is not a well-known brand in the canned vegetables market.

Most often, canned vegetables are consumed once a week (37.5% of respondents).

The survey showed that 26.8% of respondents spend 3-4 hours watching TV, and the same number of respondents spend the same number of hours on the Internet. More than 4 hours on the Internet, and watching TV also spends the same number of respondents - 10.7%. However, 30.4% are devoted to watching TV for 1-2 hours, while 35.7% spend the same time on the Internet. So, 32.1% of respondents watch TV less than an hour, and 26.8% spend on the Internet not more than an hour.

One can conclude that most people watch television for at least 2 hours and spend on the Internet for 2 hours, and therefore advertising of mentioned products should be on television and on the Internet, especially in social networks and news portals.

A comprehensive situational analysis was carried out, using the latest methods of marketing research, to determine the following objectives for "ARGO LTD" Ltd (Table 4).

Table 4. "ARGO LTD" Ltd, "Naidis" TM enterprise objectives

	Objectives	Task
Short-term objectives (for 1 year)	<ol style="list-style-type: none"> 1. Increase the annual production volume of TM "Naidis" by 20%. 2. Increase the company's annual revenue by 20%. 	<ol style="list-style-type: none"> 1. Carry out marketing research in Odesa region during the year, determine the needs of clients and end consumers. 2. Carry out an appropriate advertising campaign. 3. Expand sales of products due to its delivery to large supermarkets in Ukraine. 4. Put greenhouses in working condition.
Medium-term objectives (for 2-3 years)	<ol style="list-style-type: none"> 1. Entrance to the undeveloped market of the western region of canned vegetables in Ukraine. 2. To reduce dependence on suppliers. 3. Stable increase in profits by an average of 5-7% per year due to an increase in the market share of TM "Naidis" and the volume of sales of the company's products in various markets of the country's regions. 	<ol style="list-style-type: none"> 1. Conduct marketing research in western Ukraine to determine the needs of local residents. 2. Reduce the number of available suppliers, improve relations with the largest ones. 3. Develop an effective advertising concept aimed at specific groups of consumers.
Long-term objectives (for 3.5-5 years)	<ol style="list-style-type: none"> 1. To achieve sustainable competitive advantages in the canned vegetables markets in the Odesa region. 2. Provide TM "Naidis" with steady annual profit growth. 	<ol style="list-style-type: none"> 1. Develop a strategic development plan for "ARGO LTD" Ltd, TM "Naidis". 2. Ensure the implementation of the strategic plan

The implementation of these objectives and related tasks will allow the company to determine the needs of consumers more fully, increase sales volumes and thereby improve its competitive position in the market.

Conclusions and prospects for further explorations

The marketing research is changing and the events of 2020 have significantly accelerated these changes. The customer expects from the researcher not just some basic exercises (interviews or mass surveys), but the growing demand for deeper expertise from researchers. The customer increasingly wants to see not just a statement of facts or data obtained from research, but expects to receive recommendations and assistance in making marketing decisions.

The main trend of 2020 is lockdown and a decrease in the total number of surveys, increasing the share of online research, especially in quality.

For enterprises of the food industry in the conditions of fierce competition, it is vital to constantly study the market situation and the needs of consumers. Without marketing research, without studying the external and internal environment and their regular monitoring it is impossible to take long-term competitive advantages for the company. The use of individual methods of marketing research of the external microenvironment does not allow assessing the market position completely. Comprehensive use of the latest methods of marketing research in the system of marketing activities at food industry enterprises will make it possible to act more effectively at the market, determine strategic objectives and development tasks, and improve their competitive position.

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