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NEW TRENDS IN THE TECHNOLOGY OF MARKETING RESEARCH

Abstract. Modern organizations that operate in a complex socio-economic environment must constantly create and implement various kinds of innovations to ensure their effectiveness in the market economy.

The development of organization takes place through the development of a variety of innovations. The main ones are first of all, the search and collection of the necessary information for the competitive environment. That is why organizations need to identify innovative methods of collecting marketing information. The quality, speed and representativeness of research determine the correctness of decision-making and the functioning of the organization, so it is very important to use the most effective methods of their implementation.

This scientific article discusses new methods that are used in the marketing research. The paper analyzes and describes the most popular modern methods of the marketing research according to the opinion of marketers, such as research in online communities, the study of social networks, and analysis of big data.

Key words: marketing, marketing information, collection of methods, the organizations, marketing research, an online communities, a social media analysis, a big data analysis.

Introduction. At present one of the necessary conditions for the effective activity of any business entity is the active use of marketing tools in achieving their social and economic goals. The marketing tools allow effectively deal with the issues related to the creation, distribution and consumption of goods and services thus it helps to "stay afloat" in a fairly turbulent market environment. Having the greatest creative component and variability marketing as a science and as a type of activity enables management personnel to design adaptive marketing technologies to solve any socio-economic problem of the organization.

The growth of production and consumption, increasing in competition, and desire of enterprises to take a certain share in the market have led to the need of using the basics of marketing in the development of strategies and methods of managerial decision-making. A marketing research is an integral part of marketing in the context of market analysis, information gathering, problem identification, development of solutions.

Topicality of the research. Each organization, regardless of its form of ownership, size, type of activity, uses the marketing research technologies in its work. But most of them use traditional methods like survey, questioning, focus group method, etc.

Today it is necessary to systematize the directions of development of new technologies of the marketing research that meet modern conditions, as well as their development, adaptation and application. This problem is especially acute for organizations intending to enter the market because it is necessary to determine the capabilities of the company in this market, to develop a strategy for its development, and to assess the resources and tactics. At each of these stages, management is faced with the problem of decision-making, and the use of modern technologies of the marketing research reduces the risk of error.

The marketing research technologies can be used at various stages of product or project development, affect all areas of the organization, analyze both internal and external factors, so the use and development of modern technologies of the marketing research allows organizations to improve their market position, strengthen competitive positions [1].

Today in Kazakhstan there are technical opportunities for using and application of modern technologies of the marketing researches, but unwillingness, and often inability to apply technologies of the marketing researches lead to refuse of using of this tool that causes intuitiveness of the Kazakhstan business and increases probability of adoption of erroneous decisions.

Thus, there is a need to systematize technologies of marketing research of the consumer market, to determine the directions of their development, adaptation of existing technologies to the conditions of Kazakhstan, as well as the development of new ones, taking into account modern conditions. These circumstances determine the importance of the studying new technologies of the marketing research.

The marketing research is a kind of sociological research focused on studying the market situation, desires, preferences and behavior of consumers and other market players. In practice, it consists of a system search, collection and analysis of information in order to make the right management decisions in the field of production and selling of the company's products. The purpose of any marketing research is on the one hand, ultimately to form the strategy and tactics of the company taking into account the existing and potential factors and market conditions, and on the other side its position and prospects. At the same time, the essence of the study is traditionally not to establish some absolute truth, but to reduce the level of uncertainty of the market situation, especially in the long-term forecast. On the basis of well-conducted research, the company is able to reduce business risks and possible losses. A special demand for such research arises where the market is in surplus and the advantage has the buyer not the seller.

During conducting the marketing research, several groups of tasks are solved at once: search: collecting, filtering and sorting information for further study; descriptive: identifying the essence of the problem, structuring it and identifying all the factors involved; casual: finding the connection between certain factors and the problem identified; test: approbation of the found ways or mechanisms for solving a marketing problem; predictive: prediction of the future market situation [2].

The marketing analysis provides important and relevant information about current market situation, how effectively the company promotes its products, helps to choose the right promotion strategy, possible directions of business development.

The marketing research is necessary in the following situations: to make key marketing decisions. First of all, research is needed to collect objective information about the market situation when the company launches new large-scale projects, in case of entering a new market (geographical or commodity), if a large advertising campaign is to be launched. When owners and managers decide to make huge investments they must be fully confident in the effectiveness of investments. In the framework of such research, market assessment, competitor analysis, and the study of channels and methods of promotion are carried out. This kind of research also may include the development of a new product or service. In this case, the research task will be to find new ideas, insights, market niches and unsatisfied needs of the customers.

This type of research is used to assess the effectiveness of activities. During the research it is possible to assess the dynamics of sales, the level of brand awareness, loyalty and customer satisfaction, competitive positions, the perception of the company's image. Also it is used to solve the problem. Very often, companies conduct marketing research when there are some problems in business such as sales level are falling, consumers are leaving, competitors are attacking - in order to create an anti-crisis strategy of activity.

To understand whether a company requires market research 5 key questions need to be answered. If the answer to 3 of them is positive, the need for research is obvious. Is there a serious problem that requires information about the market, consumers and competitors? Is there a shortage of information for making a risky marketing decision? Is information needed to assess the effectiveness of decisions that have been already made (in addition to internal information)? Is the company willing and able to change its marketing policy based on the results of the research? Is there enough time for research? [3].

Results. The manager or owner should initially understand that the result of the research is not material values that can be immediately credited to the company's assets, but this information, which can give a real economic effect from the use of assets in the future.

The choice of a particular variant of the marketing research depends on the goals and objectives of a particular company: the market research in general, the study of consumer behavior, product research, study of the competitive environment, the study of suppliers and partners, the study of prices, the study of

channels and methods of sales promotion, sales research and audit of retail trade, advertising research. The global market for the market research is growing rapidly. According to the European Society of Marketing Research Professionals (ESOMAR), it has grown almost 150 times in the last 20 years of the last century. This growth continues today. In 2017 the market increased by 26% compared to 2010 reaching 43 billion dollars [4].

At the end of 2013, there was conducted a survey of the market research participants by GRIT. During the survey respondents were asked what a new research methods they were using in their practice and what a new methods they were considering. As a result, the most popular methods of the marketing research were identified, such as:

1. An online community
2. A mobile surveys
3. A social network analysis
4. A text analysis
5. A big data analysis

This list has remained almost unchanged over the past few GRIT studies. The online communities, mobile surveys, social media analysis and text analysis have already reached the level of "universal" approval, and most market participants in their market research report they have been seriously considering their application or they have been already using them in practice.

Ethnographic and high-quality mobile research is also steadily developing after mobile surveys, indicating that more and more researchers are choosing a mobile channel for the research, and this is an encouraging factor, given the increasing technological and socially-oriented trends due to large-scale population growth worldwide mobile networks [5].

The gamification studies remain the category that researchers consider to use more often than they are used in practice. They have among other reasons a lack of simplicity in scaling up relevant survey design and data acquisition systems. If any software provider can launch a platform that allows creating "research games" with the same ease with which even the most complex of surveys are developed, then it can be expected that the actual usage of such methods will start to grow.

The whole range of methods used in research with the measurement of the subconscious reactions of respondents: face scan, analysis of biometric data and neuromarketing - still remains at the bottom of the list with rare references to use or viewing. Particularly surprising are the indicators for face scanning, which are given in the many different projects outside the scope of marketing research, such technology is used by companies like as Apple, Google, Intel and Dell (and others) announcing the beginning of the era of introducing face scanning technology into the learning process of opinions and wishes of consumers.

The volume of sales of goods depends not only on the quality of the goods and the intensity of its market promotion. To a large extent, this is also influenced by the quality of service of a potential consumer in a specific outlet. A person (a man) is often more susceptible to the negative. And because of this - illiteracy, inattention, and rudeness salesperson in terms of their impact on the buyer are fully capable of outweighing all previous advertising efforts. As a result a lost client is both a lost profit and a worsening in the company's image. To identify such cases, the "secret customer" method is used. The essence of the method lies in the fact that the inspector comes to the supervised store under the guise of an ordinary buyer. He/she can make a purchase, use the service, or simply ask the seller to advise him/her on a particular product. In some cases, the work of a "mysterious buyer" may consist in actions according to standard or specially prepared scenarios - "capricious buyer", "conflicted client". According to the visit of the mysterious buyer results there is made an assessment of the quality of the staff's work with clients. If necessary such factors as the layout and availability of the product, its availability in the required quantity and so on are also evaluated. Thus, this method allows the market researcher quickly identify shortcomings, to analyze them and take timely measures to eliminate them.

Apart from the fact that the "mysterious buyer" campaign is a convenient marketing research tool it also serves to increase the level of working motivation of sellers, consultants, and managers. The fact of the possibility of anonymous verification is a good incentive for the staff to be constantly "in good shape". The method is also used to collect information about the activities of competitors and to solve other more less significant tasks [6].

No matter how the marketing technologies change its essence always remains the same: to make as many consumers as possible see the seller's goods. However, new technologies and strategies can significantly increase the effectiveness of marketing, especially if sellers start using them before their competitors.

The main modern trend of the marketing research is of course internetization and digitalization. The marketing research is increasingly going on the Internet. This main trend is associated with the emergence of the big data. The big data is a huge amount of data that is accumulated by marketing agencies, for example, in the course of panel studies, as well as range of data about the consumer, which are available to Internet providers, mobile operators, etc. On the agenda is how to organize work with this big data to obtain information about the consumer and his behavior. In connection with these trends, the structure of marketing agencies is changing. More and more specialists in the field of digital technologies are required. Large Internet companies are entering the field of marketing research, creating a new kind of competition. A lot of information requires new approaches to their processing and analysis. On the one hand, it requires the synthesis, integration and integration of disparate data, so-called data fusion. On the other hand, data from one source or single source is of great interest when we receive different streams of information from one respondent. On the one side, clients demand from us more and more volumes of information, with the other – simplifications, i.e. more simple and visual forms of its representation. In general, customer requirements are tightened. They want more, faster and for less money. First of all, customers want to see a business partner, consultant, and not just a data provider in an agency. In this regard, modern market research institutions are developing fact-based consulting, i.e., to some extent they are entering the field of business consultants. To do this, the market researchers need to know the customer's industry and market better. In this sense, the role of marketing research for customers is growing. In addition, clients want to receive from not just the results of individual research methods, but a comprehensive solution to their problems.

Today, customers are increasingly asking for our forecasts: how sales will change, whether the launch of a new product will be successful. In addition, they increasingly seek direct communication with respondents.

Another trend in the development of the marketing research is the glocalization and development of the new markets. This trend is contradictory as follows from its definition. On the one hand, more and more decisions about marketing research are being made globally at our clients' headquarters. Digitalization of the marketing research reinforces this trend. Online surveys for example are conducted by passing a local research company. On the other hand, consulting cannot but be conducted at the local level, but rather can only be carried out at the local level.

In this regard, despite the global development of digital technology, there will always be niches for traditional research methods such as face-to-face, telephone surveys, in-depth interviews and focus groups.

The latest trend is “hypertrophied” concern for the preservation of personal data. Today, no large project starts without a detailed study of the issue of preserving personal data. This trend is also caused by the digitalization of our lives and will greatly influence our market. Every year mass production is increasingly trying to individualize products - from Coca-Cola to shoes. For many companies, this means that customers must interact with them through channels that are specifically set up for them: for example, to receive personalized emails or to communicate with the chat bot of the company [7].

In accordance with the main trend, the key methods of the marketing research today are developing in the field of digital technologies. First of all, these are online polls, which, however, have already turned from innovative to everyday use. Today the share of online surveys in the world is more than double the proportion of personal interviews. In Kazakhstan there are more personal interviews but the trend is the same. Anyway this is the end of a great era of personal interviews.

Today each large company has its own online panel of respondents who have agreed to participate in online surveys. Online surveys are ideal for surveys of target groups for advertising tests, advertising tracking, product testing, loyalty research and price research.

It is known that the main disadvantage of online surveys is the lack of representativeness. Today there is a question about creating representative online panels with off-line recruit in accordance with the structure of the population.

Speaking about digital technologies, it should be said about such a method of data collection as CAPI. Today tablets are mainly used for this purpose. They do not only allow the researchers to conduct surveys that are impossible to conduct without a computer, but also make it possible to collect data at the time of commission by the respondent of certain actions, are important to the research, for example, at the time of purchase, communication with staff, product selection, etc.

A relatively new direction in the field of digital technologies is high-quality online research in blogs and forums. Companies today use social media as a source for a stream of boring and monotonous content that most users simply ignore. Social networks need to be personalized, too, and new tools from Facebook and other popular networks will make the process easier next year. Content is still the main weapon of the marketer on the Internet, but the type of content that is most popular among users is changing. While traditional text forms of content, such as blogs, reviews, social media posts and e-books, will continue to be relevant, the hottest content trend will be video in 2019[8].

A number of new research methods are related to the study of consumer behavior on the Internet, both on stationary and mobile devices. Such programs as Leo trace, allow the researcher to track all the behavior of the Respondent on the Internet.

Chat bots and artificial intelligence will enter the mainstream. Chat bots today offer users standardized answers to frequently asked questions, but very soon they will be able to pick out information for each specific user who accesses them more precisely. Imagine if your client will be able to communicate with artificial intelligence that will know all about his preferences and strive to please the buyer [9].

Another new direction in the field of digital technology is the study of user experience. This method will become more important and today lies at the heart of marketing in almost any industry. This aspect has always been important for business, but this year and especially next year, more and more entrepreneurs will focus on customers to create unique marketing strategies and transformations in their digital advertising campaigns.

Today the consumer is faced with numerous gadgets, ranging from a computer and a mobile phone to a washing machine. The main requirement of the consumer becomes the functionality and ease of use of the device. User Experience is a qualitative study in which the respondent uses this or that gadget, and the seller technically captures his/her behavior, watching his/her actions and interrogating him/her. In brand studies, more and more attention is paid to identifying the brand Respondent which is so-called "me brand". For this purpose, for example, associative methods are used to study consumer relations with the brand so-called "metaphor of the relationship with the brand".

The methods of research of direct reaction of the Respondent to these or those events, including so-called "body answers" are actively applied today.

With the help of eye trackers, the visual reaction of the Respondent to the product or its location in the store is monitored. In advertising research is monitored galvanic skin reaction. There is used more and more in practice applied research of emotions.

Conclusion. In recent years, marketers have mainly sought to overtake each other: to quickly suggest the consumer a special offering, to respond quickly to the trend or to be the first to use a new popular song in advertising. However, in the future, marketing campaigns will need to focus not on speed, but on choosing the right time to send certain messages to customer groups.

Many analysts believe that today there is not an evolution, but a revolution in the marketing research. First of all, it is associated with the rapid development of digital technologies, but not only. The attitude towards understanding of consumers is changing. From individual studies, we are increasingly moving to a comprehensive solution. Marketing researcher becomes not just an information provider for a client, but a consulting partner.

The methods of data collection and analysis are changing in a revolutionary way. There has been changing interaction with respondents. From simple respondents they are increasingly becoming participants in the study.

Therefore, our Kazakhstan businessmen need to master digital technologies, understand the client's tasks and better understand the consumer. In order to get the most out of many trends of the last years and correctly integrate new marketing technologies, marketing managers should be well versed in data and

computer technologies or at least have reliable advisers in this area. Studies show that 4 out of 5 companies today are hiring or are planning to hire marketing technology specialists.

Converting analog business to digital will now be as much a marketing task as IT task. The task of marketing will be to clearly show customers how exactly your company is changing and what a new digital projects it is starting.

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НОВЫЕ ТРЕНДЫ В ТЕХНОЛОГИИ МАРКЕТИНГОВЫХ ИССЛЕДОВАНИЙ

Аннотация. Современные организации, функционируя в сложной общественно-экономической среде, должны постоянно создавать и внедрять различного рода инновации, обеспечивающие их эффективность в рыночной экономике. Развитие организаций происходит путем освоения разнообразных инноваций. Основными из которых являются прежде всего – поиск и сбор необходимой для конкурентной среды информации. Именно поэтому организациям требуется выявлять инновационные методы сбора маркетинговой информации. От качества, скорости и репрезентативности исследований зависит правильность принятия решений и функционирование организации, поэтому очень важно при их проведении использовать наиболее эффективные методы при их проведении.

В данной научной статье рассматриваются новые методы используемые при проведении маркетинговых исследований. В работе проанализированы и описаны наиболее популярные современные методы маркетинговых исследований по мнению маркетологов, такие как исследования в онлайн-сообществах, исследование социальных сетей, анализ больших данных.

Ключевые слова: маркетинг, маркетинговая информация, методы сбора, организации, маркетинговые исследования, онлайн-сообщества, анализ социальных сетей, анализ больших данных

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