

THE ROLE OF MARKET RESEARCH IN THE FUNCTIONING OF INFORMATION-ANALYTICAL COMPONENT OF MARKETING INFRASTRUCTURE

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Defining the functional significance of modern marketing, one of its most important functions can be considering as analytical, which includes market research, consumers and competitors, study of micro- and macro firm, forecast demand and sales.

Marketing activity today begins not in production, and to identify consumer needs, analysis of the competitive environment, and even then, it defined opportunities for the production of necessary consumer goods.

The role of information and analytical infrastructure and significant at the national and regional levels, creating opportunities for the effective functioning of industry markets.

In an analysis of market research, we have determined a low level of development of the industry. However, this is not methodical, professional or technical development issues, and above all – problems of unpopularity market research among customers

and the fact that some companies ordering marketing research is not specialized organizations, market research, and public opinion company due more to them professional credibility and due to lack of awareness of the difference between the sociological and marketing research.

Some data demonstrate a low level of development of the industry. Sometimes, the result field actually formed by order of a company (or industry). Undoubtedly, the trend can be seen to exercise independent market research manufacturing companies, particularly in a rapidly changing market conditions, when the growing popularity of online surveys to more quickly provide information to the customer. Nevertheless, it is also a risky time for the institutions of the information and analytical marketing infrastructure, which should encourage them to seek the formation of a new portfolio offers its services.