

CONDUCTING MARKETING RESEARCH USING MULTI-CRITERIA ANALYSIS METHODS

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The aim of this paper is to develop new theoretical and methodological approaches for solving economic problems of business entities under conditions of market uncertainty using multi-criteria analysis methods for marketing research. For a more informed choice of methods for market research and marketing agencies respectively, there is a need for multi-criteria analysis methods (Multi-Criteria Analysis – MCA).

Multi-criteria analysis is an approach for the evaluation of alternatives using several criteria, and the criteria to understand the quantitative and/or qualitative indicators, which are used for comparison of alternatives in terms of their approach to the goal.

In order to choose a case company for marketing research the method of analytic hierarchy process was used. The method involves the decomposition of the problem on its structuring and allocation hierarchy problem, which includes the goal, criteria and alternative. The analytic hierarchy process based on the application of three principles: the principle of identity and decomposition, decrementing principle and comparative judgments, and basic synthesis. Leading marketing agencies operating in the domestic market research were selected as alternatives required for the study. The main criteria for the evaluation of agencies using the analytic hierarchy of T. Saati has defined: customer satisfaction (k1); quality and complex-

ity of procedures (k2); unique products that fit the company (k3); experience in Ukraine (k4); level of organizational support of marketing research (k5); reputation (k6); the efficiency of the study (k7); the average cost of services (k8). According to calculations, the following companies have been chosen as leaders – GfK Ukraine, TNS Ukraine, AC Nielsen. All organizations belong to global international marketing companies therefore have much more experience in creating and utilizing new research methods.

The choice of the best marketing research methods offered by selected agencies GfK Ukraine, TNS Ukraine, AC Nielsen, was conducted by the method of analysis of multi TOPSIS (Technique for Order Preference by Similarity to Ideal Solution), proposed Hwang and Yuon. This method allows ordering alternatives by the degree of proximity to the ideal distance from the positive and negative ideal solution and is based on the concept that the chosen alternative should have the least distance to the ideal solution and the greatest – perfect for a negative decision, in which the results Rankings adjusted for criterion limits. Innovative marketing research methods used research agencies GfK Ukraine, TNS Ukraine, AC Nielsen has been offered as alternatives. The assessment has been performed using following criteria: coverage of the target audience (k1); the possibility of clear guide-

lines for the development of categories (k2); the quality of the sample (k3); the problem of matching key (k4); availability analysis of consumer needs (k5).

The calculations proved the best alternative method GfK Genius® agency GfK

Ukraine, which meets the requirements and objectives of the research that puts customer research company, due to the complexity and flexibility of the methodology provided the most complete and in-depth analysis of consumer opinion.