

## ANALYSIS OF BRANDS OF THE MARKETING RESEARCH AGENCIES

**Karmazinova V.D.**

Postgraduate Student at Department  
of Marketing and Advertising,  
Kyiv National University of Trade and Economics

The marketing researches market of Ukraine is one of industries of economy of Ukraine, which is considered as one of priority links for business. The growth of a number of participants of economic activity in the Ukraine market promoted emergence of the urgent problems connected with security of the top management of companies of high-quality and timely marketing information in the domestic and foreign markets. Information obtained during marketing researches gives the chance to make adequate and effective management decisions in the conditions of the competition. The research of brands of the marketing research agencies specifies a number of the problems requiring the urgent solution and implementation of new directions in theoretical bases of forming brands of services in general and in the separate markets. Considering instability in the country, variability and uncertainty of the environment, information obtained when carrying out researches will allow making the most correct decisions. The research agencies are concentrated on fixing of market line items, profit, without realizing influence of a brand for the increase in income and a

market share. The article is devoted to the analysis of brands of companies operating in the market of marketing researches. The relevance of this subject is connected with the lack of the theoretical base promoting practical activities. During creation of a brand of the marketing research agency, not only major factors of influence, but also tasks should be considered. We offered a number of tasks (development of the concept, mission, positioning of a brand, development and deployment a brand strategy, legal protection, communication system of a brand, loyalty stimulation, adaptation of the entity strategy, etc.), each of which according to representatives of the companies has its own value. The main indicators characterizing brands of the marketing research agencies are researched and systematized. There are specified importance, communication and influence of each of characteristics on the consumer's choice. The analysis of the conducted researches and the obtained data allow allocating the problems influencing a process of branding in the marketing research agencies, allocating actual reasons of complexity of creating the system of brands' creation.