

STUDIJOS KINTANČIOJE VERSLO APLINKOJE

STUDIES IN A CHANGING BUSINESS ENVIRONMENT

Straipsnių rinkinys

Vilnius
2025

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MARKETING RESEARCH IN GLOBAL MARKETS

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Annotation

The article examines the process of conducting marketing research in foreign markets. The relevance of the topic of the article is due to the trend of Ukrainian enterprises entering global markets. The role of marketing research is to assess market conditions, provide information that makes it possible to make informed marketing decisions. The main problem of international marketing research is the difficulty of accessing information, due to geographical remoteness and the lack of awareness of the customer of the research in the socio-cultural characteristics of consumers in foreign markets. Added to this is the organizational problem associated with the difficulties of establishing interaction with local agencies for collecting marketing information, due to the language and cultural differences of the customer and the researcher. The article proposes to overcome obstacles to conducting marketing research in foreign markets by using the capabilities of the Internet. The main advantages of marketing research using the Internet are that Internet surveys provide the widest geographical coverage of respondents compared to all other methods, open access to hard-to-reach respondents, are convenient for forming „target“ samples based on the use of social networks. In Internet surveys, the search for respondents occurs automatically. Modern Internet users are united by social networks, can easily exchange content with each other, which makes it possible to analyze the content of online reviews and conversations, participate in online conversations with buyers, which, in addition to questionnaires, allows you to organize joint online discussions or expert surveys.

Key words: marketing research, Internet, social networks, international markets.

INTRODUCTION

Modern markets are characterized by a tendency towards globalization. Nowadays, the problem of entering the markets of other countries is relevant not only for large, but also for medium-sized enterprises. The effective functioning of enterprises in marketing conditions requires obtaining the necessary objective information about the external and internal environment of activity. Free access to economic and social information is considered one of the basic conditions for the effective functioning of a market economy. The role of marketing research is to assess marketing situations, provide information that makes it possible to develop effective marketing programs for the enterprise. The conclusions of international marketing research are understood as systematized information about the state and possible options for the development of the object of research. [1]. There is a need for marketing information about consumers, competitors, sales markets, etc. Any company planning to enter foreign markets must have information about other manufacturers, about possible consumers of its goods, about potential intermediaries who will participate in logistics or sales of products in a new market, about prices, about the state of commodity and capital markets, about the situation in the business sphere, about concluded contracts, the functioning of companies and firms, the relations between them, about the general economic and political situation in the country and the world, about long-term trends in economic development, prospects for the development of science and technology, about the legal conditions of economic activity, etc.

Problem statement. The main problem of marketing research in foreign markets is the problem of their information support. And depending on what type of information, what are the sources of information, what are the means of collection, transmission, research and interpretation of results, the issues of its use by company managers are resolved. The main obstacle to obtaining information is the geographical remoteness of foreign markets, as well as the inability to disseminate the com-

pany's experience in conducting marketing research in the domestic market due to the legal and socio-cultural characteristics of other countries.

The purpose and objectives of the article are to determine the features of the process of collecting marketing information in foreign markets and develop recommendations for the successful conduct of marketing research.

Object of research: the main problems and obstacles associated with conducting marketing research in foreign markets and their information support.

Research methodology. The goal of any international marketing research is to reduce the risk of decisions regarding the international activity of the company. Risk minimization is achieved on the basis of using the conclusions of international marketing research in decision-making. The research methodology is an analysis of possible methods and tools for obtaining marketing information in order to propose solutions to the problem and justify the feasibility of the proposals.

Theoretical substantiation of the study. Issues of information support for marketing research in foreign markets were studied by such scientists as Bushken J. and Allenby G. [2], Olenski S. [11], Roubo J. [13] and others. Marketing research, methods of conducting it and analysis of results were studied in the works of Wang H. and Bendl N. [16], Evgeniu T, Cho Y. and Fu J. [4] and others. The works of scientists are devoted to such problems as the study of the features of information systems, the study of consumer behavior, the analysis of the results of marketing research. However, the issues of accessibility of marketing information, the process of its collection have not been studied enough.

Summarizing the opinions of various authors, it can be stated that the value of marketing information about foreign markets is that it [16]:

- creates the prerequisites for obtaining competitive advantages;
- helps reduce the level of risk;
- identifies and warns about the features and changes in the international market environment;
- contributes to the formation and coordination of strategies for entering foreign markets;
- supports and justifies decisions;
- contributes to the formation of the company's image in the foreign market;
- makes it possible to analyze the company's activities in the foreign market in order to increase its efficiency.

1. METHODOLOGY FOR CONDUCTING MARKETING RESEARCH

Information is essentially one of the most valuable market products. To study foreign markets, a company can use the services of local agencies, which is expensive, organizationally difficult and almost does not allow the customer to control the activities of the performer. Internet surveys conducted by its own forces can replace traditional methods of organizing marketing research in foreign markets. If the research is conducted by its own forces, it is advisable to test the questionnaire questions with the involvement of a native speaker of the country in which the marketing research is conducted to avoid misunderstandings.

The place for conducting public opinion measurements in foreign markets is megacities and large cities, where the number of network users, especially in Europe, is extremely large, and the spread of their socio-demographic, status and professional characteristics allows for the construction of representative samples. Computerization in developed countries is moving towards full coverage of the socially active population, which will make provincial markets accessible for Internet surveys. This area is developing rapidly, and Internet survey technologies are constantly being improved. Despite all the obstacles, inconveniences, and limitations, the number of such studies is growing rapidly. [9; 13].

The sample size has very little effect on the cost of the study, and surveys within and outside the country can be conducted with the same speed and cost. If the questionnaires are written in English,

people in many countries of the world can be surveyed with the same speed and low cost as within the country. Internet surveys provide the widest geographic reach of respondents compared to all other methods. Internet surveys can be used for such inaccessible respondents as, for example, very wealthy and highly educated foreign consumers. [7].

Convenient for implementation is the possibility of forming “targeted” samples. Over the past century, technological progress has significantly changed consumers, markets and marketing. Since the early 2000s, information technology has penetrated major markets and has developed into what is now called new wave technology. It makes it possible for individuals and groups of people to unite and interact. New wave technology consists of four main forces: cheap computers, mobile phones, inexpensive Internet and open source software. This technology allows individuals to express themselves and collaborate with others, online means of information exchange (or “social media”). [5; 6]. These means are divided into two broad categories. The first is representative means of information exchange: blogs (online journals), Twitter, YouTube, Facebook, photo sharing sites like Flickr, and other social networks. Another category is the common means of information exchange, which include websites like Wikipedia, Rotten Tomatoes, and Craigslist.

Our contemporaries seek communication with their peers, form various homogeneous associations and societies. This saves time and makes it easier to find the right respondents. The Internet makes it quite easy to form highly specialized, „targeted“ samples for conducting marketing research. To do this, it is necessary to place invitations to participate in the survey on special thematic forums and sites. [8; 14].

With Internet surveys, there are no costs for postal transfers, telephone conversations, replication of questionnaires and payment of labor for „field“ researchers, which is very expensive for research on foreign markets. Also, there is no need to spend a lot of time searching for respondents, since everything happens automatically. The main costs are associated with ensuring the technical conditions for conducting the survey: maintenance and operation of the server, payment for provider services, programmers' labor, etc. Almost all of these costs are one-time, and the costs of attracting additional respondents are practically zero, so the advantages of Internet surveys in terms of cost are best manifested with large samples and/or research in foreign markets.

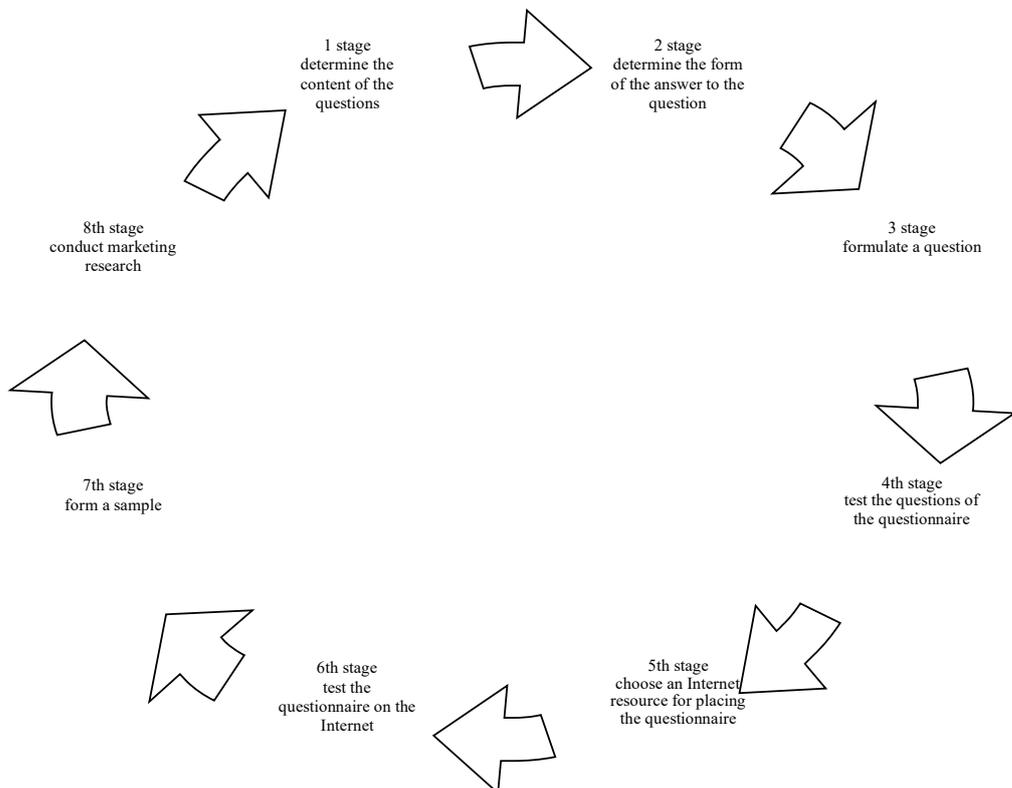


Figure. 1. Methodology for conducting marketing research in markets external to the enterprise

Internet surveys are also characterized by high efficiency. Information is transmitted over computer networks almost at the speed of light (theoretically, this should be the case, but in reality, information is delayed in the nodes of the Network). Here, there is no need to wait long for the delivery of questionnaires, as when using traditional mail, or to look for respondents, as when conducting a survey on the street or at the place of residence. Compared to conventional surveys, the duration of the survey is reduced several times.

In addition, during Internet surveys, answers are automatically recorded in writing and questionnaires are automatically processed. Since it usually takes quite a lot of time to enter completed questionnaires into a computer, this also reduces the duration of the survey.

The Internet is also very convenient to use for quick and effective piloting of questionnaires. This is all the more important if the questionnaires are drawn up in a foreign language. You can also effectively conduct operational control over the progress of filling out the questionnaire. At the same time, if serious errors are found in the questionnaire, it is possible to change the questions directly during the study.

The ability to provide individual feedback. This occurs immediately after the test and the respondent receives data on the distribution of responses across the entire panel. This can serve as an additional factor in expanding the audience of survey participants and increasing their attractiveness.

2. PROBLEMS OF INTERNET RESEARCH

Additional capabilities of programmatic control of task execution using CGI or Java scripts, which allow to solve the problem of incomplete responses that occurs when conducting traditional surveys [2].

Broadband Internet access was introduced in 2000 and gradually replaced the former dial-up connection, social networks and smartphones reached 50% penetration by 2009. Broadband and Wi-Fi have accelerated online communication and made it possible to transfer much larger files. Users can easily share content with each other, and sellers must provide more detailed information and ensure faster transactions on the Internet [1]. Sellers can also analyze the content of online reviews and conversations on social networks and participate in online conversations with buyers, which in addition to questionnaires allows you to organize joint online discussions or expert surveys. [15].

The problem with Internet research is the lack of contact with the respondent (the inability to identify him). As with postal surveys, the "field" researcher does not see or know the respondent. In the event of deliberate distortion of the answers, their veracity cannot be verified. However, access to the Internet via telephone ensures that the location of respondents is no longer secret, and companies have the opportunity to track their whereabouts, which to some extent simplifies control over the reliability of the study.

CONCLUSIONS

1. The main problem of marketing research in foreign markets is the geographical inaccessibility of respondents and the lack of knowledge of the customer of the research in the socio-cultural characteristics of the local audience. Added to this is the organizational problem associated with the difficulties of establishing interaction with potential local intermediaries (marketing information collection agencies), due to both geographical remoteness and existing language and cultural differences between the customer and the research performer. The listed problems have become particularly acute during the period of quarantine restrictions.

2. A possible way out of overcoming obstacles to collecting information in foreign markets is to conduct marketing research on the Internet. The main advantages of marketing research using the

Internet are that Internet surveys provide the widest geographical coverage of respondents compared to all other methods, provide access to hard-to-reach respondents, are convenient for forming „target“ samples based on the use of social networks, Internet surveys do not require the costs of postal transfers, telephone conversations, replication of questionnaires and payment of labor for „field“ researchers, which would be very expensive for researching external markets, and the search for respondents is automatic.

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