

THE IMPORTANCE OF INFORMATION IN CONDUCTING MARKETING RESEARCH.

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Abstract: This article provides an in-depth analysis of the theoretical and practical aspects of the observation method in the process of marketing research. The observation method, which is one of the most important stages of data collection in marketing research, is considered an effective method that allows you to study consumer behavior directly in a real environment. The article covers the content, purpose, scope, types and technological capabilities of observation in detail. In addition, this study provides a detailed explanation of the main types of natural, artificial, open, closed, technical and behavioral observations, and shows how each of them can be used in marketing practice based on examples.

Keywords: Marketing research, observation method, consumer behavior, natural observation, artificial observation, open observation, closed observation, technical observation, behavioral observation, marketing information, data collection, research methods, real environment,

INTRODUCTION

In most cases, before starting marketing research, it is important to have a complete picture of the processes taking place in the market. Because any decision or analysis must be based on reliable information. Therefore, researchers first thoroughly study the existing marketing information, checking how accurate, reliable and relevant the sources are to the current situation.

Marketing information did not reach its current level overnight. Its formation process began in the 1960s. At that time, the main information providers in this field were news services and various press agencies. Their task was to provide initial information about market developments, economic news, and consumers.

Over time, the market's demand for information increased. After the 1960s, information departments of banks, various scientific and technical societies, statistical centers, and many other organizations began to join this process. By the 1970s, large information services had created special information databases. These databases, working in close cooperation with scientific and technical institutes, academic centers, and government agencies, allowed them to collect and store large amounts of information.

Today, in the 21st century, the information services market has developed even more dramatically. Now this market is not limited only to the provision of information, but also includes such processes as the sale and purchase of information, its processing, sorting, systematization. As a result, complex economic, legal and organizational relations have emerged between information providers and consumers.



The marketing information market can be divided into several main areas. They are:

- Economic information – information on economic indicators, growth rates, and market dynamics.
- Stock and financial information – information related to exchange rates, stock prices, investment flows, and the stock market.
- Professional and scientific and technical information – information on scientific research, technological innovations, and innovative developments.
- Commercial information – information about company activities, product markets, and competitors.
- Statistical information – demographic indicators, sales volumes, statistics by consumer group.
- Public and consumer information – people's behavior, consumption habits, general moods in society.

Order marketing research – special research studies prepared specifically for the client's needs.

Text: The survey is primarily conducted by asking people questions about their knowledge level, attitude towards the product, preferences, and consumer behavior.

It is manifested in the collection of information. The survey is structured and unstructured, may have a character; in the first case, it is the same for all respondents

questions are asked, and in the second case, the interviewer, depending on the answers received, asks a question.

In a survey, the group of respondents is surveyed one or more times. In the first case, the selected group is selected for a fixed period of time. is studied once for several indicators. For example, the journal and among the readers of newspapers, their age, gender, education One-time selection based on indicators such as level, type of training conducts research.

In the second case, a group of respondents, known as a panel, is identified.

is studied several times over time. Many marketing studies. Different types of panels are used for the transfer. Panel — a group of people participating in a survey in which a repeated study is conducted. A sample of individuals. Individual consumers, families, trade and industry organizations, experts can be panel members. The panel method is a one-time has a number of advantages over other methods, in particular, it allows you to compare the results of subsequent surveys with the results of previous ones, comparing results and identifying trends in the phenomena being studied allows you to specify.

All types of panels by time, units of study (subjects) by the nature of the research, by the nature of the problems being studied, and by the information distributed according to the methods of acquisition.

Time panels are divided into short-term (up to one year) and long-term (five years).

Long-term panels are divided into types (up to 10 years). Long-term panels provide continuous or periodic information Continuous information is recorded in diaries every day, The diaries themselves are returned to the organizers after a certain period of time.



Periodic information is sent in the form of questionnaires, which are sent by survey falls. According to the nature of the units being studied, panels are divided into the following types:

distributed:

- consumption, their members are individual consumers, families or households
- consists of farms;
- trade, their members are trade organizations and those engaged in trade
- are considered separate individuals;
- industrial enterprises that produce the goods under study;

Experts are specialists in the problem being studied.

The information obtained during the surveys is largely used to inform the panel composition.

It depends. The most difficult thing to do is to compile a panel of family and individual consumers.

The advantage of trade, industrial enterprises and expert panels is that their members. The number of respondents is small compared to the consumer panel, which makes it difficult to form and allows you to reduce monitoring costs.

Panels on the issues being studied are general and specialized, are divided into types. Specialized panels are responsible for evaluating certain goods or groups of goods, can be designed for learning. For example, they can be used to develop products and new products concepts are tested; market trends are monitored; consumers

Sources of information about the new product are identified.

Four types of panels can be distinguished according to the method of obtaining information:

- 1) Panel members provide the required information (completed diaries, survey leaflets) are sent by mail;
- 2) panel members are interviewed;
- 3) Panel members fill out diaries or questionnaires, but do not provide information gathers special personnel;
- 4) Panel members are interviewed after a certain period of time, during which time information is sent by mail.

When conducting a survey, information is obtained from respondents in three ways:

Conclusion. Marketing research is becoming increasingly important in the activities of all organizations and enterprises. Relying on market information or messages and using them in appropriate situations is, of course, a prerequisite. However, marketing research with a specific direction and purpose plays an important role in the implementation of the aspirations of firms and organizations towards the target market and customers. The marketing information market can be conditionally divided into the following main sectors: economic information; stock exchange and financial information; professional and scientific and technical information; commercial information; statistical information; mass and consumer information; custom marketing research. Typically, marketing research goes through the stages of problem identification, research planning, secondary information



analysis, primary information acquisition, complex data analysis, presentation of results, development of recommendations, and report preparation. The final stage of marketing research is to present its results to all those who need it. First, it is necessary to determine who will consider these results useful.

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