

**COMPARATIVE ANALYSIS OF MARKETING RESEARCH
METHODS AND THEIR IMPACT ON PRODUCT AND SERVICE
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Abstract

In the article, the authors conduct a comparative analysis of marketing research methods and examine their impact on the development of products and services. As a result of this analysis, the authors identified the main trends in the field of marketing research, which in the future can serve as the basis for recommendations for optimizing strategies aimed at increasing the competitiveness of products and services in the market. The study identifies key approaches to marketing research, such as market analysis, competitiveness, consumer behavior and others. The authors of the article highlight the advantages and disadvantages of each marketing research method, highlighting their applicability in various scenarios and industries. Particular attention is paid to the influence of marketing research results on product and service development strategies, as well as on management decision-making. The study provides readers with an in-depth analysis of how effective marketing research methods can contribute to successful innovation and increased competitiveness of the entire company. Ultimately, the scientific results obtained by the authors and presented in the article help business representatives, entrepreneurs and marketers make informed decisions based on the results of qualitative and quantitative marketing research, contributing to the long-term success of companies in the market.

Keywords: *marketing research, quantitative methods, qualitative methods, product and service development***1. Introduction**

The role of marketing research has become indispensable in devising successful business strategies within the ever-evolving market dynamics and dynamic consumer preferences of today. The contemporary business landscape is marked by intense competition, swift transformations, and an atmosphere of uncertainty. In these circumstances, organizations require trustworthy information to make informed decisions, underscoring the pivotal importance of marketing research.

Due to technological advancements and shifts in consumer behavior, the continuous updating of data regarding their preferences, expectations, and trends has become imperative. As consumers grow increasingly discerning and well-informed, they actively seek products and services that cater to their specific needs and expectations. Marketing research serves as a

valuable tool for companies in comprehending consumer requirements and preferences, empowering them to create products and services that resonate with market demand.

Presently, a prevailing issue exists wherein numerous organizations fail to implement effective marketing research methods, resulting in an incomplete grasp of the market and, consequently, the creation of products that may not entirely meet consumer needs. This study puts forth suggestions for marketing practitioners, organizational leaders, and theoretical researchers in the realm of marketing research to refine their approaches to the research process. Furthermore, the research aims to furnish entrepreneurs, marketers, and researchers with an in-depth comprehension of the methods that most suit diverse contexts and business objectives.

2. The degree of investigation of the problem at the present time, the purpose of the research

Utilizing marketing research is crucial for companies striving to create successful products and services. It's essential not only to acknowledge the array of existing marketing research methods but also to assess their effectiveness in diverse business environments. This strategy empowers companies to make well-informed decisions based on a profound understanding of market needs and consumer preferences, ultimately enhancing the chances of successful product and service implementation.

The goal of this research is to conduct a comparative analysis of marketing research methods to identify the most effective strategies contributing to the development of products and services in line with the needs and preferences of the target audience. The scientific justification of the effectiveness of specific research methods and tools will enable companies to apply more precise and relevant approaches to marketing research, aiming to enhance the success of product and service development strategies.

Before delving into the description of marketing research methods, it is necessary to examine various concepts related to marketing research (MR), as presented in Table 1.

Table 1. Definitions of the concept of "Marketing Research" according to various authors

Definition	Author
MR - systematic determination of the data set necessary in connection with the marketing situation facing the firm, their collection, examination, and reporting of results	Kotler Ph. [18, p. 46]
MR - systematic preparation and conduct of various surveys, analysis of the obtained data, and presentation of results and conclusions in a form corresponding to the marketing task facing the company	Kotler Ph., Keller, K.L. [19, p. 97]
MR - study of all issues related to the transfer and sale of goods and services to the consumer, as well as the improvement of "relationships" between the producer and the consumer, preparation of goods for sale and their physical distribution, wholesale and retail merchandising	Engle, N.H. [6, p. 280]
MR - a function that connects the producer, consumer, and the public with the marketer through information - information used to identify and define	American Marketing

marketing opportunities and problems, generate, refine, and evaluate marketing actions, as well as monitor the effectiveness of marketing campaigns and enhance the understanding of marketing as a process	Association [1, p. 1]
MR consists of two interconnected parts: researching a specific market and the firm's own capabilities to enter and establish positions in the market	Gerchikova I.N. [14, p. 31]
MR - systematic collection, display, and analysis of data on various aspects of marketing activities	Golubkov E.P. [17, p. 280]
MR - any research activity aimed at satisfying the informational and analytical needs of marketing, including the collection, processing, storage of information about identified processes, analysis of collected information, obtaining theoretically substantiated conclusions	Golikova Yu.B. [16, p. 84]
MR - a function that connects the organization with consumers through information	Churchill G., Brown T. [20, p. 280]
MR - systematic collection and processing of information about individuals or organizations using statistical and analytical methods and approaches used in applied social sciences	ICC/ESOMAR International Code [9, p. 8]

Source: developed by the authors

From the above definitions, it is clear that marketing research is considered as an activity directly linked to the process of strategic development and promotion of products and services in the market. In addition to this, marketing research contributes to solving individual or periodically arising tasks, guides enterprises in understanding the needs and demands of buyers and the market as a whole, and provides company managers with information necessary for making managerial decisions that enhance the efficiency of business operations.

Gathering information about the market conditions, which is possible through marketing research, and interpreting them can help [11, p. 69]:

- Determine market capacity and the amount of goods consumers are likely to purchase.
- Identify market share and understand the company's position among competitors, as well as assess the potential for growth.
- Study consumer behavior and their buying motives.
- Conduct an analysis of competitive behavior.
- Devise the most effective sales funnel.

Thus, it can be noted that the essence of marketing research lies in the systematic analysis of market dynamics, consumer behavior, competitive environment, and macroeconomic factors to obtain critically important information for forming marketing strategies and product development. These studies provide companies with tools to identify market needs, forecast trends, and determine optimal ways to interact with the target audience, contributing to the effective introduction of products to the market and strengthening the company's competitive positions.

3. Applied methods and materials

The authors employed the following scientific methods and materials for their research: theoretical analysis, content analysis, empirical study, and statistical analysis methods. Within

the framework of theoretical analysis, the scientific literature on the research topic was examined, allowing for the formation of a comprehensive understanding of marketing research methods, their classification, advantages, and disadvantages. To obtain empirical data, the authors reviewed methodologies for surveys, interviews, focus groups, or other information collection methods in the context of their application in specific situations. This approach enables the acquisition of more specific data on how various marketing research methods influence the development of products and services. For the processing and analysis of empirical data, the authors utilized statistical analysis methods, which helped identify correlations between different marketing research methods and their impact on product and service development.

4. Results obtained and discussions

The goal of marketing research lies in the systematic analysis of market dynamics, consumer behavior, and the competitive environment to form informed marketing strategies and facilitate successful product development. Examining the objectives of marketing research in more detail, they can be summarized as follows [3, p. 64]:

- Studying consumer behavior and characteristics.
- Collecting and analyzing information on specific marketing issues.
- Evaluating the demand prospects for a product.
- Studying the market in terms of consumer preferences and the competitive environment.
- Assessing the effectiveness of implemented activities.
- Forecasting the future state of the research object and more.

The main tasks corresponding to these objectives include identifying market needs, forecasting trends, and creating optimal strategies for interacting with the target audience, thereby facilitating a sustainable market entry and strengthening the company's competitive positions. The tasks of marketing research include the following [2, p. 47]:

- Determining the direction of the company's environmental development.
- Observing and evaluating relevant events and trends in the environment.
- Identifying favorable and unfavorable events and trends for the company.
- Uncovering opportunities and threats hidden in random events and observable trends.
- Forecasting the future environment of the company.
- Evaluating the scales of various opportunities and threats for the company.
- Ensuring the proper alignment between the environment and the company.
- Assisting the company in responding to external changes by developing marketing strategies.
- Contributing to the correct formation and adoption of marketing decisions in line with environmental trends and emerging opportunities.

Given the broad spectrum of tasks addressed, it can be concluded that marketing research supports various business initiatives with concrete facts and figures, tied to the market and market conditions. Marketing research helps businesses understand their customers, competitors, and the market as a whole. Gaining a deep understanding of market needs through marketing research allows for a more accurate determination of consumer

requirements. This enables companies to create products and services that perfectly align with customer expectations, leading to increased demand and satisfaction.

Marketing research, defined as the identification, collection, analysis, dissemination, and utilization of information, can be utilized by firms for [10, p. 94]:

- Identifying marketing opportunities and problems.
- Formulating marketing actions.
- Monitoring the effectiveness of the company's marketing actions.

In other words, marketing research for a company represents an opportunity to find solutions to marketing problems or tasks.

General directions of marketing research can be divided into two broad groups:

- Market research: aimed at studying market demand and supply, defining the target audience, assessing the competitive environment, etc. [12, p. 73].
- Consumer research: focused on studying the needs, preferences, and behaviors of consumers [13, p. 4].

The direction related to the development of products and services falls under the category of market research. It involves studying the needs and preferences of the target audience, as well as assessing market opportunities for new products and services. Therefore, the goal of marketing research in product and service development is to obtain information necessary for:

- Identifying the needs and expectations of the target audience regarding the product (What do customers need? What problems do they face? What benefits do they value?).
- Evaluating the potential of a new product or service in the market (How much demand is there in the market? What is the likelihood of its success?).
- Comparing a product or service with a competitor's product (What are their strengths and weaknesses? How can they be improved?).

Marketing research in the field of product and service development can be conducted using various quantitative, qualitative, or mixed methods, such as surveys, interviews, focus groups, product testing, protocol analysis, etc.

The authors provide several specific examples of how marketing research can assist businesses in developing new products and services:

- Apple conducted consumer research, revealing a desire for smartphones with larger screens and powerful processors. Based on these findings, the company released the iPhone 6 Plus, which became a highly successful smartphone.
- Netflix conducted market research, indicating a demand for on-demand access to movies and series. Building on these results, the company launched its streaming service, becoming a market leader.
- Tesla conducted company research, highlighting strong engineering and technological capabilities. Using these findings, the company began manufacturing electric vehicles, which became some of the most popular in the world.

Marketing research is an indispensable asset in shaping products and services that resonate with customer demands and prove financially rewarding for businesses. This highlights the significance of delving into market requirements, understanding consumer preferences, and assessing the competitive landscape through effective research methods. By gaining these

insights, companies can navigate risks more effectively and enhance the prospects of successful product implementation, fostering long-term growth and reinforcing their standing in the market.

The fundamental groundwork for an organization's entire marketing endeavors lies in the methodologies and categories of marketing research. These methods involve the application of techniques, procedures, and operations for the empirical, theoretical, and practical exploration and analysis of the marketing environment within which a company functions [8, p. 8].

There are two main categories of methods based on the way information is obtained:

- Methods for collecting primary data – field studies conducted for specific research purposes and for the first time.
- Methods for collecting secondary data – desk research that allows the accumulation of information already gathered and studied for other purposes in the context of different research.

The methods of conducting marketing research are often identified with methods of collecting primary information. Associating marketing research with primary information collection emphasizes their importance in the process of developing unique marketing strategies for the company and improving business processes. The classification by types underscores the diversity of approaches depending on the research objectives and goals in product and service development. These methods have their own classification based on goals and mode of operation: quantitative and qualitative.

Quantitative methods of marketing research enable obtaining precise data in digital form, for example, determining the number of buyers or visitors [7, p. 49]. Examples of quantitative methods of marketing research include surveys, experiments, factor analysis, and partially questionnaire surveys.

Survey methods are one of the most common quantitative methods in marketing research. They enable the collection of data on consumer opinions, behaviors, and preferences. Experiments help identify causal relationships between different factors, while factor analysis reveals common factors underlying various indicators.

Thus, quantitative methods of marketing research can be applied to assess market size, market structure, and market share; explore consumer needs, preferences, and behaviors; evaluate the effectiveness of marketing campaigns such as advertising, promotion, and sales incentives.

Qualitative methods identify consumer needs, opinions, motives, etc. [4, p. 390]. When conducting qualitative research, direct contact with buyers is assumed through in-depth interviews, focus groups, and similar approaches. Through qualitative research, one can learn about consumers' desired products and services, evaluate the quality of currently offered products and services, and more. The obtained data help determine directions for improvement in service quality, products, and emphasize advantages in advertising campaigns.

In-depth and expert interviews allow obtaining detailed and profound data on respondents' opinions, experiences, and emotions. Interviews are more extended and detailed compared to

regular interviews. Focus groups enable gathering data on the opinions and behaviors of a group of people.

Additionally, it's crucial to highlight that qualitative approaches in marketing research offer the means to explore consumer needs and motivations that quantitative methods might overlook. These qualitative methods yield valuable insights, instrumental in shaping the development of innovative products and services. By delving deeper, they provide a richer understanding of how consumers perceive and respond to various marketing campaigns.

The authors present the advantages and disadvantages of marketing research related to quantitative and qualitative methods in Table 2.

Table 2. Advantages and disadvantages of quantitative and qualitative methods in marketing research

Method	Advantages	Disadvantages
Quantitative Methods	<ul style="list-style-type: none"> • Accuracy and reliability. Quantitative methods provide accurate and reliable data that can be used for informed decision-making. • Scalability. Quantitative methods allow reaching a large number of respondents, providing representative data about the target audience. • Data processing. Quantitative data is easily processed using statistical methods, enabling the identification of patterns and trends. 	<ul style="list-style-type: none"> • Inflexibility. Quantitative methods demand strict adherence to a predefined research plan, limiting flexibility. • Limited depth. Quantitative methods may lack the depth needed to understand consumer motives and behavior thoroughly. • Costs. The involvement of a large number of respondents in quantitative research can lead to higher costs.
Qualitative Methods	<ul style="list-style-type: none"> • Depth of understanding. Qualitative methods allow gaining a deep understanding of the motives and behavior of consumers. • Flexibility. Qualitative methods are flexible and can adapt to changing conditions. • Collection of qualitative data. Qualitative methods enable the collection of data that cannot be obtained through quantitative methods, such as subjective opinions, experiences, and emotions. 	<ul style="list-style-type: none"> • Inaccuracy and unreliability. Qualitative data's accuracy is compromised by the subjectivity of both the researcher and respondent. • Inability to scale. Qualitative methods struggle to survey a sizable respondent pool, hindering the acquisition of representative data. • Costs. Qualified researchers and respondents contribute to the costliness of qualitative research.

Source: developed by the authors based on [5]

The selection of marketing research approaches hinges on the particular objectives of the study. When precision in capturing quantitative characteristics of the target audience is

paramount, quantitative methods emerge as the optimal choice. Yet, if the research seeks a profound comprehension of consumer motives and behavior, relying solely on quantitative methods may prove inadequate. In such instances, qualitative marketing research methods become essential. Additionally, there exist hybrid approaches, like hall tests, home tests, and mystery shopping, which integrate both quantitative and qualitative elements [15, p. 11].

Hall tests are effective for examining extensive groups of individuals and monitoring trends. A designated venue is arranged where a considerable number of participants, ranging from one to several hundred, engage in product testing and complete a provided questionnaire.

Home tests involve product evaluation conducted by the research group in their homes, with questionnaires frequently distributed via email or completed on a designated website.

Mystery Shopping is conducted using undercover clients or secret shoppers who help assess the level of service.

The authors advocate for thorough marketing research that incorporates both qualitative and quantitative methods, along with hybrid approaches as necessary. In such instances, the outcomes of one method will either corroborate or challenge the findings of the other, introducing objectivity and providing an additional layer of scrutiny to ensure the research's quality. Potential combinations of marketing research methods are detailed in Table 3.

Table 3. Features of combining marketing research in product and service development

Marketing research methods	Application features for product and service development	Possible combinations with other methods
Surveys and Questionnaires	Collect quantitative data on customer preferences and needs. Ideal for measuring statistically significant trends and preferences.	Combined with focus groups to gain a deep understanding of motivations and context behind responses.
Focus Groups	Provide qualitative insights into opinions and feedback. Applied to identify non-obvious aspects influencing product development.	Can be combined with online surveys for broader coverage and additional data.
Interviews	Allow in-depth exploration of individual customer opinions and experiences. Applicable for identifying personal preferences.	Combined with web traffic analysis for additional insights into online consumer behavior.
Observation	Provides data on actual customer actions in a natural environment. Suitable for identifying hidden consumer behavioral patterns.	Combined with social media analysis for a deeper understanding of discussions and feedback.
Data analysis and statistics	Used for processing large volumes of data, identifying correlations, and highlighting statistically significant trends.	Combined with qualitative research to refine the interpretation of statistical findings.
Ethnographic Research	Involves deep immersion in the lives of the target audience to understand their cultural and social contexts.	Combined with online monitoring to track long-term changes in consumer behavior.

Source: developed by the authors

Marketing research is a comprehensive set of methods that help capture a complete picture and draw accurate conclusions about the current situation, providing reliable forecasts for the future.

Exploratory efforts geared towards the development of novel products, goods, or services should focus on key inquiries: What are the consumer needs and desires? What market opportunities exist? What are the strengths and weaknesses of the company? These responses play a pivotal role in guiding the company toward understanding which products, goods, or services will find traction in the market and yield profits. The particular research approach necessary for crafting new products, goods, or services is contingent upon the company's unique attributes and the nature of the product in development.

With the advancement of new technologies and the digitization of marketing, marketing research has become more dynamic and evolved into more sophisticated and comprehensive methods. Among the techniques gaining widespread use in the research market are methods like SPACE and QUEST, as presented in Table 4.

Table 4. Characteristics of marketing research techniques

Technique	Content
SPACE (strategic position and action evaluation)	Diagnoses the firm's position in the market space, enabling companies to assess their current strategic position and develop strategies for future growth.
QUEST (quick environment scanning technique)	Operational method for scanning the external environment, providing rapid acquisition of key information about factors influencing the company's business processes.
STEEPLED (social technological economic environmental political legal ethical demographic)	Marketing tool for identifying factors affecting a company's business, encompassing social, technological, economic, environmental, political, legal, ethical, and demographic aspects. The method comprehensively determines the impact of these factors on the company's business processes and strategies, allowing for forecasting changes in the business environment and making informed strategic decisions.
SOSTAC (situation analysis, objectives, strategy, tactics, action, control)	A structured approach to developing marketing strategies and planning business processes.
14P (probing, packaging, public relations, people, processes, power, partition, prioritize, position, performance, penalty, perception, preservation, profitability)	Examines the complex of 14 marketing elements in enhancing economic activities using new information technologies (analyzing the performance of online stores, websites, electronic platforms, researching PR measures on social networks, etc.).
5W Methodology by Sherrington	A tool that identifies the needs of the target audience to develop the most effective marketing strategies.

Source: developed by the authors based on [11]

Each presented marketing research technology has a specific impact on the process of developing company products and services. In other words, these techniques help marketing researchers obtain data and insights about market needs, target audience characteristics, and the external environment. This, in turn, enriches strategic planning and product development. The process of collecting and analyzing data using these techniques provides marketers with valuable information about preferences, brand perception, the competitive landscape, and current market trends.

The SPACE technique facilitates a strategic position analysis, aiding in the identification of optimal directions for business development. This analysis directly influences the selection and formulation of products and services. The QUEST technique, on the other hand, facilitates a prompt response to changes, a critical capability for adapting products and services to meet current market demands or explore new markets. The STEEPLED technique contributes to a comprehensive understanding of the external environment, delineating the requirements for products and services based on contextual factors. Meanwhile, the SOSTAC technique ensures a systematic approach to the development of marketing strategies, thereby directly impacting the formulation of product and service strategies.

The 14P methodology offers a holistic approach to management and development, encompassing factors related to products, such as packaging, positioning, production processes, and consumer perception. This methodology significantly influences the development of both products and services. Additionally, Sherrington's "5W" methodology, addressing What, Why, Where, When, and Who questions, ensures a comprehensive understanding of key aspects influencing the development of products and services. This encompasses factors such as purpose, timelines, target audience, and other critical considerations, thereby contributing to informed decision-making in product and service development.

Thus, these technologies serve as tools for strategy formation, providing companies with a deeper understanding of their target audience and market dynamics. In the context of comprehensive use, these methods form a balanced and interconnected approach to marketing research. Each technique complements the others, creating a holistic understanding of market needs, target audience preferences, and external factors influencing the business.

5. Conclusions

Marketing research plays a comprehensive role in the development or enhancement of products and services, ensuring the reliability of data and conclusions. This reliability is particularly valuable when addressing intricate problems and strategic objectives. The integration of marketing research instills confidence in companies' decision-making, guaranteeing that the resultant products and services align with genuine market requirements.

In generating ideas for new product development, prevalent marketing research methods include focus groups, in-depth or expert interviews, surveys, questionnaires, and others. The rationale behind choosing these methods lies in their capacity to offer diverse perspectives on understanding consumer demand, behavioral aspects, and market fluctuations. Their combined application creates a holistic picture, contributing to a more exhaustive and effective generation of ideas for new products.

A comparative analysis of marketing research methods reveals that the concurrent use of multiple methods can be more effective than relying on individual methods alone. The incorporation of quantitative, qualitative, and mixed methods facilitates a comprehensive grasp of market dynamics.

Research demonstrates that various methods and techniques of marketing research exert a multifaceted impact on the development of products and services. In essence, the efficacy of methods may vary depending on the context and characteristics of the target audience. Consequently, it is underscored that certain methods are more suitable for practical implementation based on the company's resources and research objectives.

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Rezumat

În articol, autorii efectuează o analiză comparativă a metodelor de cercetare de marketing și examinează impactul acestora asupra dezvoltării produselor și serviciilor. În urma acestei analize, autorii au identificat principalele tendințe în domeniul cercetării de marketing, care în viitor pot servi drept bază pentru recomandări privind optimizarea strategiilor ce vizează creșterea competitivității produselor și serviciilor pe piață. Studiul identifică abordări cheie ale cercetării de marketing, cum ar fi analiza pieței, competitivitatea, comportamentul consumatorilor și altele. Autorii articolului evidențiază avantajele și dezavantajele fiecărei metode de cercetare de marketing, evidențiind aplicabilitatea acestora în diverse scenarii și domenii. O atenție deosebită este acordată influenței rezultatelor cercetării de marketing asupra strategiilor de dezvoltare a produselor și serviciilor, precum și asupra luării deciziilor manageriale. Studiul oferă cititorilor o analiză aprofundată a modului în care metodele eficiente de cercetare de marketing pot contribui la necesitățile de succes și creșterea competitivității întregii companii. În cele din urmă, rezultatele științifice obținute de autori și prezentate în articol ajută reprezentanții afacerilor, antreprenorii și specialiștii în marketing să ia decizii informate pe baza rezultatelor cercetărilor de marketing calitative și cantitative, contribuind la succesul pe termen lung al companiilor pe piață.

Cuvinte-cheie: cercetare de marketing, metode cantitative, metode calitative, dezvoltare de produse și servicii

Аннотация

В статье авторами проводится сравнительный анализ методов маркетинговых исследований и рассматривается их влияние на развитие продуктов и услуг. В результате данного анализа авторами были выявлены основные тренды в области маркетинговых исследований, что в дальнейшем может служить основой для рекомендаций по оптимизации стратегий, направленных на повышение конкурентоспособности продуктов и услуг на рынке. В исследовании определены ключевые подходы к маркетинговым исследованиям, такие как анализ рынка, конкурентоспособности, поведения потребителей и другие. Авторы статьи выделяют преимущества и недостатки каждого метода маркетинговых исследований, подчеркивая их применимость в различных сценариях и отраслях. Особое внимание уделено влиянию результатов маркетинговых исследований на стратегии развития продуктов и услуг, а также на принятие управленческих решений. Исследование позволяет читателям рассмотреть результаты глубокого анализа того, как эффективные методы маркетинговых исследований могут способствовать успешному внедрению инноваций и повышению конкурентоспособности всей компании. В конечном итоге научные результаты, полученные авторами и представленные в статье помогают представителям бизнеса, предпринимателям и маркетологам принимать обоснованные решения на основе результатов качественных и количественных маркетинговых исследований, способствуя долгосрочному успеху компаний на рынке.

Ключевые слова: маркетинговые исследования, количественные методы, качественные методы, разработка продуктов и услуг

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