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MARKETING ANALYSIS AS AN INTEGRAL PART OF THE COMPLEX ECONOMIC ANALYSIS OF BUSINESS ACTIVITIES IN MARKETING RESEARCH SYSTEM

Marketing activities of organizations and their analysis act as an objective need to orient the scientific, technical, production and marketing activities of these organizations in the account of market demand, needs and demands of consumers. Therefore, marketing analysis is given considerable attention by both theorists and practitioners of organizational leaders.

Selection of marketing analysis as the most important function in ensuring the successful performance of organizations is due to the following reasons.

First, nowadays, in the face of severe competition, the primary task for each organization is to ensure its own economic sustainability. For this purpose it is necessary to consolidate in specific markets, to form customer groups and to constantly maintain its competitiveness by updating the range, improving the quality, diversifying the packaging, design, etc. and microeconomic factors to which marketing analysis is directed.

Secondly, since the main entrepreneurial risk remains the risk of non-demand of products, marketing analysis becomes a priority internal function that forms requirements for the organization of production, determination of the acceptable level of costs and profitability of certain types of products and capital.

However, notwithstanding the above, the place of marketing analysis in the system of economic sciences is currently not clearly defined. Having studied the existing points of view on this issue, we can conditionally divide them into two main directions.

On the one hand, the highlighting of marketing analysis is explained by the peculiarities of the marketing system characteristic of modern organizations: systematic, comprehensive, prompt, demanding a lot of fresh information. Marketing research is an integral part of these requirements, an integral part of which is analysis. The complication of marketing activities in current economic environment and was the objective reason for the separation of marketing analysis, which took over some of the functions of marketing research.

On the other hand, there is an emphasis on marketing analysis as an independent direction of complex economic analysis of business entities,

which has its own subject matter, but based on the same methods and principles as economic analysis.

In both cases, scientists recognize that marketing analysis is an important step in the process of making managerial, including marketing, decisions.

To solve the problem of determining the place of marketing analysis in the system of economic sciences, consider the nature and content of marketing research and comprehensive economic analysis of economic activity, as well as distinguish their main categories: subject, method, purpose, objectives and principles (Table 1).

Table 1

**Comparative characteristics of categories of marketing analysis,
market research and comprehensive economic analysis
of the activities of economic entities**

Criteria	Marketing research	Marketing analysis	Complex economic analysis
Purpose	Creation of information base for analysis of various aspects of the business entity's activity	Providing necessary, relevant, timely and accurate information for making effective management, including marketing, decisions, as well as forecasting the state and development of the market	Preparation of options for management decisions aimed at ensuring the level of profitability of the organization's activity, as well as its further development and stable functioning under the terms of competition
Tasks	Identification of different characteristics of the market: identification of market opportunities; analysis of the distribution of market shares among its participants; study of tendencies of activity of market participants; analysis of sales parameters, product characteristics, competitors' policies; different types of forecasting, etc.	Estimation and forecast of the state and development of the market: modeling of supply and demand; detection of market reaction to marketing actions; assessment of the organization's potential and competitiveness, etc.	Determining the efficiency of use of all resources in the organization: prevention of unjustified costs and losses; identifying intra-economic reserves; comprehensive substantiation of the strategy of development and formation of a business plan; assessment of the contribution of individual units and workers to the results of activities that have been achieved, etc.
Subject	Activities of a specific organization in the market, as well as activities in the market of other economic agents and the dynamics of market processes and phenomena	Marketing activity of organizations, both operational and strategic	The activities of specific organizations that are investigated in a comprehensive way by means of special techniques using all external and internal sources of information
Method	A set of statistical, economic, sociometric, qualimetric, behavioral methods, economic and mathematical modeling, methods of factor analysis, expert and other methods		
Principle	Complexity, systematic, scientific, objectivity, reliability, efficiency, regularity, efficiency		

Having researched the scientific views of different scientists, I consider the most general approach to the definition of marketing research: marketing research means the systematic collection of information, its interpretation, evaluation and forecasting calculations for various aspects of the business entity. That is, from this definition it follows that without the collection of quality, reliable information and its further analysis, marketing will not be able to fully fulfill its purpose, which is to meet the diverse needs of customers and adaptation of production to the market conditions.

It is impossible to separate information and its analysis from the actual marketing. If economic analysis as a science can be considered in isolation from marketing, then marketing, including marketing research, without economic analysis is unlikely to exist. From a practical point of view, it is generally impractical to separate them, since both the marketing complex and the economic analysis are equal functions of the management system of the entity. Therefore, it is important to consider these concepts in conjunction, which will allow systematic, systematic and reasonable work on the organization of production and marketing in order to improve the efficiency of the organization as a whole and its individual segments.

By definition of S. Skybinskyi, marketing research is the beginning and logical completion of any cycle of marketing activity of the enterprise. It is necessary to reduce the uncertainty that always accompanies marketing decisions [1].

However, the results of marketing research are intended to make not only marketing but also management decisions regarding the organization's activities in general, given that marketing analysis is an integral part of a comprehensive economic analysis.

Comprehensive economic analysis uses the results of market research to evaluate the feasibility of expanding or substantially changing the range of goods or services, the possible level of prices of products, taking into account the requirements of customers for their quality, to determine the most profitable markets and influence on the current level of prices in these markets. Thus, the results of marketing research enrich the information base of analysis of business entities.

In turn, in marketing research the results of the analysis of the dynamics of the costs of production of specific types of goods, the quality of these goods, the potential opportunities to increase their supply in the markets, the level of cash income of customers are widely used [2].

Thus, the integration of economic analysis and marketing research, as well as the complication of business entities in current economic environment, led to the separation of marketing analysis.

Therefore, marketing analysis at the present stage determines the content of analytical procedures necessary to support management, including marketing, decisions. It provides forecasts based on external and internal information about the state and development of the market and the position of the organization in the given market.

The purpose of marketing analysis is to provide the necessary, relevant, timely and accurate information to make effective management, including marketing, decisions.

In the process of marketing analysis the following tasks are solved:

- assessment and forecast of the state and development of the market;
- determining the position of the company in the market;
- assessment of the potential and level of competitiveness of the enterprise;
- assessment of market reaction to marketing actions.

The method of modern marketing analysis can be considered as a systematic comprehensive study of the marketing environment with the help of special techniques in order to provide better and more efficient performance of marketing activities [2].

It becomes obvious that there is interpenetration and a close link between the comprehensive economic analysis of business entities and marketing research, which outlined the isolation and development of marketing analysis and its place in the economic sciences.

References:

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2. Egorova S. / Marketing analysis: methodology/ monograph / S. Egorova. - Pskov: Publishers of STTs, 2008. - 285p.

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ОБЛІКОВО-АНАЛІТИЧНІ АСПЕКТИ ЗАБЕЗПЕЧЕННЯ РОЗВИТКУ ПІДПРИЄМСТВ В УМОВАХ СУЧАСНИХ ЗАГРОЗ

В умовах сучасних глобальних соціально-економічних загроз, що виникають безупинно в оточуючому середовищі діяльності українських підприємств, на обліково-аналітичне забезпечення впливають багато факторів, а значить виникає необхідність гармонійного налаштування облікових, контрольованих показників до європейських, світових