ORGANIZING MARKETING RESEARCH AND INFORMATION ON INTERNET MARKETING

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ОРГАНИЗАЦИЯ МАРКЕТИНГОВЫХ ИССЛЕДОВАНИЙ И СБОР ИНФОРМАЦИИ В ИНТЕРНЕТ-МАРКЕТИНГЕ

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Abstract. The solution of issues related to the digitization of marketing activities in enterprises in the digital economy is in many respects related to the use of Internet marketing. It is important to organize marketing research, collect primary and secondary information, and conduct surveys through Internet marketing to ensure speed and accuracy in marketing decisions. Therefore, the article describes the conduct of Internet surveys, forms of surveys, methods of collecting marketing information. The focus is on methods of collecting primary marketing information.

Аннотация. Решение вопросов, связанных с цифровизацией маркетинговой деятельности на предприятиях в цифровой экономике во многом связано с использованием интернет-маркетинга. Важно организовывать маркетинговые исследования, собирать первичную и вторичную информацию и проводить опросы через интернет-маркетинг, чтобы обеспечить скорость и точность маркетинговых решений. Поэтому в статье описывается проведение интернет-опросов, формы опросов, методы сбора маркетинговой информации. Основное внимание уделяется методам сбора первичной маркетинговой информации.

Keywords: internet marketing, questionnaire, Internet survey, interviewer, observation, Internet provider service, Internet audience, marketing research.

Ключевые слова: интернет-маркетинг, анкета, интернет-опрос, интервьюер, наблюдение, услуги интернет-провайдера, интернет-аудитория, маркетинговые исследования.

Introduction

The main strategy of economic reforms in Uzbekistan today is based on such factors as the development of industry, processing, agriculture and services, strengthening the initiative of small businesses, providing financial resources. By 2035, the country's gross domestic product will reach 122$ billion due to profound structural changes in the economy. In determining this scale of growth, the nominal growth of GDP, economic efficiency, increase in per capita income was taken into account. These results can only be achieved at the expense of the digital economy in today's age of information technology.

In this regard, the President of the Republic of Uzbekistan Sh. Mirziyoyev said: "... in 2020 we must make a radical turn in the development of the digital economy. First, it is necessary to fully digitize the fields of construction, energy, agriculture and water management, transport, geology,

cadastry, health, education, archives. It is no coincidence that he noted, "it is necessary to critically review the system of 'e-government', ongoing programs and projects, and comprehensively address all organizational and institutional issues" [1].

Conclusions and discussions

One of the most effective means of gathering primary information on the Internet is Internet surveys [9].

The high efficiency of the method of conducting surveys on the Internet is because due to its communicative features it brings the interlocutor and the interviewer as close as possible. In addition, the Internet can significantly reduce the time of the survey through the chain "interviewer — questionnaire — completed questionnaire - enter the questionnaire into the database — analyze the questionnaire — present the results graphically". Modern media allows you to reduce the data transfer time along this chain by a few minutes. For comparison, performing all of these steps manually takes at least a few days [10].

Specific features of Internet surveys include their low cost, the ability to automate the survey process and analyze its results, as well as the ability to direct the survey to the target audience.

The main condition that ensures the effectiveness of the online survey is the presence of the target audience in its environment [9].

One of the key questions in conducting an online survey is to form a pattern, i. e. to determine the communication audience to which the research is to be conducted. In this case, the important aspects are the competence of the sample (i.e., the compatibility of the characteristics of the sample with the characteristics of the general population) and its objectivity [4].

The validity of a sample depends largely on how widespread the target audience is on the Internet. Of course, today there is a certain segment of Internet users in almost any target audience of consumers of a particular product or service. However, their numbers may be very low among consumers in this group, and they are unlikely to obtain a final sample for research representing the general population.

Another important issue is exemplary objectivity. Obviously, the closer the Internet audience is to the general population, the lower the chances of getting an objective sample. For example, in the United States, where the Internet audience today makes up more than 60 percent of the country's total population, the problem of its bias is less acute, and for a large number of target groups, it is completely irrelevant. On the other hand, in the Russian sector of the Internet, the results of many surveys that are not relevant to its subject are often biased today.

The survey can be done by posting the survey on sites visited by the target audience, sending it via email, and offering to fill it out in teleconferences.

The method of conducting surveys by placing surveys on websites is possible both when your site is available or not, for example, for a fee to the server owner.

Completing the survey takes a bit of effort on the part of the visitors, so enough motivation is needed to convince them to spend a few minutes on this procedure. Surveying is the most convenient way to provide users with any paid and free services, such as free email services. In this case, when registering for the right to use the services, they may be asked to fill out a short questionnaire.

You can combine a survey on the company's web server with participation in teleconferences. First, active participation in a teleconference can enhance visibility in the Internet community, and surveys on the web server will be filled more actively. Second, in addition to the key questions in the conference, you can post a link to the full questionnaire located on the web server.

Traditional tools such as bonuses or payments are fully used to increase users 'interest in filling out online surveys. For example, the practice of collecting bonuses, digital coupons (discounts for purchases), etc. can be applied to the customer's account to complete the application.

The main element in conducting surveys is the questionnaire. A survey is a set of questions that must be answered by the respondents, that is, the individuals selected for the survey. Because this tool is flexible and multisided, it is the most common data collection tool. Before each large-scale study, the questionnaires should be carefully developed and tested. An unprofessional approach to their compilation will inevitably lead to a distortion of the real picture or to a rational interpretation of the results obtained.

When using query methods, the problem of creating questions arises. There are open and closed questions depending on the direction of the survey. Their difference depends on the extent to which the purpose of the study is defined. However, the options for formulating questions can be very different.

When developing a questionnaire, attention should be paid to the essence of the questions, their sequence, form, choice of words. It is a very common mistake to ask questions whose answers are impossible, unpleasant, or unnecessary, and to ask questions that need to be answered clearly.

You also need to carefully choose the words and follow the sequence of questions. Those who are most comfortable with simple, direct, and vague questions should be pre-tested on a small fraction of those asked. It is best to end up with difficult or personal questions so that the person's possible negative reaction does not affect the rest of the answers. Finally, the questions should be logical and consistent.

The following recommendations can be used in the development of the survey:

–The statement of questions should be clear, concise;

–The questionnaire should be concise and include the most appropriate number of questions;

–The questionnaire should not contain unnecessary questions;

–Commonly used terms should be used in the text of the questionnaire;

–All questions should be grouped into specific blocks according to the logic of the study;

–The survey should use control questions designed to verify the sincerity and consistency of the respondents;

–It is recommended to place difficult and personal questions at the end of the questionnaire.

The questionnaire should not begin with a questionnaire designed to assess the questions themselves and their sequence without an appropriate test.

Tracking is one of the ways to conduct primary marketing research. Firms that have their own website use this method. Its research involves the collection and subsequent analysis of data from log files or cookies of a web server. This information can be related to the behavior of visitors, the order in which they go through the pages, or the statistics of visits to the web server. If a search engine is hosted on a website, queries entered by users can be collected and analyzed.

A key feature and advantage of this type of marketing research over traditional tracking methods and Internet surveys that require the active participation of respondents is the ability to gather valuable information without engaging visitors.

First, let us look at ways to identify users, as they determine the accuracy of conducting or evaluating specific events.

There are three main ways to identify users:

–By the IP address of the computer you are visiting - this method has the maximum error compared to others. This error is primarily detected by the fact that the site can be accessed by multiple users with the same IP address, for example, running through a proxy server;

–Cookies — small files that contain information that a user leaves on the computer when the web server logs in. So, on the next visit, the server knows that this user has been his guest before. This knowledge is used, for example, during advertising, not to show him a banner you have already seen. In complex systems, using cookies, it is possible to learn the wishes of visitors and display relevant ads each time. The main error in using this method is that the cookies are created because the user's browser has been identified, not a specific person;

–With mandatory registration of users - in this case, when logging in to the site or accessing one of the Internet services, the user enters his name and password, and the system can identify it in a unique way during the entire visit. This method allows users to make minimal errors in counting and their repeated visits, but unfortunately, this only applies to Internet services, which require their authentication to access them.

Currently, the most common thing is to identify unique users by IP addresses, which is done through site log files or readings from various counters. At the same time, the number of systems that allow users to identify themselves using cookies is increasing.

Methods of obtaining and processing statistical data on the behavior of visitors.

The main methods of collecting information about the behavior of visitors on the site is the use of counters and statistics obtained by the Internet provider.

One option is to set up a counter on the web server that records each visit to the site. It can be installed on a separate page of the site, as a rule, the most visited or on all its pages.

In the first case, the counter is usually placed on the main page of the site, as most users start their visits from this page. Using such a counter, it is possible to predict server traffic in general with some errors, but it should be borne in mind that some users can immediately start accessing the site from the internal page without going to the main page, which is not taken into account, leading to additional error. Calculations.

The second option allows you to get a more representative image when the counters are installed on all pages of the site. In this case, it is possible to identify and analyze the most popular traffic directions on the server, visitor entry and exit points, the most popular sections of the server, the depth of visitor's interest, i. e. how many pages are read on average, how much time they spend on the site.

Counters can be classified according to a number of criteria. Thus, according to the unique user identification method, they can be divided into counters based on IP addresses and counters based on cookies.

Counters are divided into external, which is, if they are located on separate servers and provide computing as a free service, and if the application that serves the counter is located directly on the site.

There are several basic criteria for evaluating counters. First, it is the reliability of the system and the accuracy of the calculation, then the amount of data they collect, the details of the reports, and so on.

Another way to get information about visitors to the site is to use statistics obtained by the Internet provider. The service provider stores log files that contain information for each request for graphics received from a web page or server. The log file usually contains the following information: the visitor's IP address, the date and time visited, the command, the requested file, the

link that brought it to the server, the browser used, and the platform. It does not store information about the visitor's email address, only the IP address to which the user's domain is identified. A domain, for example, can be of great interest if it describes a user's geographic region. The source you visit on the server is very informative, as it allows you to analyze the effectiveness of different sources of access to the website.

The ISP has the ability to install software that performs statistical analysis of the data and automatically generates daily, weekly or monthly reports and sends an email to the server owner.

Conclusion

In order to improve the methodological framework for the organization of marketing research in Internet marketing, it is expedient to do the following:

–It is necessary to organize marketing research on the Internet in enterprises, to ensure its integration with traditional marketing to increase the efficiency of information collection. Because, despite the huge role that new information technologies play, internet marketing does not replace traditional marketing, it only complements it. It is necessary to master the application of primary data collection methods in traditional marketing research in enterprises, and then to identify areas for the organization of marketing research on the Internet.

–To develop Internet marketing in all areas of marketing activities, not only in sales and advertising activities of the enterprise: the organization of online surveys in marketing research, the process of creating new products, product orders, product delivery, storage, promotion, sales channel management , negotiations with commercial intermediaries, etc.

– Enterprises operating in the sectors of the economy of Uzbekistan carry out their activities in the following areas of Internet marketing: communication between consumers and sellers using corporate web pages or social marketing, which are digital marketing channels; quick and accurate response to consumer inquiries using mobile, email and internet marketing; encourage consumers to buy their products by providing consumers with detailed information about the products; can develop services to consumers through regional organization.

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