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SYSTEM OF METHODOLOGICAL APPROACHES AND METHODS OF COMPLEX MARKETING RESEARCHES IN FOOD ENTERPRISES

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ABSTRACT

The methodology for assessing the quality of public service at catering firms should be based on a comparison of consumer expectations and perceptions in relation to the service process, that is, the quality coefficient is determined as the difference between perception and expectations. In this case, the quality factor can be determined both by the indicator of interest and by the enterprise as a whole. Consequently, the criteria for assessing the quality of public service at catering establishments must be formed taking into account its type and class. To obtain primary information from consumers, it is necessary to organize and conduct a sociological study. When choosing a method of sociological research, it is advisable to give preference to interviews, since this is a rather flexible method of collecting information, based on direct contact between the interviewer and the respondent. The main advantage of the interview, in comparison with the questionnaire, is the ability to control the perception and understanding of the questions by the respondent; if necessary, the interviewer can explain the questions asked, and also clarify the respondent's point of view with the help of additional questions. When conducting a sociological research by the interview method, the requirements for the formation of a questionnaire are significantly reduced. The list of questions asked to respondents should be expanded with personal questions, the purpose of which is to reflect: age, social status, average monthly income. These questions are necessary to represent the target group of consumers of public catering services.

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Introduction. Currently, there are numerous methodological techniques and methods of complex marketing research in enterprises in general, and in catering establishments.

As practice shows, there are no unified development approaches in the marketing activities of enterprises, which necessitates the development of integrated approaches and methods of marketing research [1].

In our opinion, in the complex of methodological approaches and methods of marketing research carried out in enterprises in general and in catering enterprises, in particular, a wide range of different methods should be developed, which include:

- integrated techniques (generalized) and methods of marketing activities (results of marketing research; assessment of marketing research; segmentation of the food market and positioning of food products and services; the volume of sales of food products and services; assessment of the quality activities of organizational structures (departments) of marketing; assessment of the effectiveness of these structures in the final results);

- the specifics of the formation of indicators of marketing activities in the food system (standard and non-standard approaches);
- quantitative and qualitative approaches and methods of marketing management (strategic and operational management; efficiency of information flows; efficiency of product management, etc.);
- determination of the production and consumer potential of the food market (general potential of the food company; production potential of the enterprise; consumer potential of the enterprise);
- methodology for determining the quality of service at catering establishments (criteria for evaluating services, estimated coefficients of quality of services, etc.);
- methods of comparative characteristics of marketing research techniques while reducing risk in catering establishments.

Next, we will consider in more detail the selection of methods and techniques for integrated marketing research in catering enterprises according to the above sequence.

I. Integrated techniques (generalized) and methods of marketing activities (results of the implementation of marketing activities; assessment of marketing research; segmentation of the food market and positioning of food products and services; the volume of sales of food products and services; assessment of the quality activities of organizational structures of marketing and their effectiveness.

In general, to analyze the effectiveness of marketing activities for firms, a comprehensive assessment is carried out in the following areas and criteria [2]:

A) The results of the implementation of marketing activities use the following indicators:

- the share of profit from the commercial activities of the enterprise in the total amount, %;
- sales volume, den. units;
- demand for the company's products (market capacity), den. units;
- expenses of the marketing service, den. units

The share of a firm's income from commercial activities is a determining indicator in assessing the quality of the organization, functioning and management of the company's marketing system, since ultimately the goal of any commercial firm is to increase the income it receives.

Indicators of demand for the company's products and the value of its sales over a certain period of time allow to determine the ability of the Company to fully meet the demand of customers, which also becomes the main task of the company in market conditions [9].

The analysis of the costs of the marketing service must be compared with indicators to assess the adequacy of the funds spent to the financial results of commercial activities.

B) Marketing research. The assessment can be carried out according to the following criteria:

- consistency of research;
- the importance of studying the internal and external environment of the enterprise;
- availability of IP and the degree of data reliability for marketing;
- techniques for collecting and analyzing information, etc.

Based on this data, a marketing strategy and plan are developed - this is the main task of marketing research. If research is carried out, but not used in management, then this element of the marketing system can be considered ineffective. In addition, an important question is whether the information received is worth the money or effort spent on it [3].

C) Market segmentation and product positioning:

- the level of certainty of the segments, the allocation of target segments;
- the state of plans for the sale of products for various market segments;
- the use of promotions;
- availability of sales agents, etc.

D) Sales management:

- identification of target customers, to whom the sales system is directed;
- application of distribution channels;
- channel management;
- organization and strategy of the sales department;
- management of the sales department;

E) Quality of management and organization of the marketing department:

- work with clients. In this area, the effectiveness of the search for consumers of the main types of products and individual groups of products is studied, typical reasons for refusal to conclude

supply and sale contracts are identified, the search for new types and forms of settlements with buyers, the development of original market niches, etc.;

- the use of a marketing mix. This area of work of the marketing department should be characterized by the quality and timeliness of developing proposals for planning and / or improving the assortment, organizing product distribution, selecting advertising media, flexibility of pricing policy, etc. [4].

F) Evaluation of the contribution of the marketing department to obtaining the final results of the enterprise. This contribution can be determined using multicriteria assessment methods. The table describes a possible format for obtaining such an estimate. This can be done mainly on the basis of expert assessments in points or in the form of qualitative assessments. Such assessments, which are of a relative nature, make it possible to determine the contribution of the marketing department to the overall performance of the enterprise, to establish which results of the activities of the marketing department should be assessed positively and which not [5].

Therefore, in the context of increasing competition and the development of modern information systems, those enterprises that have the opportunity to quickly receive all the necessary information and quickly make marketing decisions based on it will have more chances to achieve success.

Marketing assessment. Marketing assessment is recommended for the purpose of monitoring the effectiveness of marketing, benchmarking marketing across firms, and to assess the competitiveness of the firm. The results of the assessment can be used by managers to identify emerging problems and opportunities, when developing recommendations for an action plan to improve marketing activities.

Thus, this set of directions for evaluating marketing activities contains quantitative and qualitative indicators, will contribute to the study of the organization of marketing in the company, the analysis of the achieved final results of the implementation of marketing activities, the adoption of optimal management decisions regarding the implementation of marketing activities in the company.

II. Specificity of the formation of indicators of marketing activities in the food system (standard and non-standard approaches).

The study allowed us to propose two approaches to the formation of a set of indicators for evaluating marketing activities: standard and non-standard [6, 8].

Table 1.

№p/p	Indicators for evaluating the marketing activities of public catering enterprises	The weight
Financial		
1.1	Sales volume, thousand rubles	0,10
1.2	Marketing costs, thousand rubles (including advertising costs)	0,15
1.3	Profit, thousand rubles	0,17
Market		
2.1	Market share	0,12
Brand equity metrics		
3.1	Preference (fame)	0,06
3.2	Accessibility (convenient location, number of enterprises in the network)	0,04
3.3	Relative price (average order value)	0,02
3.4	Affection (loyalty)	0,07
3.5	Relative quality of service	0,13
3.5.1	The breadth of the range of dishes on the menu	
3.5.2	The quality of the dishes	
3.5.3	Originality (number of signature dishes)	
3.6	Relative quality of service	0,14
3.6.1	Working hours	
3.6.2	Facade decoration, parking	
3.6.3	Interior decoration (beauty, originality, comfort)	
3.6.4	Menu design (convenience, colorfulness, full description of dishes)	
3.5.5	Quality of personnel training	
3.5.6	Additional services (banquets, food delivery)	
3.5.7	Entertainment (music, karaoke, dancing, etc.)	
	Total	1,00

The dependence of a set of indicators on a specific market and segment of end users is undeniable. When metrics are submitted to management, they are assessed in terms of all market segments. In addition, the five measures of brand equity should be viewed as measuring the change in a marketing asset over a number of years. This change adjusts the value of efficiency, measured by the three measures of profit and loss, and the market measure of the company's market share.

The following requirements are imposed on all estimated indicators without exception: accuracy; time and place consistency; need; adequacy; hierarchy in accordance with the objectives of the company.

Three categories of metrics proposed for catering enterprises: financial, market, brand value indicators (3 + 1 + 5) - were obtained on a universal basis. However, in the final version used to assess the marketing activities of restaurants, the set of indicators is somewhat wider (Table 1.), 10 indicators are additionally used, and two of them - the relative quality of service and relative service - take into account the influence of additional indicators in the practice of enterprises in this sector, S. In the course of assessing the relative quality of services, the breadth of the range of dishes on the menu, the quality of dishes, originality (the number of specialties) are taken into account. During the assessment of the relative service, the mode of work, the design of the facade of the institution, the presence of parking, the interior design, the design of the menu, the quality of personnel training, additional services, and entertainment are taken into account. The weight of the indicators was assessed by an expert.

The presented indicators can serve as an indicator of both efficiency (goal achievement) and economy (cost minimization) of the catering enterprise [8].

III. Quantitative and qualitative approaches to assessing the effectiveness of marketing management can be represented as follows (see Fig.1). In fig.1. the quantitative and qualitative approaches to the management of marketing effectiveness are presented.

Based on the identified goals and objectives of marketing, as well as on the basis of a comparative analysis of methods for managing the effectiveness of marketing activities, the requirements for a comprehensive methodology for managing the effectiveness of marketing activities are determined.

Quantitative approaches to assessment		Qualitative approaches to assessment
<ul style="list-style-type: none"> - Marketing investments are considered as investments - The effect is determined for each individual marketing firm - No decisions are made - Evaluation is carried out at the operational level - There are no clear performance criteria 	↔	<ul style="list-style-type: none"> - The correspondence of marketing efforts to the firm's strategy is determined - the strategic value brought by marketing is assessed - The application of these methods takes a significant amount of time - Performance is assessed based on comparison with targets

Fig.1. Quantitative and Qualitative Approaches to Marketing Performance Management

Methods for Comparative Characterization of Risk Research Marketing Techniques.

Risk management techniques in marketing activities in risk management are aimed at reducing the degree of risk.

The main one is hedging - any scheme that allows you to exclude or limit the risk of financial transactions associated with risky transactions. The most common technique for reducing the degree of risk is to use the technique of the necessary variety, diversification. [6].

When forming the structure of the product portfolio, it is necessary, along with the desire to maximize efficiency, to take care of reducing risk and reducing uncertainty. Let X_i , $i = 1, 2, 3, \dots, k$, is the share of total capital investment attributable to the i -th type of product.

$$\sum_{i=1}^k X_i = 1$$

The overall performance of the product portfolio will be equal to

$$R_p = \sum_{i=1}^k R_i \cdot X_i$$

where R_i is the efficiency of the i -th product.

According to the rules of probability theory, the expected effect (mathematical expectation of efficiency) of the product portfolio will be equal to

$$M_p = \sum_{i=1}^k M_i \cdot X_i$$

accordingly, the portfolio efficiency covariance

$$V_p = \sum_{i=1}^k \sum_{j=1}^k X_i \cdot X_j \cdot V_{i,j}$$

The structure of the product portfolio reflects the business activity of an economic entity. However, cross-correlation between efficiencies can significantly reduce portfolio risk with negative covariance due to diversification, and with positive strong covariance, practically diversification does nothing.

Optimizing the structure of a product portfolio is reduced to solving a mathematical programming problem, which is formulated as follows:

Find the values X_i of the share of total capital investment in the i -th product, which will ensure the minimum variation in the efficiency of the product portfolio

$$V_p = \sum_{i=1}^k \sum_{j=1}^k X_i \cdot X_j \cdot V_{i,j} \rightarrow \min$$

provided that the specified value of the expected portfolio efficiency M_p is ensured, that is, $M_p = \sum_{i=1}^k M_i \cdot X_i$ and the sum X_i must be equal to one $\sum_{i=1}^k X_i = 1$.

If negative shares $X < 0$ are received, this means that it is recommended to take borrowed capital to invest in the i -th product in the amount of X_i (per unit of capital to be distributed).

Conclusions. The results of marketing research acquire significant significance if they are included in the integrated information process of accumulation, exchange and analysis of marketing information. Therefore, the need for the formation of a marketing information system is due to the urgent business requirement for a cost-effective, and therefore multiple and expedient use of available primary and secondary marketing data. Determining the assessment of the quality of service at catering companies is necessary to create an information base that contributes to making the right management decisions aimed at improving the quality of service and analyzing their effectiveness.

Since the source of the primary information necessary for assessing the quality of service is the client, it is necessary to take into account the behavior of consumers in the service sector.

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