

THE ROLE OF MARKETING RESEARCH IN LOGISTICS

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Marketing is the organization of production and sales of products, based on the study of the market needs for goods and services. Marketing starts with the customers: they should be at the center of any business activity. Through marketing a company can identify and analyze the needs of its customers and then make the important decisions in order to satisfy these needs and make a profit.

Logistics is field of activity related to the supply, control and organization of cargo transportation. As in any other field of activity, logistics companies are interested in maximizing the profit from transportation and minimizing costs, as well as in expanding their customer base.

Companies must be engaged in marketing with the aim to achieve these goals. There are various methods in marketing with which certain results can be achieved, and the products or services of the company become more useful and recognizable. Market research is one of these methods. It means the collection of data from various sources in order to obtain information regarding the needs and wants of customers and the structure and dynamics of a particular market. It is an essential part of defining a market strategy. There are two types of data sources:

1. Primary data. This is research that is used for a specific objective and is collected the information through observation, some experiment, such as various face-to-face interviews and online questionnaires. This form of research provides particular data which is extremely important to the company.

2. Secondary data. Secondary data is existing information so it is a cheaper and quicker source than field research. However, it is important to check how up-to-date, accurate, reliable and relevant to the specific needs the information actually is. Secondary data can be inner to the company, such as sales records and customer reports, or external. Examples of secondary data include statistics from trade organisations or government reports, articles and market reports. The Internet is also an important source of this kind of data.

There is a huge variety of different types of market research. The most suitable method for logistics is questionnaire. A questionnaire is a cheap and fast method for gathering a large amount of data in a short period of time. The questions must be designed so that they are easy to understand and provide a clear outcome. Nowadays most questionnaires can be online and can check customer satisfaction with a purchased product. One disadvantage with questionnaires sent by post or email is that it is a passive method relying on people to complete and send back the form. Logistics companies can create a special questionnaire to survey their customers. This method will help the firm determine the demand for their products and prioritize cargo and shipping.

Marketing is a very important part of the development and promotion of any company, so you should use various methods of marketing research to achieve success in a particular field of activity.

References

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