
**IMPROVEMENT OF METHODOLOGICAL AND METHODOLOGICAL
APPROACHES TO MARKETING RESEARCH IN THE REGION**

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***Annotation.** The article is devoted to the development of methodological and methodological approaches to marketing research in domestic regions, consistent with the trend of their socio-economic development.*

It is proved that in Ukraine there is no methodological base of scientifically grounded marketing research at the regional level. As a result, the current potential for sustainable socio-economic growth does not correspond to modern needs, does not take into account the peculiarities of territories, already created united territorial communities, does not coordinate their functioning with the strategic goals of the country's development as a whole. This also prevents the regions from implementing systemic transformations with the rational use of resources, and successfully integrating with the country into the global economic space.

Today, the decisive place should be occupied by the study of the functioning of the regional economic complex in changing market conditions in order to develop an adequate mechanism of state regulation. Accordingly, there is a need to improve economic analysis, the content of its general methodology and possible methodological approaches. In this regard, the system of statistical indicators for analysis requires significant changes. A schematic diagram of the analysis of various levels of the economy on the basis of a system of indicators specially selected for these purposes is proposed.

It is emphasized that in order to implement sustainable socio-economic development of the region, special attention should be focused on the formation of methodological and methodological approaches to marketing research in the region with the development of a basic scheme for their implementation. The development of the scheme provides, along with a generalization of previous statistical practices and methodology of economic analysis, theoretical justification of the scheme, are being developed.

***Key words:** region, research, analysis, statistics, information, development, marketing, method, process, evaluation.*

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1. Introduction

The initial methodological prerequisite for a comprehensive analysis of the region's economy, which is an integral and at the same time a specific part of its management, is the identification of the characteristics of the region as an object of economic analysis.

2. Statement of the task

Statement of the task consists in creating a schematic diagram of the analysis of socio-economic processes, which assumes the unity of approaches to the analysis of various levels of the economy on the basis of certain indicators.

3. Analysis of researches and publications

The following scientists devoted their work to the problems of sustainable socio-economic development of domestic regions and the importance of marketing research: A. Amosha, B. Burkinsky [3, 4], S. Grinevsky [6], T. Derkach [16], Mantsurov I. [11], Merkulov M. [15, 16], Nekrasova L. and

Diskin A. [12], Simonenko V., Snezhnaya A. [14], Kharazishvili Yu. [17, 18], Khvesik M., Khovrak I. [19]. So, from the point of view of the authors, to solve modern problems of the regional economy: «... has a political course for deep decentralization of power» [5, p. 73].

I. Khovrak in his study considers sustainable civilizational regional development «... as a long process of reconstruction of the region through taking into account the existing potential, harmonizing the interests of stakeholders and establishing communication, the optimal balance of environmental, social and economic goals, social justice, cohesion and responsibility, which leads to the emergence of regional identity» [19, p. 62].

Snezhnaya A. makes the following conclusion in her work: «Diversification of the economy of an old industrial region is a process of improving its structure, aimed at changing the sectoral structure and form of organization of the productive forces of the region through penetration into other sectors of the national economy and redistribution of resources into new ones, including , innovative spheres of economic activity in order to ensure stable conditions of functioning, to obtain economic benefits of the old industrial region, to increase the level of its competitiveness» [14, p. 55-56].

Kharazishvili Yu. insists: «The structural component of the development of a country or region is a part of macroeconomic development together with formal, informal infrastructure, together with investment and financial, innovation, socio-demographic, ecological and recreational, external and internal development, determine the state of sustainable development of the region» [17, p. 243-244]. Also, it emphasizes the existence of synergistic ties between regions of Ukraine [18, p. 51].

The subject of the research is the methodology of conducting marketing research in the regions of Ukraine, consistent with the trend of their socio-economic development.

The purpose of this article is to form methodological and methodological approaches to marketing research, the use of which will contribute to the creation of sustainable socio-economic development of the region.

4. Obtained results and discussion

Let's make an attempt to approach the solution of the assigned tasks by clarifying the definition of the concept of «region». So, V. Symonenko defines this concept as follows: «...a region is a territory of a country with specific natural, climatic and economic conditions, a characteristic direction of the development of productive forces, taking into account demographic, historical, social characteristics, the development of which is carried out on the basis of the laws of the national regional economy, as a result of which regional economic relations are formed» [10, p. 164]. Dergachev V. provides a short definition: «a region is a special type of territory, which is characterized by specific criteria for identifying its border» [7, p. 377]. A large economic dictionary summarizes: «a region is a region, a district, a part of a country that differs from other regions by a set of natural and / or historically formed relatively stable economic and geographical features, which are often combined with the peculiarities of the national composition of the population» [2, p. 863]. Another dictionary – Oxford – provides the following definition: «a development region / area requiring economic development: in the UK, an area that is eligible for government subsidies and subsidies in order to stimulate investment and improve the employment situation» [1, p. 196]. Each of the above definitions reveals certain features of the region as an economic category: a large territory, more or less homogeneous natural resources, a characteristic orientation of productive forces, national economic specialization, the integrity of the reproductive process, etc. However, when defining a region, the authors proceed from the priority economic, production processes occurring on its territory, the population of the region is considered only as part of the productive forces, cultural, national-ethnic and many other features of the community of people living in this territory are not taken into account. Here, as clearly as possible, the main feature of the «socialist» interpretation of the economy is manifested: not an economy for a person, but a person for an economy.

The time has come to correct this greatest delusion, and this should be the purpose of the ongoing economic reforms in our country. One of the main reasons for the crisis situation in the Ukrainian economy and restraining the transition to established market relations is underestimation, and often simply ignorance of the territorial factor in socio-economic development. The stabilization

of the economic situation and the deepening of economic reforms are largely associated with the transfer of the burden of their implementation to the localities.

For effective scientific substantiation of radical economic transformations and the creation of a single economic space of Ukraine with the formation of regional and local markets, the development of local self-government, the creation of a regional complex of marketing research, it is necessary to increase the role, change the content, methodology and methods of research of the regional economy.

In recent decades, a new branch of scientific knowledge has developed and developed - the regional economy. The amount of scientific knowledge in this area has expanded, and a network of regional research centers has developed. In 2019, the Community and Territorial Development Council was created [13], and the plans for the most important scientific problems in the field of social sciences necessarily included the development of schemes for the development and distribution of productive forces, as well as other problems of the regional economy.

In the formation of this new branch of economic science, a significant contribution was made by the Council for the Study of the Productive Forces of Ukraine (created in 1934, which existed until 2010), and later – by the Institute of Economics of Environmental Management and Historical Development of the National Academy of Sciences of Ukraine. In particular, the scientists who formulated the very concept of «regional economy» and gave it a detailed justification were academicians O. Amosha, B. Burkinsky, M. Dolishny, M. Kizim, V. Simonenko, M. Khvesik.

As an object of the regional economy, socio-economic processes in the territory of the country, regions, districts and other territorial entities are usually considered in close connection with natural and ecological conditions. With a more in-depth study of the object, we are usually talking about the system of territorial units, considered in their relationship and interaction. Changes in the composition of the object and subject of the regional economy should cause certain modifications in the research methodology.

First of all, the approaches to formulating the goals of social and economic development are changing. Instead of providing an additional economic effect due to the optimal territorial organization of the economy, the creation of favorable conditions for the life and social well-being of the population of the regions is in the first place. This means, for example, that the approach to the population as one of the factors in the location of production should be rethought: the population should be considered not only and not so much as a source of labor resources, but above all the satisfaction of its needs should be put forward as the goal of developing the regional economy.

Since the level and quality of life of the population is determined not only by the economic sphere, but also by the degree of environmental safety, the possibilities for the development of national culture, the freedom to choose between new types of activity and the preservation of the traditional way of life, as well as a number of other circumstances. The criteria for rationalizing the distribution of productive forces are changing. Instead of a strict focus on maximum efficiency for the national economy, the following priorities can be:

- an increase in the standard of living, the degree of social well-being of the population and other social criteria that are not always of an economic nature;
- the size of the economic effect for a given territory, expressed in the form of an increase in either financial or material resources;
- the degree of environmental safety and maintenance of the balance of ecosystems;
- combating pandemics such as Ebola, SARS-Cov-2, etc.

Thus, the most important direction in the evolution of the methodology of regional economic research is the expansion of the range of factors taken into account, a fuller consideration of local characteristics, interests and needs of the population, as well as a multi-criteria approach to assessing the rationality of the development of the regional economy and the location of productive forces. Research and forecasting of the processes of formation of regional labor markets, housing, services, education and health care are completely new for the regional economy; financial problems of the territories, creation in the regional economy of the environment necessary for the development of commodity-money relations (formation of market infrastructure).

The list of regional research methods themselves also needs serious enrichment. The importance of the program-targeted method is increasing. Targeted programs are becoming one of the

central ways to manage regional development. The use of the balance method is significantly expanding in connection with the need to use financial balances, the development of employment balances, and increased requirements for the territorial balances of manufactured and consumed products.

The need for a more complete account of the various local conditions and interests of the population, the increasing requirements for the reliability of information, which sharply raise the question of conducting various kinds of special studies, population surveys. Based on the traditional system of statistical indicators, it is impossible to conduct a deep study of the specific features of the economic and social processes of the country's regions and districts of the region.

An increasingly widespread use of probabilistic methods and methods of expert assessment in forecasting regional development processes is becoming an urgent problem. This is connected both with the transition to civilizational market relations, and with the increased impact on the economy of social and environmental processes of a stochastic nature. The inclusion of our economy in the world economic system requires the use of foreign methods of regional research and experience in managing the territorial development of other countries.

The economic reform aimed at the formation of market relations introduces profound changes in the content and methods of analysis of socio-economic development, the preparation of the information necessary for this analysis. The new analysis system should be developed in accordance with modern requirements at all levels of government and economic management.

In the context of economic reforms and the actual transition to the market, the tasks of statistics arising from the requirements of the analysis of socio-economic development change significantly. If in a planned economy the development of statistics was mainly determined by the preparation of materials for the preparation of plans and control over their implementation, now the decisive place is taken by the study of the functioning of the economy in a market environment, the process of forming market relations in order to objectively assess the results of the reform, the policy of stabilizing the economy, debugging effective mechanism of market regulation. Accordingly, it becomes necessary to develop a number of new areas of economic analysis, to change its general methodology, including in the traditional areas that continue the previously established practice. In this regard, significant changes need to be made in the system used in the analysis of statistical indicators. They should, firstly, reflect the new processes taking place in the economy and, secondly, be built taking into account the modern organization of statistics (the gradual rejection of complete reporting, including in the public sector, the widespread use of sample studies and censuses, to counting a number of indicators).

In contrast to the existing practice, when the content side of economic analysis was predetermined by the composition of the available, in some cases randomly formed indicators, now it is advisable to implement a different approach to determining the system of indicators - to build it based on the directions and content of the analysis itself.

The development of a marketing research concept is aimed at:

- to present in an interconnected form the mechanism of functioning of the Ukrainian economy;
- proceeding from this, to form the main directions of analysis of the processes taking place in the economy;
- to determine the system of indicators necessary for such an analysis (such a system of indicators on the example of conducting marketing research on the development of the innovative potential of the regions of Ukraine by the authors is given in the sources [16, pp. 69-68]).
- The substantiation of such a system is essential for solving another equally important task – determining, taking into account the new conditions, modern approaches to organizing the entire system of statistical information in order to ensure:
- obtaining new indicators;
- changing, if necessary, the methodology for calculating the indicators used (this approach was used by the authors in the study of options for eliminating the industrial backwardness of the regions of the Ukrainian Black Sea region [15, pp. 105-121];

- information support of the needs of economic analysis in general;
- determination of principles for the further development of the statistical information system.

L. Nekrasova and A. Diskina in their work emphasize «the main goal of marketing strategic planning is to build activities on the territory of industrial enterprises in such a way as to organically and effectively combine production, meeting consumer needs, profit and regional development» [12, p. 114].

The development of the scheme assumes, along with the generalization of the previous statistical practice and methodology of economic analysis, a theoretical justification of the scheme being developed. In this regard, this work goes beyond the traditional framework of research and development in the field of statistics, comes into contact with the solution of a number of socio-economic problems of the transition period.

This circumstance introduces additional restrictions on the preparation of the analysis concept. The existing domestic theory of the economy, the transition period and, moreover, the market theory does not exist today, and it is unlikely that it will be created in the near future. Moreover, in modern conditions, none of the available versions of such theories can act as an official, state one. Most likely, it can be assumed that the ideas of various schools will compete in the domestic scientific space, just as in other developed countries, where the coexistence and development of monetarism and liberalism, on the one hand, Keynesianism and the theory of state regulation of the market, social development of society as a whole - on the other. In addition, in Ukraine, like other former socialist countries, the traditions and influence of Marxism are strong, and it would be a mistake to exclude the possibility of developing its theoretical heritage.

This hypothesis of the probable state of economic science leads to the following conclusions regarding the nature of the theoretical justification of the analysis scheme:

- firstly, it should proceed from the account of the current state of economic theory and be carried out within the framework that does not exceed the practical needs of the development of the named scheme;
- secondly, it could be limited to justifying a minimum of initial positions acceptable to supporters of various theories in the expectation that the development of the latter will be carried out outside the boundaries of the development of the analysis scheme, by other forces and at different times.

The subject of marketing research is the process of socio-economic development of society in its various aspects and interrelationships is the same as in other areas of economic statistics. The marketing research scheme is based on the existing industry statistics, the system of economic balances and models (the system of national accounts being created, the input-output balance and others), interacts with the already established and new directions of development of individual sections of statistics. At the same time, it expands the possibilities of system analysis of the process of socio-economic development and opens up a number of its new directions. The feasibility of developing a scheme is determined as follows. Separate branches of statistics have developed in many cases in isolation, without proper coordination with each other. In the context of the transition to the market, the need for a much greater integration of them increased, based on the requirements of reforms and a comprehensive analysis of the mechanism of the economy's functioning in a market environment. Especially should be strengthened financial statistics, the study of price dynamics, processes and the mechanism of inflation, foreign economic activity, a systematic analysis of the socio-economic development of territories.

Many of these tasks are solved by the development of the system of national accounts (SNA) in statistical practice. This work is, however, at an early stage and will take considerable time to complete. The SNA will not cover all analysis requests, since the bulk of the information it contains is developed on an annual basis, and only the main indicators are calculated by quarters and months. The current analysis of socio-economic development is carried out mainly on a monthly basis, and in some cases (prices, market conditions, finance, banking operations, etc.) - weekly and even daily.

In addition, the SNA mainly covers the macro level, only a few of its indicators have been brought to the meso level. The proposed analytical framework applies not only to the upper levels of the economy, but also to the community and enterprise levels.

The schematic diagram of the analysis is a new form of describing the process and mechanism of functioning of the entire economy, its conditions and results, applicable to any of its levels (Fig. 1).

In this sense, the scheme covers all available data sets, systems of economic balances and models, including the level of enterprises, determines the forms of using the relevant data in relation to the content side (areas of analysis), namely the study of forecasting and meeting the needs for goods and services.

Directions for analysis: dynamics of the national economy; solving social problems (including the fight against pandemics); inflation;

– development of industries; investments and scientific and technical level of production; regional development; financial position; foreign economic activity; economic reforms; economic security; the place of Ukraine and its regions in the world economy.

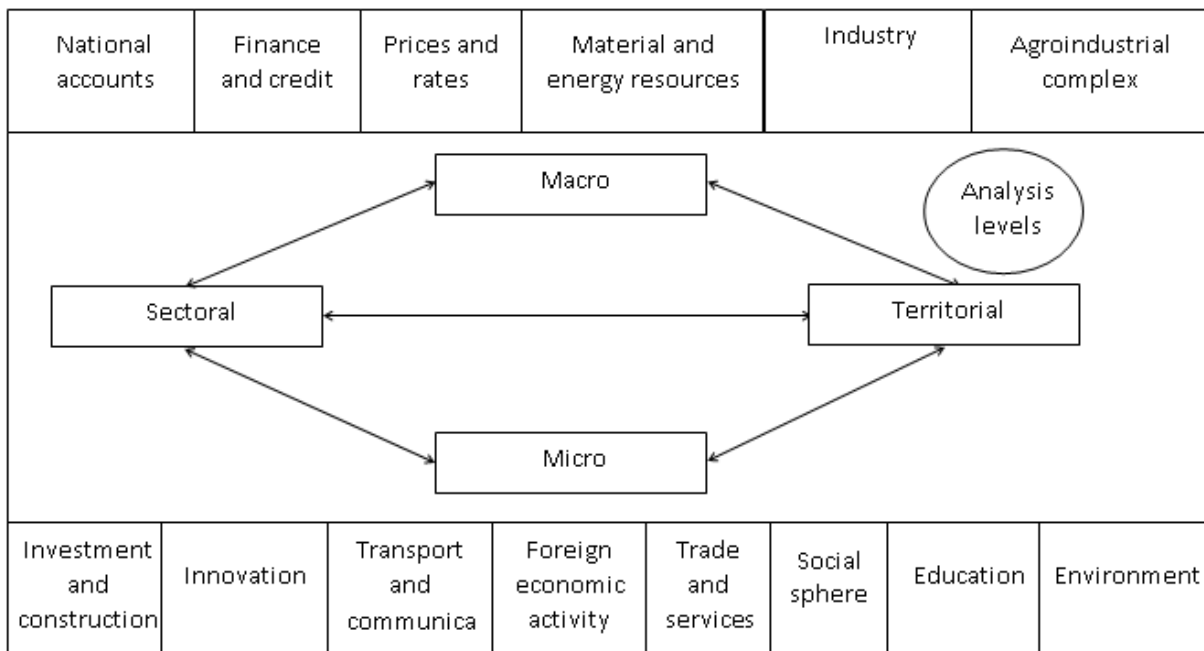


Fig. 1. Schematic diagram of the analysis of socio-economic development of the region

Deciphering the main directions in development at the regional level:

- dynamics and proportions of the national economy, the balance of its development;
- solving social problems, living standards of the region's population, balanced consumer market, demographic processes;
- inflation, price dynamics, financial circulation, hryvnia exchange rate;
- development of industries, demonopolization and restructuring of production, implementation of the most important regional development programs;
- investments, scientific and technological level, development of the production potential of the region;
- development of regions, their socio-economic situation;
- financial position of the regional economy, profitability, state of settlements, balance of budgets;
- foreign economic activity, export and import, interregional interaction;
- economic reform, the formation of a multi-structured economy, the formation of a market environment and infrastructure of the regional market.

Any of these problems can be studied independently, together with some other areas of analysis on a narrowed or complete list in a different combination of its individual areas. The choice of directions in each case will be determined by the tasks of the analysis, its scale and terms, which must be determined by the customer.

Analysis can be carried out, as shown by the arrows, both from above (from macroeconomics to industries, territories and enterprises) and from below. For a number of areas and problems in modern conditions, it seems more important to conduct such an analysis from below - from the enterprise to the industry (region) and macroeconomics, since reforms are concentrated, first of all, at the micro level, where, first of all, a market environment should be created.

The second level of analysis (industry, territory), in turn, can be detailed by highlighting in one case from large industries, separate subsectors and industries, in the second - by representing the regional division by districts and cities.

The above list of areas of analysis applies to all levels of the economy. If necessary, it can be disaggregated or expanded by disaggregating or detailing individual problems.

Separately, it should be said about the regional level of the marketing research scheme. Today, the importance of this area of economic analysis in connection with the unitary principle of state structure and organization of management, the delineation of competence (rights and responsibilities) of Ukraine and its subjects, the transfer of many management functions to the localities increases significantly [8; 9].

It is advisable to analyze the socio-economic development of territories based on the same approaches that were adopted when constructing the scheme. At the same time, it is necessary to take into account the peculiarities of the territorial analysis of development in comparison with the sectoral, macro- and microeconomic analysis. The composition of the blocks involved in analysis at the regional level can be somewhat reduced, as well as the number of indicators contained in such blocks (if necessary, additional indicators should also be included in the blocks). The territorial level of the scheme, like the sectoral one, in turn, is subject to concretization in relation to the tasks of socio-economic analysis in various levels of regional management, corresponding to the administrative-state structure. Here, if we go from below (from the enterprise), it is advisable to provide for the level of district and regional levels of management and analysis in accordance with the existing organizational structure of building state statistics bodies.

As the preparation of the general analysis scheme is completed and the regional section of its blocks is developed, the territorial statistical offices should be involved, whose participation will make it possible to more accurately determine the characteristics of the composition of indicators at the district and regional levels of analysis.

5. Conclusions

The formation of a market economy in our country is associated with a change in priorities in regional socio-economic development. Maximizing the efficiency of the national economy through the optimal location of production is giving way to creating favorable conditions for the life and social well-being of the population. This means that the population should be considered not as one of the factors in the location of production and a source of labor resources, but primarily as meeting its needs, which should be put forward as the goal of developing the regional economy.

New priorities of socio-economic policy dictate changes in the content and methodology of the regional economy. It is necessary to shift attention from the location of productive forces and capital investments to the problems of social and economic development of territories, to take more into account the local characteristics of economic and social development, the ecological situation, national and demographic factors. At the same time, the directive establishment of production targets for the territory gives way to a variant study of possible development scenarios, and direct resource allocation - to the development of economic and legal levers of influence on the processes of investment and regional development.

Changes in the subject and content of the regional economy require an enrichment of the list of the methods of regional research themselves. The importance of target-oriented and balance-based methods is growing. The need to better take into account the various local conditions and interests of the population sharply raises the question of expanding the use of marketing research. In connection with the transition to civilized market relations, the influence on the regional economy of social and economic processes of a stochastic nature is increasing. In these conditions, the urgent problem is the

use of probabilistic methods in forecasting the processes of regional development, constructing scenarios of socio-economic development.

At present, the decisive place should be occupied by the study of the functioning of the economy in market conditions, in order to debug an effective mechanism of market regulation. Accordingly, there is a need to improve economic analysis, to change its general methodology. In this regard, the system of statistical indicators used in the analysis needs significant changes. They should, firstly, reflect new market processes in the economy and, secondly, be built taking into account the modern organization of statistics (transition from complete reporting to sample surveys). A schematic diagram of the analysis of socio-economic processes is proposed, which implies the unity of approaches to the analysis of various levels of the economy on the basis of a system of indicators specially developed for these purposes.

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