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MARKETING RESEARCHES OF LEADING OUT TO THE MARKET OF NEW SERVICE WITH THE PURPOSE OF EXPOSURE OF HER STRENGTHS AND WEAKNESSES

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Actuality of such type of entrepreneurial activity as Mobile coffee shop is investigational in this article, attitude of consumers is analysed toward such method of sale of coffee, as a coffee shop on wheels. The analysis of problems and possibilities is conducted on the basis of research of factors of market environment. The special attention was spared to the market of sale and competitors analysis, for more advantageous location of mobile coffee shop, and receipt of the desired income in maximally short spaces. Because 100 persons took part in the social questioning, it was analysed following: as consumers have coffee often; aim with that consumers have coffee. In this article problems were expounded and possibilities that give different factors macro are presented – marketing environment. It was studied, that at opening a mobile cafe there can be quite a bit limitations it is necessary to pay attention on that: outside sanitary – epidemiology service, fire service, to the technical rules and norms. During researches many questions were put, answers for that I will help to be correctly determined with new service. On an example: what middle age of consumers of coffee, whether the site of coffee shop a comfort for consumers, acceptable to the consumers borders of prices, what trade mark of coffee consumers give preference, whether are attractive for the consumer of action and discount on coffee, in what daypart the most animated consumption of coffee. On the basis of the higher expounded analysis it was certain following, that consumers mostly are working and students, by age 25 from 18 to, therefore marketing communications first of all must be sent to them. People of this age category are active users the internet, on it, advertisement it is possible, and it is needed to place there. Mostly consumers visit such social networks as VK, Instagram and Schoolmates. These social networks are comfortable not only for a communication but also for placing of advertisement. A price is varied depending on the type of drink, volume of glass, and possible additions to drink (creams, zephyr, syrup).

Keywords: new service, potential consumer, market research, analysis of competitors, price segment, competitive edge.

Introduction

Marketing research, is the work with the market and specifically with the consumer. And who can know better, that the consumer, as not it wishes. Consequently, marketing researches is the best of ways for gathering and ordering of the necessary information in interests of firm, for the decision of its problems or realization of possibilities. Frequently the success of the company depends from properly lead, qualitative marketing researches. It concerns as already settled firms, and those who only enter into a market.

The analysis of researches and publications

Analysis of scientific approaches to marketing research involved in many foreign and Ukrainian scientists: E. Anokhin, V. Anokhin, Z. Kasatova, J. Martynov, S. Bozhuk, L. Kovalik, N. Kameneva,

V. Polyakov, B. Gerasimov, N. Mozgov, etc.

The purpose of this article is to define the attitude of consumers to this method of selling coffee, a coffee shop on wheels. Namely, find out their attitude to this kind of coffee houses, and preferences regarding the future range of coffee shops. As well as an analysis of the market and competitors to a more profitable location mobile coffee shop, and get the desired profits in the shortest possible time.

Exposition of basic material

During research we found out attitude of consumer toward opening of coffee shop on wheels. The social questioning 100 persons took part in that showed that a consumer in a greater degree positively behaved to opening of coffee shop. Just 15% polled answered negatively. Negative answers were mainly related to that part of consumers in general does not

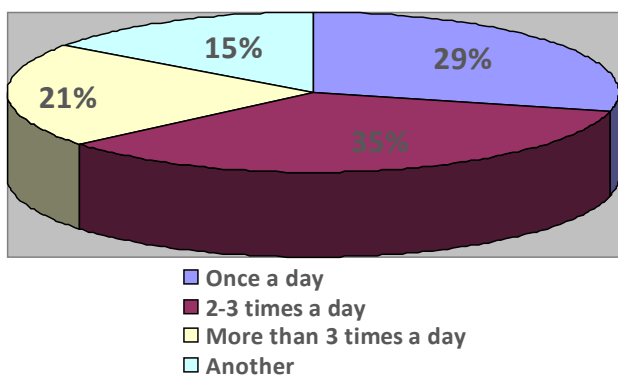


Fig. 1. As often consumers have coffee.

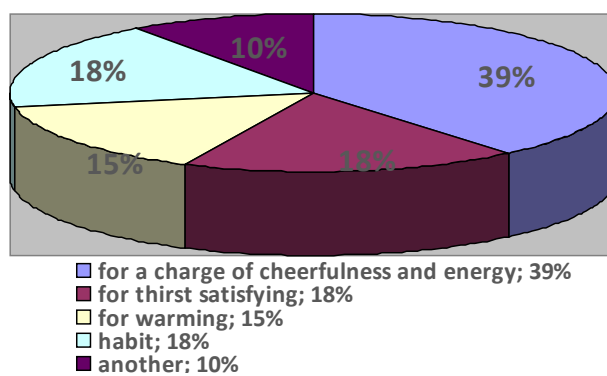


Fig. 2. The purpose with which consumers have coffee

Table 1

Analysis of factors of the macro-marketing environment

Factor	Problem (-)	Possibility (+)
1. Political factors		
The State provides an opportunity for the establishment of private enterprise		+
Sales are carried out with the presence of the permission of sanitary-epidemiological station		+
The State receives taxes from enterprises		+
Difficulties obtaining allowing documents for places for trade	-	
2. Economic factors		
The affordable prices for any level of the population		+
Minimum costs of equipment maintenance		+
Mobility		+
Not high unit cost		+
Rapid recouping of expenses		+
Lease of transport is a less expense what lease of apartment		+
Expenses on raw material	-	
Additional expenses (glasses, napkins, capacities for storage of products)	-	
3. Scientific and technical factors		
A mobile coffee shop is equipped by a modern coffee-machine		+
Placing of advertisement and information about current actions in a network the Internet		+
4. Sociocultural factors		
Some consumers consider not prestige the visit of mobile coffee shop	-	
Some consumers consider not comfortable the use of mobile coffee shop	-	
Consumers that are in a rush and wish to have a drink a cup of coffee will not give up services of mobile coffee shop		+
Krishnaism is forbidden consumption of coffee	-	
Most cultures and religions do not forbid the use of coffee		+
5. Demographic factors		
To the consumers younger 14 it is not recommended to have coffee	-	
Plenty of foreigners that are our potential consumers		+
Potential consumers are people working in this district or passing by on work		+
Coffee is not recommended expectant and feeding mothers	-	
High blood pressures give preference to other drinks	-	
People with an enhanceable cholesterol are not the frequent consumers of coffee	-	
People suffering insomnia rarer buy coffee, especially in an evening period of time	-	
6. Natural factors		
Large influence on activity of mobile coffee shop is rendered by weather terms	-	
The level of contamination of environment and wastes are not considerable		+

prefer to have coffee (Fig. 1).

Coffee is considered the second most popular drink in the world after water and is rightly considered

a product of daily demand. As shown by the social survey, 85% of respondents are drinking coffee at least once a day.

Marketing researches of leading out to the market of new service with the purpose of exposure of her strengths and weaknesses

Table 2

Search questions, hypotheses, information sources for determination of consumer motivations at visit of mobile coffee shop and purchase of coffee

Search questions	Hypotheses	Information generators
1. Who is the basic consumer of coffee	People having employment in this district	SE
2. Principal reasons of consumption of coffee	To behave in tone for a day	PEU
3. As consumers belong to the purchase of coffee on fresh air	Most consumers positively behave to acquisition of coffee on fresh air	PEU
4. Level of acuests of consumer	No	PEU, SE
5. What middle age of consumers of coffee	20–30 years	SE
6. Whether the site of coffee shop a comfort for consumers	No	PEU
7. Acceptable to the consumers borders of prices	No	PEU
8. What role is played by original appearance of mobile coffee shop for a consumer	To the consumer the visit of coffee shop will be more pleasant with an interesting design and idea	PEU
9. Whether price politics of coffee shop has an influence on the purchase of coffee from the side of consumers	A price is one of determinatives at the purchase of coffee	PEU
10. What factors will be decision at a purchase coffees	Service, service, quality, value, original appearance of coffee shop	PEU, SE
11. What type of advertisement is more effective	The Internet is an advertisement	PEU
12. What influence on acquisition of coffee has quality of service and atmosphere	Consumers give preference to quality service	PEU, SE
13. What trade mark of coffee consumers give preference	"Jacobs", "Nescafe"	PEU, SE
14. Whether the width of assortment has an influence on consumers	What wider assortment of coffee shop, the greater probability of purchase	PEU
15. What sources are most effective	No	PEU, SE
16. Whose opinion will be decision in a decision-making about the purchase of coffee	Personal experience, opinion of acquaintances, advertisement	PEU
17. Whether has an influence on the amount of consumers advertisement	The amount of consumers increases	PEU
18. Middle level of consumption of coffee one consumer in a year	No	SSI
19. Whether are attractive for the consumer of action and discount on coffee	Actions and discounts promote interest of consumers in a commodity	PEU
20. What daypart the most animated consumption of coffee is in	Daily time	PEU
21. What amount of competitors is in the district of opening of mobile coffee shop	No	SSI

Note: *SE – survey of experts (ОЭ) опрос экспертов; PEU – poll of end users (ОКП опрос конечных потребителей); SSI – source of secondary information (ИВИ)

The main reason for this excessive consumption of this drink is its invigorating effect, as most of the respondents were students and working, which should keep themselves in good form throughout the workday (Fig. 2).

Also the analysis of problems and opportunities on the basis of a research of factors of external market environment has been carried out.

At opening a mobile cafe there can be quite a bit limitations it is necessary to pay attention on that.

A mobile apartment must answer requirements:

To sanitary-epidemiological station – to have certificates of accordance on the used equipment,

row of agreements on providing imported water, to utilization exhaust, utilization of hard wastes and cleaning up of territory;

To fire protection regulations is a serviceability of electric equipment, existence of means of fire extinguishing;

To technical rules. For this purpose it is necessary to provide the copy of the registration certificate of the trailer (van), his photo, and the certificate of conformity. To this package of documents it is necessary to have in addition the contract with the enterprise – the supplier of products, and the conclusion of the Ukrpotrebnadzor about transport on which delivery of products is made.

By rules bringing in products and carrying out of waste has to be made through different doors. The number of necessary documents impressive, but for opening of their usual cafe is required even more.

The appearance of our mobile cafe on wheels has to be exclusively in bright, iridescent paints, and is equipped with an attractive sign – inflow of buyers will increase in a geometrical progression. Besides, motor transport has to be completely soundproofed that outside, whenever possible, as little as possible sounds got.

In respect of future assortment, we succeeded to find out that mainly a consumer prefers coffee of brand of «Nescafe» and «Jacobs». In the variant of answer «other», such brands of coffee are often mentioned, as: Maccoffee and Jockey (Fig. 3).

As for the offered types of preparation of coffee, the consumer has allocated everyone, almost in equal percentage ratios. Also, in the section «another», such types preparation of coffee as have been offered: mokko, mokachino, hot chocolate, cocoa (Fig. 4).

Our consumers mostly are working and students, by age 25 from 18 to marketing communications first of all must be sent to them (Fig. 5).

During the research we have learned what social networks most often our consumers visit, it is VK, Instagram and Schoolmates. These social networks

are convenient not only for communication but also for advertising (Fig. 6).

The price, low for the huge city, of coffee is chosen as competitive advantage of mobile coffee shop. The price depends on a type of drink, glass volume, and possible additives to drink (cream, marshmallows, syrup).

Questioning showed that a consumer is ready to give for favourite drink a from 5 to 30 hrn. That is acceptable valuable as for a consumer so for a salesman (Fig. 7).

Conclusions

Summing up the result, it is possible to say that the Mobile coffee shop is relevant, in present time, a look enterprise activity. The consumer is ready and wishes to buy coffee in coffee shop of this

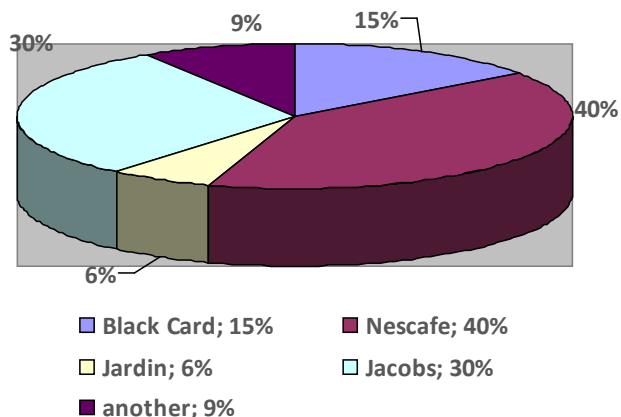


Fig. 3. Preferable brand of coffee

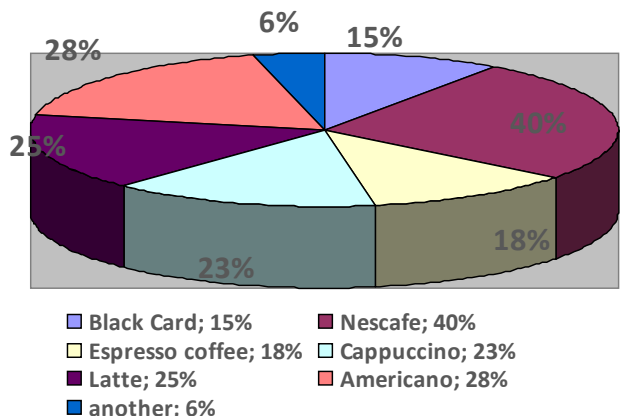


Fig. 4. Type of preparation of coffee

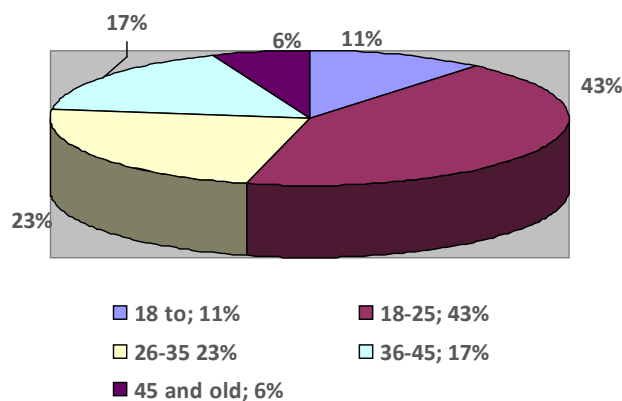


Fig. 5. Age of consumers

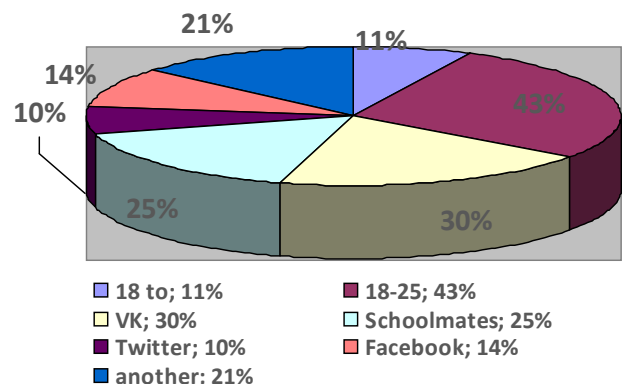


Fig. 6. Popular among consumers social networks

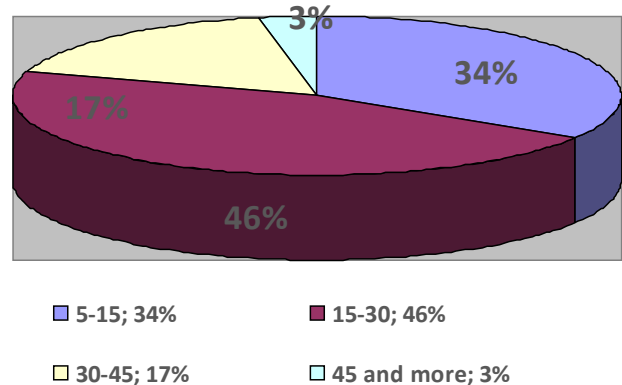


Fig. 7. Reasonable price when buying coffee

type. The range and price of drinks created at presumable planning of this project have been approved from potential consumers during the poll.

Our consumers mostly are working and students, age from 18 to 25 years therefore marketing communications first of all have to be directed to them. People of this age category are active Internet users, on it advertizing it is possible, and it is necessary to place there. Most often consumers visit such social networks as VK, Instagram and Schoolmates. These social networks are convenient not only for communication, but also for advertizing.

A price is varied depending on the type of drink, volume of glass, and possible additions to drink (creams, marshmallows, syrup). Research showed that a consumer is ready to give for favourite drink a from 5 to 30 hrn. That is acceptable valuable both for a consumer and for a salesman.

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Received 27.05.2018

Reviewer: ass. prof., PhD O.E. Riabteva

МАРКЕТИНГОВІ ДОСЛІДЖЕННЯ ВИХОДУ НА РИНОК НОВОЇ ПОСЛУГИ З МЕТОЮ ВИЯВЛЕННЯ ЇЇ СИЛЬНИХ І СЛАБКИХ СТОРІН

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У цій статті досліджена актуальність такого виду підприємницької діяльності як Мобільна кав'ярня, проаналізовано відношення споживачів до такого способу продажу кави, як кав'ярня на колесах. Здійснено аналіз проблем і можливостей на основі дослідження чинників зовнішнього ринкового середовища. Особлива увага була приділена аналізу ринку збуту і конкурентів, для вигіднішого розташування мобільної кав'ярні, і отримання бажаного прибутку в максимально короткі терміни. Оскільки в соціальному опитуванні брало участь 100 чоловік, було проаналізовано наступне: як часто споживачі п'ють каву; мета, з якою споживачі п'ють каву. У цій статті було викладено проблеми і надані можливості, які дають різні чинники макро-маркетингового середовища. Було вивчено, що при відкритті мобільного кафе може бути немало обмежень, на які необхідно звернути увагу: з боку санітарно-епідеміологічної

служби, пожежної служби, технічних правил і норм. Під час досліджень було поставлено багато питань, відповіді на які допоможуть правильно визначитися з новою послугою. Наприклад: який середній вік споживачів кави, чи комфортне місце розташування кав'ярні для споживачів, прийнятні для споживачів межі цін, якій торговій марці кави віддають перевагу споживачі, чи є привабливими для споживача акції і знижки на каву, в яку частину доби найбільш живе споживання кави. На підставі вище викладеного аналізу було визначено наступне, що споживачами здебільшого є працюючі і студенти, віком від 18 до 25 років, тому маркетингові комунікації в першу чергу мають бути спрямовані на них. Люди цієї вікової категорії є активними користувачами Інтернету, тому, рекламу можна, і треба розміщувати там. Найчастіше споживачі відвідують такі соціальні мережі як ВКонтакте, Інстаграм та Однокласники. Ці соціальні мережі є зручними не лише для спілкування, але і для розміщення реклами. Ціна варіюється залежно від виду напою, об'єму скляночки, і можливих добавок до напою (вершки, зефір, сироп).

Ключові слова: нова послуга, потенційний споживач, дослідження ринку, аналіз конкурентів, ціновий сегмент, конкурентна перевага.

МАРКЕТИНГОВЫЕ ИССЛЕДОВАНИЯ ВЫХОДА НА РЫНОК НОВОЙ УСЛУГИ С ЦЕЛЬЮ ВЫЯВЛЕНИЯ ЕЕ СИЛЬНЫХ И СЛАБЫХ СТОРОН

Бондаренко М., Кожуріна О., Ковальова М.

В данной статье исследована актуальность такого вида предпринимательской деятельности как мобильная кофейня, проанализировано отношение потребителей к такому способу продажи кофе, как кофейня на колесах. Проведен анализ проблем и возможностей на основе исследования факторов внешней рыночной среды. Особое внимание было уделено анализу рынка сбыта и конкурентов, для более выгодного расположения мобильной кофейни, и получения желаемой прибыли в максимально короткие сроки. Так как в социальном опросе приняло участие 100 человек, было проанализировано следующее: как часто потребители пьют кофе; цель, с которой потребители пьют кофе. В данной статье было изложено проблемы и представлены возможности, которые дают разные факторы макро – маркетинговой среды. Было изучено, что при открытии мобильного кафе могут быть немало ограничений, на которые необходимо уделить внимание: со стороны санитарно – эпидемиологической службы, пожарной службы, техническим правилам и нормам. Во время исследований было поставлено много вопросов, ответы на которые помогут правильно определиться с новой услугой. Например: какой средний возраст потребителей кофе, комфортно ли местоположение кофейни для потребителей, приемлемые для потребителей границы цен, какой торговой марке кофе отдают предпочтение потребители, являются ли привлекательными для потребителя акции и скидки на кофе, в какое время суток наиболее оживленное потребление кофе. На основании выше изложенного анализа было определено следующее, что потребителями по большей части являются работающие и студенты, возрастом от 18 до 25 лет, поэтому маркетинговые коммуникации в первую очередь должны быть направлены на них. Люди этой возрастной категории являются активными пользователями интернет, по этому, рекламу можно, и нужно размещать там. Чаще всего потребители посещают такие социальные сети как ВКонтакте, Инстаграм и Одноклассники. Эти социальные сети являются удобными не только для общения, но и для размещения рекламы. Цена варьируется в зависимости от вида напитка, объема стаканчика, и возможных добавок к напитку (сливки, зефир, сироп).

Ключевые слова: новый сервис, потенциальный потребитель, исследование рынка, анализ конкурентов, ценовой сегмент, конкурентное преимущество.