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MARKETING RESEARCHES OF THE DOMESTIC MARKET OF THE TELECOMMUNICATIONS

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Today market of telecommunication equipment one of competition and developing sectors in the whole world that is overwhelmed with many types of gadgets on the base of the different operating systems. With every year consumers all more often take your choice in behalf on the devices of premium class, especially it touches smartphone: Apple iOS and Google Android. Presently smartphone is an irreplaceable accessory and necessary communication mean for most people. The market of electronics offers the great choice of «clever» gadgets on affordable costs, by different technical descriptions and functional possibilities. Deciding to purchase smartphone, modern customers must take into account the aim of his use. If it is a mobile communication mean, then usually choose the small model of telephone with a few basic physical parameters and and by functions. However, according to statistics of the polled consumers, majority from them is preferred by models with the large range of possibilities, providing multifunctionness of device. Analysing data of analytical company GfK after 2018, telecommunications became the largest market of electronics segment, testifies that the volumes of sales remain stable. According to marketing researches, it is certain: what from two types of smartphone greater demand and what price have for these goods is optimal for consumers. The variants of actions are certain for popularization of smartphone on territory of Ukraine and after her limits. Problems and possibilities of market of telecommunication equipment are certain on the basis of selection and analysis of factors of macroenvironment. The analysis of competitors and consumers of market of electronics is conducted. The suppliers of smartphone are described on the basis of study of the most essential criteria of quality of deliveries. On the basis of researches of mediators found out two countries, China and Korea, that can come forward a producer and mediator simultaneously. Certain technology of canvassing among 100 respondents during marketing research. Searching questions, hypotheses and information generators, are educed for determination of value of service on smartphone of Android at the market of Ukraine.

Keywords: marketing researches, consumers, smartphones of iOS and Android, factors of microenvironment, factors of macroenvironment, analysis of products, mediators, competitors.

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Introduction

With development of technologies, almost each person has phone and uses it not only for calls or messages, but also for communication on social networks, implementation of financial transactions, job search, etc. Depending on the status and financial opportunities everyone chooses a certain model with the corresponding characteristics and functions. The market of mobile electronics is filled with smartphones on the basis of many different operating systems, but the greatest fame is gained only 2 of

them. The first is iOS, that is, the operating system of Apple corporation. The second system – Android, the operating system created by the Google company.

Statement of a problem

Thanks to conditions of fast development of technical and technological progress in the market of electronics there is an improvement of mobile devices. Emergence of smartphones changed a situation in modern life and the role a computer lost the relevance. Now among consumers the IOS and Android smartphones between which there is a

constant competition are in great demand. Both types of smartphones gained significant recognition among consumers, however have the advantages and shortcomings. It is caused, first of all, by the very different price policy, not each consumer will find desire and an opportunity to buy such gadget. Secondly, in the modern world the importance of a trend gains fast steam: most of young consumers provides preference to the IOS smartphones due to use of various program services. At the same time the Android smartphones as usual telephone, have great demand among category of consumers of middle age. Such provision of a problem requires the solution a question what of two gadgets more relevant.

Analysis and researches of publications

The big contribution to the analysis of the market of electronics and information space was carried out: V. Ivanova, E. Makarenko, E. Marko and so forth. Products of information technologies were investigated in works L. V. Malyarets, D.V. Velikorodnoy, O.A. Teryanik and others. Use of mobile devices and their functions are lit in researches M. Arovinoy, O. Grabar, D. Lubko, E. Olkhovsky, S. Salnikov, G. Prokudin, A. Pashko, N. Poleva and so forth. Problems of carrying out market researches in Ukraine were investigated by A. Starostina, O. Kanishchenko, V. Kravchenko, E. Krikavsky, V. Poltorak and others. Speed of development of innovations in mobile gadgets needs in indepth a market research.

Article purpose

The purpose is researches of the market of the telecommunication equipment and definition which of the studied smartphones is more relevant among others in modern conditions.

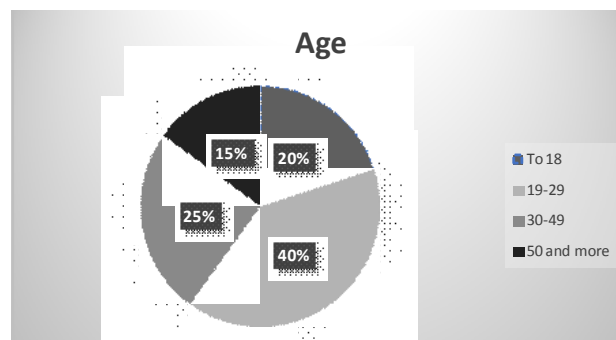
Statement of the main material

For obtaining results of market researches survey was conducted. Survey was conducted in 2019. 100 respondents from whom 40% of respondents – females and 60% – men, participated in poll. The age category was: 20% – to 18, 40% – from 19 to 29, 25% – from 30 to 49, 15% – from 50 and more (Figure).

Having analysed problems and opportunities the market of smartphones it is made selection and the analysis of factors macromarketing environments among which there are 6 factors: political, economic, demographic, scientific and technical, natural, welfare (Table 1).

According to the analysis of political factors it is possible to draw a conclusion that problems are such factors as: Political stability in the country (on which the welfare of consumers and delivery of goods directly depends), the probability of development of military operations in the country (during military operations in the country on goods of luxury demand

falls and the consumer focuses attention to essentials).



Ratio of the interviewed respondents on age category

Table 1
Table of political factors macromarketing environments

Factors	Problem, –	An opportunity, +
Political stability in the country	–	
Freedom of information and independence of media		+
Probability of development of military operations in the country	–	
Degree of protection of intellectual property and copyright law		+

There is a number of opportunities (Table 2): freedom of information and independence of media (thanks to which there are admissibilities of informing, advertizing of goods), degree of protection of intellectual property and the copyright law (reliable and effective security strategy for own developments that reduces risks of their use by the third-party companies).

Table 2
Table of economic factors macromarketing environments

Factors	Problem, –	An opportunity, +
The rate of inflation	–	
Currency regulation		+
Availability of the credit, interest rates	–	

On a research of economic factors it is possible to draw a conclusion that problems are: the rate of inflation (the inflation indicator is higher, the currency of the state depreciates quicker, that is money depreciates earlier, than their manage to spend), availability of the credit, interest rates (at

the moment crediting in Ukraine it is restored with a low speed). Advantage is currency regulation (according to law No 2473 VIII of Ukraine of 22.06.2018 «About the system of currency regulation and currency control» which will come into force in February, 2019, this law cancels a number of operations with currency, requirements on deadlines for implementation of calculations for import / export of goods under the external economic contracts are softened).

Rather demographic factors it is possible to draw a conclusion that problems are: Migration flows and trends (perhaps negative attitude of locals in relation to migrants and also risk of high unemployment rate because of mass migrations), age structure of the population (changes of structure of demand because of change of age structure of the population), territorial placement (at the moment Ukraine has a number of advantages, but the main shortcoming is the military conflict with the Russian Federation). Unfortunately, in the analysis of demographic factors of an opportunity are absent (Table 3).

Table 3

Table of demographic factors macromarketing environments

Factors	Problem, –	An opportunity, +
Migration flows and trends	–	
Age structure of the population	–	
Territorial placement	–	

Considering a scientific and technical factor, it is possible to draw a conclusion that a problem is: Ecological orientation of STP (allows to use safely a product, but the product cost increases). Opportunities are (Table 4): acceleration of scientific and technical progress (satisfaction of needs of consumers), renewability of products and distribution of strategy of small improvements (gives the chance to consumers to satisfy requirements wholly and allows to buy goods are more improved).

Analyzing natural factors it is possible to draw a conclusion that problems with natural to factors are absent, and opportunities are (Table 5): intervention of the state in process of rational use of resources and deficiency of raw material resources (does not influence our activity of intervention of the state and deficiency of resources as we do not use any resources, and we get a ready-made product).

According to welfare factors it is possible to draw a conclusion that a problem is moral standards in society (there is no confidential relationship as to Ukrainian, and foreign partners). Opportunities are (Table 6): trends and fashion (in «a pursuit of fashion»

our type of goods will be always demanded and will always have great demand), cultural values of consumers (our type of goods is capable to satisfy needs of the consumer for communication and is the integral attribute in life of consumers), advantage of import products (import goods differ in higher quality, than domestic, but the main criterion is that domestic manufacturers in the market of our goods are absent).

Table 4

Table of scientific and technical factors macromarketing environm

Factors	Problem, –	An opportunity, +
Acceleration of scientific and technical progress		+
Ecological orientation of STP	–	
Renewability of products		+
Distribution of strategy of small improvements		+

Table 5

Table of natural factors macromarketing environments

Factors	Problem, –	An opportunity, +
Intervention of the state in process of rational use of resources		+
Deficiency of raw material resources		+

Table 6

Table of welfare factors macromarketing environments

Factors	Problem, –	An opportunity, +
Trends and fashion		+
Moral standards in society	–	
Cultural values of consumers		+
Advantage of import products		+

From all above the listed factors, are the most important economic and socially cultural. More the enterprise can affect economic factors, welfare and scientific and technical, and to a lesser extent demographic factor. Such factors as political and natural, the enterprise in no way cannot affect (Table 7).

The analysis of an environment of marketing is closely connected about a conjuncture by marketing processes. Except ensuring production of the goods attractive to the target markets good luck of management of marketing depends as well factors which define it that is actions of competitors,

Table 7

Summary final table of makromarketingovy factors of market threats

Factors	Expert assessment of the importance of a factor taking into account weight coefficient (in points)	Ways of solving the problem or realization of an opportunity
Political	13	Enterprise cannot affect a solution, but there is a possibility of free distribution of advertizing.
Economic	23	Enterprise cannot affect a solution, but there is a possibility of promoting of goods through advertizing, introduction of discounts and also a possibility of expansion and opening of new points.
Demographic	14	Enterprise cannot affect a solution, but there is a possibility of coverage of bigger number of potential buyers, expansion and opening of new points.
Scientific and technical	19	Enterprise cannot affect a solution, but there is a possibility of improvement of developments due to new production technologies, introduction of innovations in the sphere of trade, reduction in cost of products by purchase in other countries and also expansion of the range and orientation not only to the young population, but also to the senior generation.
Natural	10	Enterprise cannot affect a solution, but as the option can provide service of exchange of the gadget, but on new, and old on utilization to other country
The welfare	21	Enterprise can realize an opportunity by selling of popular goods, promoting because of advertizing, production of high-quality products and also advertizing of a trademark.

intermediaries and various contact audiences which enter in a microenvironment.

To understand how the enterprise can sell more than the products the manager has to analyse the circle of competitors. The competition of brands of competitors because they actively compete in a possibility of sale of finished goods is main and limit income generation by the enterprise.

Shops and online stores «Comfy», «Rozetka», «Citrus», «Hallo» are the main competitors of the beginning enterprise. Comfy – one of the largest retail networks of the equipment and electronics in Ukraine, the first multichannel retailer, the most effective retailer on sale from square meter and the leader in opening of new shops in 2015. Rozetka – the most popular online store in Ukraine. The website on average visits more than 2 000 000 unique visitors a day, and this number continues to grow. A main goal and the basic principle in work is the customer satisfaction - both retail buyers, and the organizations. Citrus – one of most dynamically develop the companies in the Ukrainian market of the equipment and electronics. Using creative and courageous advertizing the decision, for the last few years the company managed to increase considerably the audience and to improve positions as in online trade, and offline. Hallo – today the company is one of the largest retailers the market of portable digital equipment and mobile phones in Ukraine.

Having made the analysis of quantity of models of competitors (Table 8), it is possible to draw a

conclusion that the widest range is provided by Comfy and Rozetka online stores, the smallest choice – Citrus online store.

Table 8

Table of the analysis of quantity of models of competitors

Product (smartphones)	Quantity of models			
	Comfy	Rozetka	Citrus	Hallo
Android	1432	1519	95	285
iPhone	183	1283	16	116

Having analysed 6 products of smartphones, we determined the average price – it is also initial as the prices among competitors considerably do not differ (Table 9). On the basis of assessment of competitors, we chose the strategy of distribution (we define a distribution method, key sales channels, the principle of work with resellers and establishes the purposes on quantitative and high-quality distribution of goods of the company) and pricing (we establish the principle of the price competition in the industry, rules of calculation of selling and retail prices, the sizes of discounts and actions for buyers, the principles of price increase and level of profitability of products).

The analysis of suppliers is directed to identification of those aspects in activity of the subjects delivering the organization by different types of raw materials, semi-finished products, energy and information resources, finance, etc. on which depend overall performance of the organization, prime cost and quality of the product made by the organization

(Table 10). The analysis of the acting suppliers is carried out on the basis of studying of the most important criteria of quality of deliveries: qualities of goods delivered; the number of nomenclature units in is bought an assortment matrix of the supplier; qualities of deliveries; financial benefits; qualities of communication with the supplier.

Table 9

Table of the analysis of market price of a product

Name of a product	Average price, UAH
Apple iPhone XR 64GB Black	27 499
Apple iPhone 8 Plus 64GB Gold	23 999
Apple iPhone 7 Plus 32GB Black	16 499
Samsung Galaxy A80 128GB Silver	19 999
Huawei P30 Black	22 999
Xiaomi Mi A2 Black	5 555

Having analysed 4 products of smartphones, it is possible to draw a conclusion that our country is not a producer of any brand. Generally everything is made and on sale in the countries of Asia, except for the IOS smartphone which still is made and on sale in the USA.

Smartphones considerably facilitate life to the owner, carrying out a set of various tasks. Now producers so pursue development of technologies that to call smartphones to phones already language does not turn. It would be more correct to characterize them as «pocket computers».

The most modern devices are capable to work in networks of new generation 3G and 4G which offer higher speed of data exchange. For record: 4G connections are increased considerably by battery life.

After carrying out the analysis of consumers, it became clear that 100% of respondents use smartphones: From them 22% – users of the IOS smartphones and 78% – owners of the Android smartphones. Also during the poll it became clear that 24% of respondents are dissatisfied with the gadget while their mobile device absolutely arranges 76%.

As for characteristics on which the consumer relies, at purchase implementation, here: draws the attention of 36% of respondents to quality, on the price focus attention of 20%, an operational system

pay attention to 25% of respondents, the appearance interests 10% of consumers and the option was offered for everything by only 9%.

Concerning the price unacceptable for purchase implementation, 31% of respondents consider that the price in 8 000 10 000 hryvnias is overestimated, 22% of respondents specified that the unacceptable price for them is the sum of 12 000–15 000 hryvnias, the price in 18 000 25 000 hryvnias is too high for 29% of consumers and only for 18% – the price does not matter.

Having made the marketing analysis of products of smartphones, it is possible to draw the following conclusions.

1. The most part of respondents nevertheless inclines to the choice of the Android smartphones that speaks to the relative low price and the simplified operational system.

2. Access to a heap of online services from the powerful company, and unlike iOS, absolutely free access.

3. Unlimited freedom of choice ON for the smartphone from millions of applications placed both in official shop Google Play and on other alternative platforms.

Conclusions

The market research was conducted in a look questioning with the purpose to find out which the smartphone has the increased demand in the modern market in present time and also to learn what price of these goods is for consumers optimum for purchase commission.

The market research was conducted by means of collecting primary information by means of poll of participants of the market and experts, that is the interviewed respondents were sources of information.

In this research survey was conducted by method of questioning of respondents, the number of 100 people. This method allows to obtain the considerable volume of data with smaller expenses. Questioning is demanded for specification of the available information, in need of tracking of effect of any actions, for example at start of advertizing, a type of goods, etc.

100 respondents from whom 40% of respondents – females and 60% – men's participated in poll. The age category was: 20% – to 18, 40% – from 19 to 29, 25% – from 30 to 49, 15% – from 50

Table 10

Table of the analysis of suppliers of products

Suppliers	Apple iPhone XR 64GB Black	Samsung Galaxy A80 128GB Silver	Huawei P30 Black	Xiaomi Mi A2 Black
Asia	+	+	+	+
Domestic suppliers	–	–	–	–
THE EU	–	–	–	–
THE USA	+	–	–	–

are also more senior.

Analyzing macro environment, the most important factors are economic and socially cultural. More the enterprise can affect economic factors, welfare and scientific and technical, and to a lesser extent demographic factors. Such factors as political and natural, the enterprise in no way cannot affect.

In the analysis of a microenvironment, it became clear:

1. On the basis of assessment of competitors, we chose the strategy of distribution (we define a distribution method, key sales channels, the principle of work with resellers and establishes the purposes on quantitative and high-quality distribution of goods of the company) and pricing (we establish the principle of the price competition in the industry, rules of calculation of selling and retail prices, the sizes of discounts and actions for buyers, the principles of price increase and level of profitability of products).

2. In the analysis of suppliers, we defined that our country is not a producer of any brand. Generally everything is made and on sale in the countries of Asia, except for the IOS smartphone which still is made and on sale in the USA.

3. When carrying out the analysis of consumers, it became clear that 100% of respondents use smartphones: From them 22% - users of the IOS smartphones and 78% - owners of the Android smartphones.

4. As for the analysis of intermediaries: The Android smartphones are manufactured in China and Korea are our direct suppliers and intermediaries, but as the price of the original Android smartphones considerably high, we will resort to cheaper analogs and China will be a direct intermediary.

So, having analysed all conclusions of rather market researches, it is possible to draw a final conclusion: The Android smartphone because of the price policy is more available to the interviewed consumers and will be the best choice of smartphones for own use in the developed domestic market of telecommunications, it is more better, besides, on the functional characteristics is more clear in use.

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МАРКЕТИНГОВІ ДОСЛІДЖЕННЯ ВІТЧИЗНЯНОГО РИНКУ ТЕЛЕКОМУНІКАЦІЙ

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Сучасний ринок телекомунікаційного обладнання один з найбільш конкурентних і розвиваючих секторів у всьому світі, який переповнений багатьма видами гаджетів на базі різних операційних систем. З кожним роком споживачі все частіше роблять свій вибір на користь пристроїв преміум-класу, особливо це стосується смартфонів: Apple iOS та Google Android. В наш час смартфон є незамінним аксесуаром і необхідним засобом зв'язку для більшості людей. Ринок електроніки пропонує великий вибір «розумних» гаджетів за прийнятними цінами, різними технічними характеристиками та функціональними можливостями. Вирішуючи, який смартфон придбати, сучасні покупці повинні враховувати мету його використання. Якщо це засіб мобільного зв'язку, то зазвичай обирають невелику модель телефону з декількома основними фізичними параметрами та функціями. Однак, згідно зі статистикою опитуваних споживачів, більшість із них надають перевагу моделям з великим діапазоном можливостей, забезпечуючи багатofункціональність цього пристрою. Проаналізувавши дані аналітичної компанії GfK за 2018 рік, телекомунікації стали найбільшим сегментом ринку електроніки, що свідчить про те, що обсяги продажу залишаються стабільними. Згідно з маркетинговими дослідженнями, визначено: який з двох видів смартфонів має більший попит та яка ціна на ці товари є оптимальною для споживачів. Окреслено варіанти дії для популяризації смартфонів на території України та за її межами. Визначено проблеми і можливості ринку телекомунікаційного обладнання на основі відбору і аналізу факторів макросередовища. Проведено аналіз конкурентів та споживачів ринку електроніки. Охарактеризовано постачальників смартфонів на основі вивчення найбільш важливих критеріїв якості поставок. На основі досліджень посередників виявлено дві країни, Китай та Корея, які можуть виступати виробником і посередником одночасно. Окреслено технологію проведення опитування серед 100 респондентів під час маркетингового дослідження. Виявлено пошукові питання, гіпотези і джерела інформації для визначення рівня попиту на смартфони Android на ринку України.

Ключові слова: маркетингові дослідження, споживачі, смартфони iOS та Android, фактори мікросередовища, фактори макросередовища, аналіз продукції, посередники, конкуренти.

МАРКЕТИНГОВЫЕ ИССЛЕДОВАНИЯ ОТЕЧЕСТВЕННОГО РЫНКА ТЕЛЕКОММУНИКАЦИЙ

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Сегодня рынок телекоммуникационного оборудования один из самых конкурентных и развивающихся секторов во всем мире, который переполнен многими видами гаджетов на базе различных операционных систем. С каждым годом потребители все чаще делают свой выбор в пользу устройств премиум-класса, особенно это касается смартфонов: Apple iOS и Google Android. В настоящее время смартфон является незаменимым аксессуаром и необходимым средством связи для большинства людей. Рынок электроники предлагает большой выбор «умных» гаджетов по приемлемым ценам, различными техническими характеристиками и функциональными возможностями. Решая приобрести смартфон, современные покупатели должны учитывать цель его использования. Если это – средство мобильной связи, то обычно выбирают небольшую модель телефона с несколькими основными физическими параметрами и функциями. Однако, согласно статистике опрошенных потребителей, большинство из них предпочитают модели с большим диапазоном возможностей, обеспечивая многофункциональность устройства. Проанализировав данные аналитической компании GfK за 2018, телекоммуникации стали крупнейшим сегментом рынка электроники, свидетельствует о том, что объемы продаж остаются стабильными. Согласно маркетинговому исследованию, определено: какой из двух видов смартфонов имеет больший спрос и какая цена на эти товары является оптимальной для потребителей. Определены варианты действий для популяризации смартфонов на территории Украины и за ее пределами. Определены проблемы и возможности рынка телекоммуникационного оборудования на основе отбора и анализа факторов макросреды. Проведен анализ конкурентов и потребителей рынка электроники. Охарактеризованы поставщики смартфонов на основе изучения наиболее важных критериев качества поставок. На основе исследования посредников обнаружены две страны, Китай и Корея, которые могут выступать производителем и посредником одновременно. Определены технологии проведения опроса среди 100 респондентов во время маркетингового исследования. Выявлены поисковые вопросы, гипотезы и источники информации для определения уровня спроса на смартфоны Android на рынке Украины.

Ключевые слова: маркетинговые исследования, потребители, смартфоны iOS и Android, факторы микросреды, факторы макросреды, анализ продукции, посредники, конкуренты.

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Today market of telecommunication equipment one of competition and developing sectors in the whole world that is overwhelmed with many types of gadgets on the base of the different operating systems. With every year consumers all more often take your choice in behalf on the devices of premium class, especially it

touches smartphone: Apple iOS and Google Android. Presently smartphone is an irreplaceable accessory and necessary communication mean for most people. The market of electronics offers the great choice of «clever» gadgets on affordable costs, by different technical descriptions and functional possibilities. Deciding to purchase smartphone, modern customers must take into account the aim of his use. If it is a mobile communication mean, then usually choose the small model of telephone with a few basic physical parameters and and by functions. However, according to statistics of the polled consumers, majority from them is preferred by models with the large range of possibilities, providing multifunctionness of device. Analysing data of analytical company GfK after 2018, telecommunications became the largest market of electronics segment, testifies that the volumes of sales remain stable. According to marketing researches, it is certain: what from two types of smartphone greater demand and what price have for these goods is optimal for consumers. The variants of actions are certain for popularization of smartphone on territory of Ukraine and after her limits. Problems and possibilities of market of telecommunication equipment are certain on the basis of selection and analysis of factors of macroenvironment. The analysis of competitors and consumers of market of electronics is conducted. The suppliers of smartphone are described on the basis of study of the most essential criteria of quality of deliveries. On the basis of researches of mediators found out two countries, China and Korea, that can come forward a producer and mediator simultaneously. Certain technology of canvassing among 100 respondents during marketing research. Searching questions, hypotheses and information generators, are educed for determination of value of service on smartphone of Android at the market of Ukraine.

Keywords: marketing researches, consumers, smartphones of iOS and Android, factors of microenvironment, factors of macroenvironment, analysis of products, mediators, competitors.

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