

Developing the methods of studying the processes which determine the changes in the goods market conditions

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Abstract. The methodological approach to studying the processes determining the changes in the goods and services market conditions is suggested in the article. The algorithm and methods for problem solving are defined in the context of this approach. The algorithm includes studying the current state of the theory and methodology of assessing the goods and services market conditions, detecting and assessing the market factors impact on the changes in the market conditions, as well as developing the theoretical and methodological essentials of studying and modelling the social and economic processes. The methodological approach is completed by the procedure of developing the scientifically based recommendations, tools, mechanisms of the Russian companies entrance to the free segments of the Russian markets, as well as to the foreign goods markets.

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Introduction

The Russian economy is given a major macroeconomic issue related to the real possibility to implement the results of the basic researches, to commoditize the projects which will conform to the international standards, to raise the competitiveness of the national economy. The stated problem could be to a large extent solved through the development and implementation of the methods and tools, providing the market participants with the information on the current state of the Russian and global market conditions, its development potential, the availability of free segments and the possibility to establish niches, the conditions for disposal of the Russian goods in the foreign markets, what is necessary for getting the export of the domestic products to a new level. However, nowadays the issues of the theory and methods for assessing the Russian and foreign market conditions have been underinvestigated. The particular issues of the development and the experience in applying the concept of the economic conditions, the main approaches to the modern concept of the market conditions; the concept, role and types of the market factors are considered in the works of Malhotra Naresh K. [1, 2], Churchill G. [3], Graefe A. [4], Armstrong J. Scott [4], Kotler P. [5], Caslione J. [5], Lee Nancy R. [6], Belyaevsky I.K. [7], Golubkov E.P. [8], Kalinina A.E. [9], Kondratiev N.D. [10], Svetunkov S.G. [11], Abdullaev I.S. [11] et al.

The issues of determining the influence of different processes on the evolutionary changes in the goods and services market conditions have been still underinvestigated. The scientifically based recommendations, tools and suggestions on analysing

and modelling the processes (the qualitative and quantitative ones), affecting the changes in the market conditions subject to the modern trends in the social and economic realities and the features of the domestic and global goods and services markets are required. The scientific significance of solving the problem is that developing the theoretical and methodological essentials of studying, assessing and modelling the influence of the social and economic processes on the changes in the Russian and foreign goods and services market conditions.

Research Methods

Solving the set macroeconomic task requires the substantial correction of the applied methodological approaches and tools for assessing the market conditions in the context of the multi-level economy. Nowadays the market conditions are assessed using the multi-level approach:

- on the macro-level - on the level of the global leading goods markets the analytical services of the international economic organizations deal with these issues;

- on the meso-level - within the certain select states, the specialized private organizations and the public institution for studying the market conditions deal with these issues;

- on the micro-level - under the current market conditions almost all the large companies have their own marketing services which supervise the evaluation of the market conditions within the field of their activity.

The assessment issues are to a greater extent determined by the lack of the required tools: the existing methodological approaches cover the issues

of assessing the general economic conditions (macro-, meso- level). As the assessment of the market conditions is based on the information on the realized demand (sales), the potential and current demands "drop out" from the view of the researchers in this field. The qualitative parameters of demand and its impact on the market conditions while introducing the goods to the foreign markets are underinvestigated and not taken into account, what under the current conditions of developing the innovation economy is the determining factor which results in the disbalance of the supply and demand, as well as non-competitiveness of the Russian goods.

In accordance with the set objective developing the methods of studying the processes determining the changes in the goods market conditions should cover the following issues:

1. Studying the current state of the theory and methodology of assessing the goods and services market conditions, detecting and assessing the market factors impact on the changes in the market conditions.

2. Developing the theoretical and methodological essentials of studying and modelling the social and economic processes affecting the changes in the Russian and foreign goods market conditions.

3. Proposing the scientifically based recommendations, tools, mechanisms of the Russian companies entrance to the free segments of the Russian markets by establishing new niches for disposal of the goods and services, and to the foreign markets, subject to its potential and cross-cultural differences.

Body

It is necessary to analyse the primary and secondary information in order to identify and assess the impact of the market factors on the changes in the market conditions. Upon the analysis of the secondary information the content of the applied statistical tools is assessed and formulate the suggestion on improving it (changing the structure of the forms, developing the new forms, the order of generating the statistical information) are formulated. It is necessary to use the results of the opinion polls in order to solve this problem. It is worthwhile to use the combined approach as a sociological tool for collecting the information during the study. Such methods, as focus groups with the experts, in-depth interviews with the companies' chief executives should be used for the research objectives. Using the combined sociological tool (in-depth interviews, questioning, focus groups) will allow comprehensively analysing the problem based both on the quantitative and qualitative experts'

estimations. Studying the experts' estimations intended to determine the list of the factors influencing the establishment of the market conditions on the exogenous and endogenous levels in the context of the constituent entities of the Russian Federation, the country as a whole and foreign country seems to be important. For this purpose the method of forming the expert panel in the context of which a list of the industry experts is drawn up (representatives of the companies and industry associations) is suggested to apply.

Developing the information model of collecting, evaluating and interpreting the information should be based on analysing the information products of the analytical and marketing agencies, studying the foreign experience in the information and analytical support. At the same time, the main issues of the information and analytical support for assessing the Russian and foreign goods and services market conditions should be taken into account: the lack of the information sources of high integrity, the lack of completeness of the state statistical reports in order to make the management decisions, business decisions, as well as the existing official statistical information. This approach will yield the following results: the analytical review of the current state of the theory and methodology for assessing the goods and services market conditions; systematization of the existing classifications of the factors influencing the establishment of the goods and services market conditions; the author's classification of the factors influencing the establishment of the goods and services market conditions; the expert estimation of the market factors; the information model of collecting, evaluating and interpreting the information to determine the market factors affecting the changes in the market conditions subject to the qualitative components; the index system for assessing the market factors on the exogenous (demand, supply) level; the index system for assessing the market factors on the endogenous (price) level. Such approach will ensure the efficiency of operating the system of the information and analytical support for assessing the Russian and foreign goods and services markets.

Developing the theoretical and methodological essentials of studying and modelling the social and economic processes affecting the changes in the Russian and foreign goods market conditions should be based on the multiple-factor and multivariate methods of the applied statistical analysis. This will allow obtaining a complex of models, which will consist of several interrelated blocks. The first block will be designed for simulating the impact of the market factors on the

endogenous and exogenous level on the supply of goods and services in the Russian and foreign markets. The second block will be designed for simulating the impact of the market factors on the endogenous and exogenous level on the demand for goods and services in the Russian and foreign markets. In the third block the models which will ensure the relation between the first and second blocks are intended to be worked out.

The research methods should be based on the principles of the system and complex analysis, in the methodological and empirical parts of the research the modern methods of the economic analysis, the expert, economic and multivariate statistical analysis, the economic and mathematical modelling are recommended to apply. At this research stage developing a complex of methods for studying and modelling the social and economic processes which determine the changes in the Russian and foreign goods market conditions in the context of uncertainty, the lack of the reliable quantitative information on the basis of the economic and mathematical tools and the Delphi method is required.

Developing the scientifically based recommendations, tools, mechanisms of the Russian companies entrance to the free segments of the Russian markets by establishing new niches for disposal of the goods and services, and to the foreign markets, subject to its potential and cross-cultural differences should start from the methods of determining the production and consumption potential of the goods and services markets, which will be based on determining the prospective demand by taking into account the influence of the qualitative indexes (distinguishing the innovation-driven development indexes) instead of the traditional approach to determining the realized demand based on sales. The qualitative components will be assessed by means of the expert surveys, in-depth interviews, focus groups, projective methods.

The methodological framework of the above mentioned problems solution should be based on the principles of the formal and dialectical logic. In this case, the researchers are encouraged to use such learning styles, as the observation, analysis, synthesis, generalization, abstraction, induction and deduction, analogy, as well as the economic and mathematical, logical and analytical, statistical research methods, the method of historical comparisons, the simulation modelling method, the visualization method, complex and system approaches.

The assessment of the goods and services market conditions will determine the prospects of the study objects (the particular goods and services) for

commoditization. In this case the integral role will be played by defining the market potential, as it is the market potential which allows drawing the conclusions of the prospects for the goods and services commoditization. The potential should be assessed using the different methodological approaches. If the prospects for the projects commoditization are clear and obvious for the short-term, then the count-up method could be applied. In this case, the current sales are initially assessed on the basis of the data received from the suppliers; then the factors that affect the demand and its influence level are identified; upon the completion a sales forecast based on the demand trends is made. If the prospects for the projects commoditization are not precisely defined, then a staged approach to making the forecasts is applied. Only then the market potential for every goods and services, the prerequisites for which commercial implementation are good, is assessed.

Conclusions

During the development of the methodological approach some issues of the methodical nature, hindering the development of the theory and practice of the market researchers have been successfully uncovered, the algorithm for solving these problems has been successfully defined, the appropriate tools have been successfully identified, a promising trend in the future researches on these issues has been successfully outlined. The main conceptual idea of this work is that the market conditions should be assessed and predicted on the basis of modelling the changes in the exogenous and endogenous processes influencing its establishment. The proposed mechanisms of entering the Russian companies to the free segments of the Russian markets by establishing new niches for disposal of the goods and services, and to the foreign markets, will contribute to accelerating the companies' *response* to the market *changes* influenced by the competition, developing a new level of exporting the Russian products and improving its competitiveness in the Russian and foreign goods markets.

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