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***Viacheslav Zhuravlov***
***scientific consultant Dr. Liubov Zharova***

# Market Research for the Educational Service Sector. Practical Implementation

In the paper were analyzed the theoretical background of modern market research, the developing of the market research scheme for educational service industry based on Best Language Centre BLC enterprise and market research for service sector. Particularly was analyzed theory of market research, classification of market research types and contemporary trends for market research.

Conducted researches allowed to formulate approaches to market research analysis for the educational industries. Likewise, was developed Best Language Centre enterprise's competitiveness for the foreign market, possibilities for the improvement of the business.

The relevance of this work defined by the growth of service & educational enterprises in a whole. What makes Market analysis essential instrument for all educational start ups. The aim of the paper is to study how market analysis helps businesses in service sector.

In order to achieve the aim, the following tasks were set: -develop the understanding of market research, learn to understand how market research affects business environment in Ukraine, learn about contemporary market research approaches, conduct a research about market research based on Ukrainian enterprise (BLC)

Methodological basis for the paper consists of the information from acclaimed internet publications, journals, magazines and librarian material. The research object is Market research on foreign market within the context. The research subject is the set of theoretical and practical approaches to establish the possible solutions for service industry and educational services based on Market research knowledge.

**Keywords:** market research, service industry, language centers.

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## Introduction

The world has changed significantly in many different directions, which caused the rapid increase in the speed of growing the businesses. Scientists, explorers, analysts and businesspeople are working hard to make all the working process as effective & efficient as they can in order to maximize margins and minimize all possible loses. It is partly affected by customers and competitors. Marketing research began in 1879 in the United States, when the advertising agency NY Ayer & Son surveyed officials in agriculture. In 1911, Curtis Publishing Company established the world's first marketing department, and in 1916, the Eastman Research Bureau began its activities, the first clients of which were Cosmopolitan magazine and General Electric [1–3].

Marketing research is now a must-have in any business plan. Neither bankers nor investors will give money for business development until they are sure that the money will return and make a profit. Marketing research is sociological research focused on studying the market situation, desires, preferences, and behavior of consumers and other market players [4,5]. In practice, it consists of systematic search, collection, and analysis of information to make the right management decisions in the field of production and marketing of the company [6,7].

All of the customers are influenced with massive advertisement of high-quality products and services in every corner. It makes them feel the need to buy newer and better goods. Competition in all industries is a key reason for that, all companies try to make their goods of higher quality and with better marketing solutions.

The world is open to new companies and ideas from young businessmen. Because any people are able to begin their career almost without any investments. It is because of the fact that being the mediator is trendy now. Any human being are able to contact the manufactory managers where they can buy anything and then customize it.

Big problem appeared in service industries due to the fast globalization process which makes those industries work differently. Most of the companies are not able to go through the pressure from the competitors due to the fact that companies combine their powers and become bigger every day.

When we consider global issues, we have to look at the depth of the problem. The first reason was the time when many countries in Europe got independence. These states couldn't produce most of the good due to the reason that the factories which worked together, at that moment were in different countries and it added certain problems for production [8–10].

The next reason is that most of these manufactories were sold and rebuilt into warehouses, supermarkets. Most of the entrepreneurs were solving the issues, but then understood that the companies are different to what they used to be. These problems were solved by an easy decision, to produce good on existing manufactories in other countries. The first reason for the was working machines. The second was the fact that people had a chance to save money on production and delivery costs. There is a solution that is the most effective to realize whether the enterprise can start or cannot is market research. It may be identified by economic sources listed on the last pages.

The **article aims** to study how market analysis helps businesses in service sector.

**Framework of research**. COVID-19 Global Analysis and Impact English, German, Spanish, Mandarin, and Other Languages; End-User (Academic and Non-Academic); Deployment Type (On-Premise and Cloud); Business Type (Business-to-Business and Business-to-Customer); and Geography In 2019, the worldwide digital language learning market was worth US$ 6300.4 million, and it is predicted to rise at a CAGR of 13.7 percent over the forecast period, reaching US$ 17333.4 million by 2027 [11] (Figure. 1).

One of the primary drivers driving the worldwide digital language learning market is the increasing adoption of smart devices and the internet, particularly in emerging nations. By providing virtual classrooms and a variety of learning tools, innovative technologies make it easy to access the global knowledge center. Disruptive technologies are being merged to deliver a tailored and user-friendly online platform to learners in order to provide an efficient learning environment. The need for digital language learning solutions is high, as these solutions include digital material and a platform that allows for simple learning via the use of numerous interactive technologies.

Mobile applications, e-books, audio snippets, movies, games, digital software, and online coaching are examples of these technologies. Furthermore, an increasing number of private and international organizations with operations in many countries place a premium on having staff who are fluent in multiple languages, as well as language specialists and translators, to facilitate contact with clients. Corporates are required to provide mandatory training to their employees in order to improve their skills and expertise, which includes digital language learning sessions. Different countries' governments are launching projects to provide kids with venues for learning a second language.

The digital language learning industry is divided into academic and non-academic categories based on the end user. In 2019, the academic sector dominated the market, and this trend is projected to continue over the forecast period. With technological improvements, schools, universities, colleges, and business entities are increasingly adopting digital learning. Because of the widespread interest in sophisticated technology, digital education is gaining traction in schools and universities across the world, particularly in poor nations. Schools are being encouraged to purchase various sorts of digital language learning systems as a result of their digitization.

The academic portion is subdivided further into age groups. Parents today are aware of technological changes

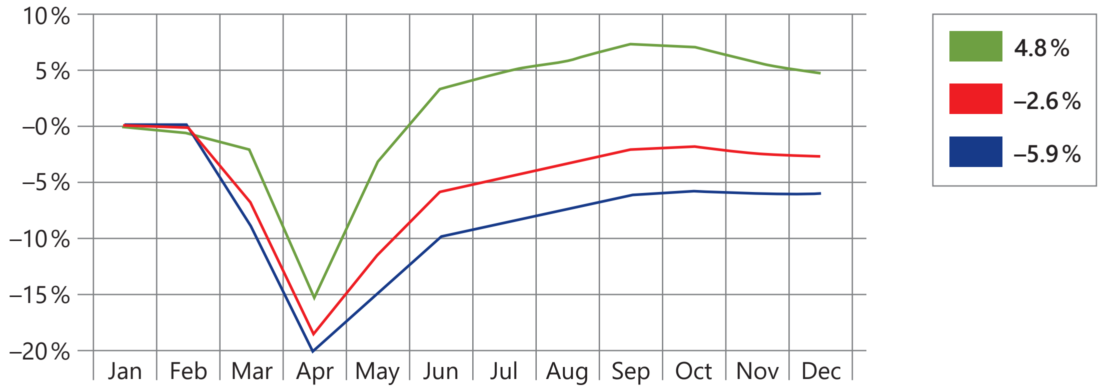


Fig. 1. Change in personal consumption. *(*underlying monthly spending data is seasonally adjusted at annual rates)*
***Source:*** Statista platform

and want their children to study languages independently utilizing smart gadgets and digital learning games. Children may spend more time viewing instructional films or playing educational video games thanks to digital learning platforms.

North America, Europe, Asia Pacific (APAC), South America (SAM), and the Middle East and Africa (MEA) make up the digital language learning market (MEA)[12]. In 2019, Asia Pacific dominated the worldwide digital language learning industry, followed by Europe and North America. In response to the rising inclusion of language learning courses in school curricula and the stronger deployment of e-learning classes than other nations, APAC countries are heavily investing in sophisticated and creative learning approaches. China, Australia, India, Singapore, and South Korea are among the APAC countries with robust educational sectors. These nations are utilizing every means and model available to improve English proficiency in order to increase the number of English-speaking people.

In APAC, there is a noticeable shift in the tendency of studying foreign languages. Due to a lack of qualified English teachers in the region, students are increasingly using digital technologies to study languages, mostly through smartphones and tablets. Furthermore, these nations have a high smartphone penetration rate; also, the young in these countries are extremely tech-savvy, resulting in widespread use of digital learning apps throughout the area [13].

The leading participants in the worldwide digital language learning market are Busuu, Ltd., Fluenz, Lingoda GmbH, Pearson PLC, Preply, Inc., Rosetta Stone, Inc., Verbling, Inc., Yabla, Inc., Babbel, and Living Language (Penguin Random House, LLC).

During the last several months, the pandemic's recent outbreak has caused significant positive upheaval in the current education system around the world. Factors such as social distance and government-imposed nationwide lockdown have had a significant impact on structural reforms in the current mode of communication and overall learning process, as evidenced by widespread adoption of online learning platforms and digital solutions by academic and non-academic institutions worldwide. Furthermore, the disruption of traditional educational institutions and classroom-based learning approaches resulted in a spike in adoption of strong and efficient online and digital learning solutions, which is expected to drive the market's growth in the years ahead [14–16].

**The theory and methodology of research.** Market research is the process of determining the viability of a new service or product through research conducted directly with potential customers. Market research allows a company to discover the target market and get opinions and other feedback from consumers about their interest in the product or service.

It is the systematic collection and evaluation of information about persons or organizations using statistical and analytical tools and techniques of the applied social sciences to acquire insight or enhance decision-making. It encompasses social and opinion research.

Market research, marketing research, and marketing are various commercial operations that are occasionally done informally.

Marketing research is a considerably older discipline than market research.

Market research may be used to look at the following factors:

Market data: Market data allows one to learn about the pricing of various commodities on the market, as well as the supply and demand situation. By assisting their clients in understanding social, technological, and even legal elements of markets, market researchers play a larger role than previously recognized.

Market segmentation is the separation of a market or population into segments that share common incentives. It's commonly used to segment based on regional differences, demographic differences (age, gender, ethnicity, etc.), technographic differences, psychographic differences, and product differences. Market data: Market data allows one to learn about the pricing of various commodities on the market, as well as the supply and demand situation. By assisting their clients in understanding social, technological, and even legal elements of markets, market researchers play a larger role than previously recognized.

Market segmentation: The split of a market or population into segments having comparable incentives is known as market segmentation. It is commonly used to segment based on regional differences, demographic differences (age, gender, ethnicity, etc.), technographic differences, psychographic differences, and product use differences. Firmographics are often used for B2B segmentation. Market trends are the rising or downward movement of a market over a certain time period. If you're launching a new product, determining the market size may be more challenging. You'll have to calculate the statistics based on the number of possible consumers, or customer groups,

Market trends are the rising or downward movement of a market over a certain time period. If you're launching a new product, determining the market size may be more challenging. You will have to calculate the statistics based on the number of possible consumers, or customer groups, in this situation.

A PEST analysis is a study of the external environment. It comprises a thorough examination of a firm's external political, economic, social, and technological aspects that may have an influence on the firm's goals or profitability. They might either help or hurt the company's productivity.

SWOT analysis is a written assessment of a company's strengths, weaknesses, opportunities, and threats. A SWOT analysis for the competition will help you figure out how to improve your marketing and product mix. The SWOT approach is useful for determining and reassessing strategies as well as analyzing corporate processes.

Brand health tracker: Brand tracking is a method of monitoring a brand's health over time, both in terms of how customers use it (i.e. Brand Funnel) and how they feel about it. Brand awareness, brand equity, brand usage, and brand loyalty are all ways to assess the health of a brand.

Another factor that can be measured is marketing effectiveness. This includes:

- Advertisement research;
- Audience research;
- Choice modelling;
- Competitor analysis;
- Customer analysis (Segmentation of target customers);
- Marketing mix modeling;
- Product research;
- Risk analysis;
- Simulated test marketing.

A market research project may usually have 3 different types of goals.

Administrative: Help a company or business development, through proper planning, organization, and both human and material resources control, and thus satisfy all specific needs within the market, at the right time.

Social: Satisfy customer's specific needs through a required product or service. The product or service should comply with the requirements and preferences of a customer when it's consumed.

Economical: Determine the economical degree of success or failure a company can have while being new to the market, or otherwise introducing new products or services, and thus providing certainty to all actions to be implemented.

## Contemporary trends in market research

Today, more and more companies are shifting their focus towards the consumer-centered experience of the marketplace they operate in, and there has never been a better time to witness the emerging trends and technologies through which enterprises are striving hard to offer better solutions to their customers' problems. Here, we bring to you 10 market research trends which will help you to foresee the bigger picture of the market, and plan accordingly.

*Artificial Intelligence Will Dominate the Consumer Engagement.* Artificial Intelligence (AI) has effectively produced a wave in our daily lives thanks to Amazon's Echo, Google Home, and other conversation bots. The Internet has become the new hangout for the majority of today's customers. As a result, businesses are capitalizing on this trend to sell online. According to David Sackman, CEO of Lieberman Research Worldwide, AI will make field engagement, survey, and questionnaire production easier in the future.

Enterprises will need data scientists to collect a particular quantity of data on consumer behavior trends and preferences in order to better understand their consumers' behavior.

Market analysis will be greatly aided by AI, but completely eliminating traditional research methods will be difficult.

Traditional market research approaches like as surveys and qualitative research will continue to be important.

*The Use of Blockchain in Marketing Will Grow in Popularity.* Blockchain has made it to the list of market research industry trends in 2018. Of late there has been an emergence of companies providing market research through blockchain. While the market has witnessed blockchain in its financial form, the era has arrived when blockchain will start expanding into different verticals of global markets. If the advocates of blockchains are to be believed, then blockchain is going to be the biggest turnaround technology for consumer surveys.

Blockchain will reduce the risk of fraudulent surveys because of immutable records and new ID verification. It may also make it easy to pay research participants through blockchain enabled currency. In case of multiple similar surveys over long periods of time, it will be easy to locate the participants of the earlier surveys through the blockchain

Blockchain will help companies distribute their content in a way that will ensure fairness in payment, security and trust to contributors, writers, editors, and consumers alike.

*Mobile Technology Will Redefine the Buying Game*. Of the many technology-based trends in market research, mobile technology will continue to be an important trend to watch out for in 2018. Augmented reality (AR) and virtual reality (VR) will present a whole new level of experience through the digital world. Mobile AR is predicted to be the primary driver of the $108 billion of AR/VR market by 2021. AR provides a realistic and unambiguous look at product and services. The day isn't long enough when it will dominate industries such as retail, life sciences, manufacturing, and many other domains through the integration of apps into AR.

As of today, AR and VR have already started to revolutionize the gaming industry and will continue to do so Apple and Google have already taken a leap into this new technology through ARKit and ARCore respectively and these trends will continue in the same way.

*Automation will become more prevalent*. It goes without saying that automation boosts productivity while also saving time. One of the reasons why some firms utilize VBA in MS Excel is because of this. In the marketing industry, machines are being utilized to automate a variety of tasks. Data collection and processing is a time-consuming procedure, especially when dealing with huge amounts of data. Automation aids in increasing the precision of the process while also speeding it up. It also aids in the speeding up of the ad testing process while human researchers are busy studying the outcomes. Consumer data gathering will continue to benefit from automation, as you can present customers with one-click forms and wait for the data to arrive.

It may appear to be less important at first, but automation will have a significant influence on the market over time.

*Social media platforms' voices will gain traction*. People's voices have risen on social media. Analysis of thoughts and evaluations about your products/services on social media may help you engage more directly with your target customers and increase the effect of your marketing efforts. Due to the widespread availability of smartphones and personal computers, social media has become popular with the 80 percent of the population who own them. As a result, performing market research on social media has significantly expanded the audience size. In 2018, this will continue to gain traction.

*Experience-driven Market Will Flourish*. Previously, product and customer cycles were calculated using the formula "brand = promise Plus experience," with the brand having the ability to shape the product. Because the customer has easy access to information in the age of the Internet, they want to sample a product digitally before getting their hands on it. There will be no broken promises in an experience-driven market since a customer's next purchase will be based on their past purchasing experience. The market of the twenty-first century demands delivering customer experience first via the product, then going back in the cycle to align the brand promise.

*Emotional advertising will be the king of the hill*. Making an ad that captures people's emotions will lead to effective brand communication, rather than choosing the mechanical road of marketing items and services by simply presenting a product in a film or through creative images. Companies will create emotion-based commercials in 2018 to connect with their target audience, since ad accessibility will not be limited to a select groups of people. Businesses will employ a variety of emotions in their advertisements. Because dull advertising are no longer fashionable, firms will strive to perfect the art of eliciting the appropriate level of emotion from their consumers.

*Taking the Agile Approach to Marketing*. Among the other recent market research developments, agile methodology will be one of the most significant in 2018. The agile methodology is based on the software development framework. However, most marketers are now following the same path to meet their customers' needs. Agile marketing aims to improve areas of a company's marketing operation like (1) Predictability, (2) Speed, (3) Ability to adapt to change.

Agile marketing success will come from trying a variety of things over time and then repeating the ones that succeed. Companies will prosper over a longer period of time if they can quickly iterate successful campaigns and then translate them into effective brand communication messaging.

*Serving Community Over Bunch of Buyers to Gain Momentum*. The primary driving factor for successful firms has always been solving the problem for the people. The idea is to concentrate on the major features of the solution rather than the little ones. Businesses must now focus on establishing a community of trusted customers who will defend, advertise, and offer candid feedback on their products and services

With over 100+ data sets spanning 2011–2024, the 2020 Language Schools Market Research Report is one of the most complete and in-depth examinations of the business in the US. Due to the impact of COVID-19, the study has modified its 2020 and 5-year predictions.

Market size, product lines, profitability, financial ratios, BCG matrix, statistics by state, operating expense details, organizational breakdown, consolidation analysis, employee productivity, price inflation, pay bands for the top 20 industry jobs, trend analysis and forecasts on companies, locations, employees, payroll, and much more are included in this Kentley Insights report.

Language Schools are businesses that specialize in teaching foreign languages. These businesses provide language training ranging from basic conversational skills to comprehensive training courses.

Companies largely involved in offering foreign language training make up the Language Schools industry.

These businesses provide language teaching ranging from basic conversational skills for personal enrichment to intense training courses for professional or educational advancement.

The results of thorough business surveys and econometrics were used to create this study. Market sizing, benchmarking, strategic planning, due diligence, cost-cutting, planning, understanding industry dynamics, analyzing opportunities, forecasting, streamlining, gap analysis, and other analyses are all used by professionals in this research.

**The practical reflection**. For my work for "Best Language Centre" we used my knowledge in Market research for project launch. I relied on the information received and tried to apply in Market research.

There were 2 problems. The first and the most problematic was lack of the information about language organization in Kiev oblast. To find this information usually we refer to the Internet. I did the same and additionally got the information from these organizations. It was more complicating, but possible to receive the information.

- Most of the businesses provided the information when they heard about the idea for the project. The idea's to receive the info about the ways of development.
- "Best Language Centre" is the enterprise that has perfect organizational and working structure. What makes it real to grow from month to months. When we consider "Best Language Centre" we took all of its spheres, due to the reason that they operate in so big industry, educational industry.
- "Best Language Centre" is the example of the business that despite of the 2019 Crisis, managed to keep 78% of its clients. It is the example of good adaptation.

"Best Language Centre" struggles with starting projects, because of big competition in the market. So, they concentrate on keeping themselves needed.

The financial and non-financial parts of a company's performance are combined to make its overall performance. These factors can be used to determine how successfully a company is executing its business strategy and to find areas for improvement.

Competitiveness is a critical component of economic development since it drives company expansion and trade (Figure 2). As a result, ITC has created an analytical framework to better evaluate business competitiveness and how to enhance it over time. It is built on three pillars that drive competitiveness at three different levels of the economy.

The competitiveness levels

Capabilities of the company

This level determines if businesses are run according to best practices, whether they require resources, and whether they have the skills to handle those resources.

This level evaluates whether the local business ecosystem, which is made up of business support institutions, provides firms with the resources or competencies they require to remain competitive.

- The competitiveness factors are:
- Compete: the capacity to fulfill market expectations in a consistent manner.
- Connect: exchanging information with other market participants, learning about what's going on and what's needed.

Change: Using this data to predict market trends and respond to them, changing dynamically with the market (Figure 3).

Each pillar is further broken into competitiveness topics, which are the focus of the publications' analysis:

- Requirements for Quantity and Price.
- Time constraints.
- Norms of excellence.
- Making contact with potential buyers.
- Establishing contact with suppliers.

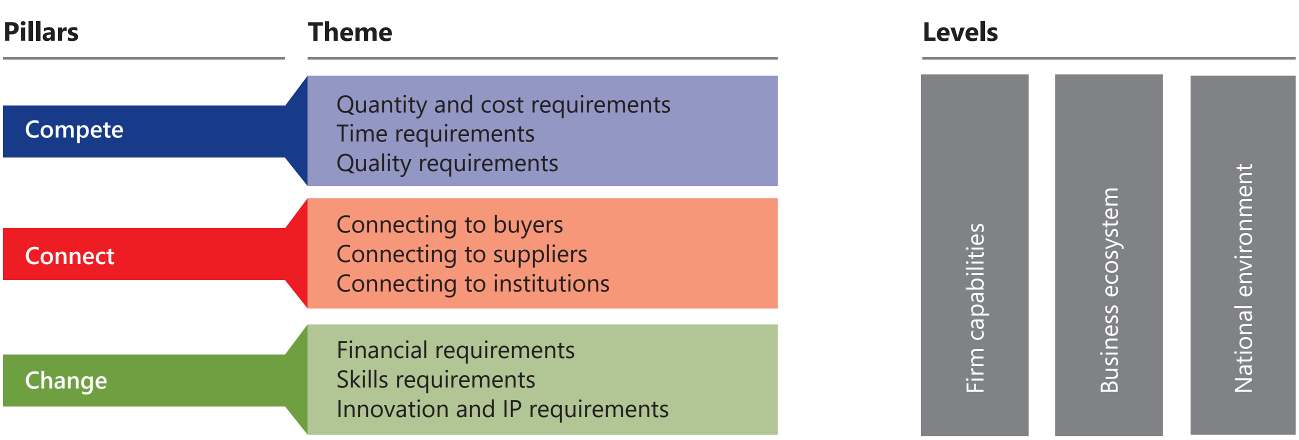


Fig. 2. Pillars of competition

- Establishing connections with institutions.
- Financial requirements.
- Qualifications required.

The need for innovation and intellectual property

Characteristics of the "Best Language Centre" enterprises competitiveness in the foreign market

"Best Language Centre" is a local business with excellent service and big plans.

I think the most attractive solution is to work online in foreign countries. Because if we consider online business; it is faster to start and the cost to make it happen is low.

*"Product Quality and Returns"*

Quality products lie at the root of superior company performance. Two variables indicating whether your products are high quality are returns and warranty claims. These product indicators measure company performance on quality but also impact profitability directly. High rates of returns and warranty claims cut into profitability.

Employee Job Satisfaction and Training

Two indicators of a company's performance internally are employee job satisfaction and training levels. These impact overall performance through the ability of the company to offer high levels of service to its customers. You can evaluate employee job satisfaction by measuring changes in the average length of service. A measure of training levels is the percent of employees who received training each month.

Numerical and Financial Factors

In addition to numerical factors such as profit margin, other indicators allow you to evaluate your company's performance on purely financial terms. Liquidity and solvency ratios evaluate your company's performance with regard to ensuring that it can continue its operations. Liquidity is the ratio of current assets minus current liabilities divided by total assets and measures how quickly a company can raise cash.

Solvency is the ratio of net profit plus depreciation divided by total liabilities and measures your company's ability to continue to service its debt. As described in the Harvard Business Review, you can compare these ratios to those of other companies to evaluate performance [17].

Recommendations on improvement of the "Best Language Center" enterprise's competitive position and forecast of its effectiveness. The company is developing fast, for example for last 5 years the company reached more than 400 customers. But here are some recommendations for "Best Language Centre" to become the biggest language centre in the location they operate.

The first is to conduct different types of analysis.

For instance, SPACE, SWOT, PESTLE.

SPACE Analysis is an analytical technique used in strategic management and planning. SPACE is an acronym of Strategic Position and ACtion Evaluation. The analysis allows to create an idea of the appropriate business strategy for the enterprise. The analysis assesses the internal and external environment and allows to design an appropriate strategy. The analysis describes the external environment using two criteria:

- Environmental stability (ES).

Affected by the following sub-factors: technological change, inflation rate, demand fluctuations, price range of competing products, price elasticity of demand, pressure on substitutes.

- Attractiveness of the industry.

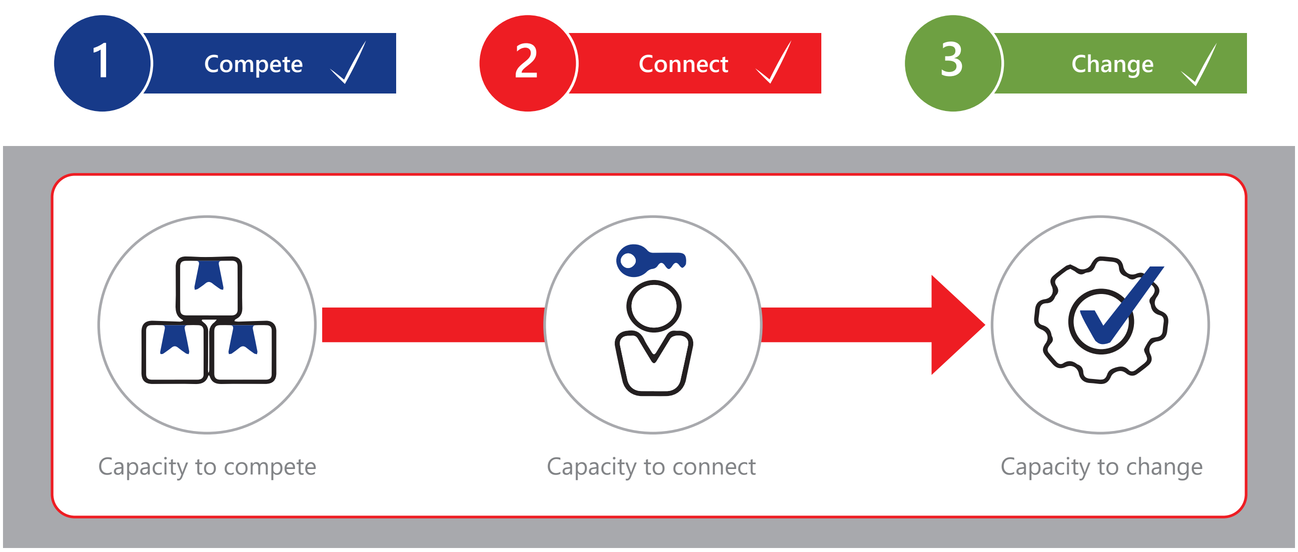


Fig. 3. Complete and change

Affected by the following Sub-factors: growth potential, profit potential, financial stability, resource utilization, complexity to enter the industry, labor productivity, capacity utilization, bargaining power of manufacturers.

SWOT stand for Strengths, Weaknesses, Opportunities, and Threats and so a SWOT Analysis is a technique for assessing these four aspects of your business. You can use SWOT Analysis to make the most of what you've got, to your organization's best advantage.

PESTLE is an analysis Political, Economic, Social, Technological, Legal and Environmental factors.

In **conclusion**, analyzing overall development of educational market and market research for it. It brought me to the understanding of the potential growth of the market and the essence of procedure to be done to make new businesses able to be competitive and profitable in the market. Also, due to the research we can see the tendency of educational sectors has turned to be online. So, the future of the industry will be digital and independent of the location and other archaic issues which are now close to disappear due to the modern applications and programs.

- The firm is rapidly expanding; for example, in the previous five years, it has attracted over 400 clients. But, in order for "Best Language Centre" to become the largest language centre in the area where they operate, here are some suggestions. In my opinion, service sector of Ukraine has to focus on analytical work more than it does. Market analysis might provide them with ideas and outstanding performance of an enterprise will appear sooner than expected. Here are the recommendations:
  - Regular analytical work of the service industry.
  - Market research on foreign market in the identical or similar industry in order to forecast the direction of market wants.

Diversification of the services (digital services are becoming profitable and reliable).

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*Журавльов В., Жарова Л. В. (наук. конс.)*

**Дослідження ринку для індустрії освітніх послуг. Практична імплементація**

У статті проаналізовано теоретичні основи сучасного дослідження ринку, розробку схеми дослідження ринку для індустрії освітніх послуг на основі підприємства Best Language Center (BLC) та дослідження ринку для сфери послуг. Зокрема, проаналізовано теорію маркетингових досліджень, класифікацію видів маркетингових досліджень та сучасні тенденції маркетингових досліджень.

Проведені дослідження дозволили сформулювати підходи до аналізу маркетингових досліджень для освітніх індустрій. Так само розроблено конкурентоспроможність підприємства Best Language Center на зовнішньому ринку, можливості для вдосконалення бізнесу.

Актуальність даної роботи визначається зростанням сервісно-освітніх підприємств в цілому. Що робить аналіз ринку важливим інструментом для всіх освітніх стартапів. Метою роботи є вивчення того, як аналіз ринку допомагає підприємствам у сфері послуг.

Для досягнення мети були поставлені наступні завдання: — розвинути розуміння маркетингових досліджень, навчитися розуміти, як маркетингові дослідження впливають на бізнес-середовище в Україні, дізнатися про сучасні підходи до маркетингових досліджень, провести дослідження маркетингових досліджень на основі українського підприємства (BLC).

Методологічною основою роботи є інформація з відомих інтернет-видань, журналів, журналів та бібліотечних матеріалів. Об›єктом дослідження є маркетингові дослідження зовнішнього ринку в контексті. Предметом дослідження є сукупність теоретичних і практичних підходів для встановлення можливих рішень для індустрії послуг та освітніх послуг на основі знань про дослідження ринку.

**Ключові слова:** дослідження ринку, сфера послуг, мовні центри.