
THE ESSENCE OF EMPIRICAL MARKETING RESEARCH

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Abstract

First of all, to define the term empirical, the term empirical is an ancient Greek word that means experience.

Today, all successful companies need a scientific and analytical approach to marketing research for their market position and competitive advantage. More precisely, the knowledge gained as a result of these studies and the subsequent actions based on them are important. In this article, these issues were approached on a scientific and creative basis, and after studying the scientific data about empirical marketing on an analytical basis, he gave appropriate conclusions.

Keywords: Empirical marketing, business, trend, economics, experimental, intellectual, sociological research, marketer, retail, consumer, research, observation method, methodology, sociodynamics.

Introduction

Empirical marketing exists in all sectors of the economy and manifests itself in various fields. Many organizations are turning to the power of empirical marketing to develop new products, connect with consumers, improve sales relationships, select business partners, design retail spaces and create electronic websites, and this trend continues to grow. In other words, marketers are increasingly moving away from traditional marketing to create experiential experiences for their customers.

What is experiential marketing? - is to create connections between brands and consumers by providing emotionally and intellectually engaging experiences. That is, this definition reflects the second name of the concept under consideration: experimental marketing (in English, it means experience). [1.]

If we talk about the essence of marketing research, we can also classify it as scientific research without words. In fact, this is mainly because it is designed to provide reliable information for practice aimed at solving clearly defined problems, and scientific methods of information collection and processing are widely used in its implementation.

Special attention should be paid to this. How does marketing research differ from sociological research based on specific scientific principles? In this regard, focusing on the following important points, marketing research is not only a process of data collection and analysis, but also a unique, additional method of communication, a channel of communication with the market of relevant goods, potential partners and consumers.

Two main types of marketing research can be distinguished according to the general direction and goals of the research activity. Theoretical and applied research (it cannot be "pure" theoretical marketing research, because the basic economic laws that apply in marketing are studied in microeconomics courses and a number of other similar disciplines), the purpose of which is to identify and search for problem solving mechanisms.

By developing new approaches to the study and interpretation of marketing problems, for example, it is possible to talk about the development of new approaches to consumer classification, the study of new markets, the development of new concepts of product promotion and advertising, etc.

Empirical marketing research is a scientific study aimed at obtaining factual knowledge, that is, identifying and summarizing social facts using direct or indirect registration of phenomena specific to the studied social phenomena, objects, processes.

If we consider the empirical methods of marketing research:

1. Observation method: This method is based on the object of interest of the researcher. That is, it is assumed to be close to the moral and legal conflict and able to see and record all stages of its sociodynamics.

Observation can be participant when the researcher assumes the role of one of the participants in the legal relationship being studied. This creates additional opportunities to study the nature of legal conflict and the motivational areas of its participants.

Data collected by routine, non-participant observation may not be as in-depth. But its advantages lie in the fact that the sociologist who remains as an outside observer has more opportunity to maintain a position of impartiality and objectivity and to avoid evaluative elements in expressing opinions. Therefore, the participants of the studied legal relations should not doubt that the sociologist is interested in them. In covert observation, participants should not be aware of the research being conducted and is different from open observation.

It should be noted that sociologists are widely using video and audio-technical tools in their observations, and the popularity of photo-documentary research is increasing. But as one of the main sources of obtaining empirical materials, the same old methods of work - field notes and memories, which have the need to analyze according to a previously developed system, are being recognized more and more. The well-known scientist J. Spredli suggested the use of a special control sheet for recording field observations. [2.]

2. The method of document analysis: If it is not possible to directly empirically study a certain legal reality (for example, it has disappeared from the present and remains in the historical past), but some texts or a collection of written documents remain from it, this is the second information for sociologists serves as a source.

Documents as artifacts, i.e., artificial, secondary facts are able to testify about the real, once-existing primary facts of the legal life of the society and the individual. Various legal documents, codes, government decisions, minutes of investigative actions and court hearings, written evidence of participants in various legal processes, as well as journalistic and artistic works covering various legal issues - all this can provide sociologists with the necessary information.

When analyzing them, a sociologist becomes a lawyer, and a lawyer becomes a sociologist. The same phenomenon seeks the first as a typical social fact, and the second as a characteristic

legal phenomenon. Combined, these two sociological and legal views provide a three-dimensional image of the studied socio-legal reality, which allows researchers to cover such features and aspects that, if they act separately, may go unnoticed. The advantage of the sociology of law as a theoretical discipline is that its representative simultaneously develops the strengths of both a sociologist and a lawyer.

If the documents do not have a purely legal nature, but are of interest to sociologists due to certain circumstances, then it is a difficult task to determine purely legal information from their context. One of the solutions to this problem is content analysis. It is used to determine the number of specific content-semantic units in large text material.

Folklore - ancient myths, folk tales, legends, as well as various ethnographic materials can be of particular interest for collecting information describing the state of various, archaic and modern forms of customary law.

When using this method, we are talking about careful methodical reading of texts according to a pre-arranged multi-step program. In such cases, the necessary information can be collected literally slowly and over a very long time.

Legal sociologists with artistic talent can successfully work with the literary works of famous writers as sources of socio-legal information. Thus, French sociologists provided the necessary material for the sociology of property to O. Taken from Balzac's novel "Human Comedy". Also, the necessary information on family sociology can be found in E. Taken from Zola's "Rougon-Macquart" multi-volume epic. In order to obtain similar information, sociologists have effectively used various artistic and scientific works. In particular, in obtaining the necessary information on the sociology of law and crime, F. M. Dostoevsky's works were used effectively. [3.]

Document analysis is important when sociologists are dealing with the structures of a strictly documented legal system. If we take into account that a certain part of these documents is closed and the information in them is intended for specific specialists, the need of law enforcement agencies for their sociological personnel is clearly felt. Because, with their empiric-analytical studies, they are important in the improvement of the legal system.

3. Survey (interview, question, test) method: Survey methods occupy an important place among sociological methods of collecting primary data. It is used when monitoring is impossible or impractical. It is used when necessary to determine the state of public opinion regarding any important events in the socio-legal life of the state and civil society. Surveys are important on the eve of such events in the political and legal life of society, such as a referendum. Involving a small number of citizens, they are a kind of exercise in testing the state of public opinion and the future situation. An interview is like a personal conversation between a sociologist and an interested person. Such an interview is often question-and-answer in nature and can be conducted in person or over the phone. The received answers are recorded, processed, summarized and compared with the results of other similar interviews.

For example, the difference between the survey method and the interview is that it can be not only individual, but also group. It also assumes that the sociologist has a pre-made questionnaire. Its advantage is that it allows you to survey a large number of people at the same time. Another obvious advantage of the survey method is that it can be not only private, but also anonymous. This second option is often preferable to the first for sociologists, because

it allows respondents to give sincere answers to what are called "sensitive" questions in everyday language.

A test is a way of asking complex questions. Experts create a special questionnaire (test) containing a large number of heterogeneous questions. The purpose of the test is to force the respondent to "talk" or "satisfy", that is, to answer questions that cannot be answered during a normal conversation or questionnaire. At the same time, tests allow people to identify unconscious attitudes that are hidden even from their own understanding. This method is important in studying the motivational sphere of individual legal consciousness. This holds great promise in criminological research.

4. Method of sociological experiment: In order to confirm their hypothesis and reject assumptions that contradict it, sociologists can model the socio-legal situation they want. Such a model can be completely real, that is, situational-empirical or mental, imaginary.

Legal relations are an area in which individuals are very sensitive and react very sharply to all its manifestations. It is always very difficult to conduct any real experience in his "territory". If we rely on thought experiments in the field of law, sociologists working in the field of culture came to help in such cases. In this case, it is useful to analyze events in dramas, novels, short stories created by skilled word artists who research the most diverse aspects of legal relations, the most complex structures of a person's legal and criminal consciousness for a long time.

Created through creative imagination games, they are nothing more than thought experiments. Sociologists, of course, should not ignore the classic and modern works of art in the legal and criminological direction. At the same time, they will have to use the methodology of sociological analysis of documents, which in this case will be literary texts, in the context of uncreated thought experiments.

5. The method of studying biographical data: It is a method of studying biographical data to collect the necessary information of a psychological, sociological, moral and legal nature. The biographical method makes it possible to formulate hypotheses and find evidence about the characteristics of the attitude of a certain person or a certain category of persons to certain socio-legal events and processes, as well as to make assumptions about the nature and nature of their legal consciousness.

Active use of the biographical method in modern socio-legal theory began in the first decades of the 20th century. and V. Healy's "Criminal" (1915) and "Mental Conflicts and Misbehavior" (1917) and Z. Freud's "Dostoevsky and Parricide" (1928) were published. Also, one of the Western researchers F. Znanickiy, C. Cooley, D. G. Mead and V. A. In order to confirm their theoretical hypothesis, Thomas turns to the study of personal documents, letters, diaries of writers, poets and scientists to obtain reliable information. Motives of the social behavior of people who are interested in them can be found in such works. Analyzing family relationships, heredity and generations, human behavior in critical life situations, and relationships with others reveals not only conscious, but also unconscious tendencies, which affect the characteristics of both law-abiding and illegal behavior of individuals.

Conclusion:

The above methods can be applied in different proportions to different socio-legal materials and become a special model of research activity in each individual case. Let's define the most important of these models:

1. Pilot study. Its essence is that it is exploratory in nature and allows researchers to test their tools in a small area of the problem area that interests them. This is a kind of micromodel of a future full-scale study. Its task is to identify the weak points of the planned program, to make the necessary corrections to it in advance, to clarify the preliminary foundations of the hypothesis, to define more clearly the boundaries of the studied topic, and to clearly define problems and tasks. comes from it.

2. Descriptive research. This type of research includes a comprehensive, as complete as possible, description of the legal phenomenon. Its features, structural and substantive features and functionality are determined. At the same time, researchers are in no hurry to make final assessments, generalizations and conclusions. Their task is to create the necessary empirical conditions for all this.

3. Analytical research. This is the most complex and deep version of scientific research, which is not limited to gliding along the phenomenal surface of socio-legal reality. Here, the task is to move from the events to the depth of the problem, the important parameters of the recorded socio-legal events and facts, the reasons and grounds for their occurrence, and the conditions for their implementation.

In conclusion, the combination of empirical marketing and sociological research is a system of methodological, methodical and organizational procedures in a logical sequence, organized for the purpose of obtaining accurate information about the object of study.

It is important to search, classify and collect social facts in empirical sociological research. Social facts are scientifically based information obtained by classifying specific aspects of real social reality over a certain period of time.

Empirical sociological research is also understood as the development of necessary practical proposals and recommendations based on the analysis and generalization of empirical data obtained on social life, events and processes on a practical basis with a new program and methodology.

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