

MARKETING RESEARCH AS A TOOL FOR STRATEGIC ADAPTATION IN INTERNATIONAL BUSINESS

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Marketing research has become a key strategic tool in navigating the complexity of global markets. In the face of rapid technological, social, and economic shifts, companies must rely on timely, localized insights to inform decision-making, reduce risk, and stay competitive.

Traditional approaches to marketing research are being replaced or augmented by advanced methods, including AI-driven analytics, predictive modeling, real-time data dashboards, and behavioral tracking. These technologies enable faster and more nuanced understanding of consumer needs and market shifts [1].

Strategic implementation of marketing research supports entry into new markets, localization of products, and design of campaigns aligned with cultural norms and consumer behavior. Studies show that companies using advanced analytics in market research outperform their peers in customer acquisition, satisfaction, and retention [2].

An important development is the integration of neuroanalytics and emotion AI, which help decode subconscious reactions to branding and product experience. For example, leading global brands now use eye-tracking and facial coding in multi-market studies to assess emotional engagement, especially where conventional surveys may fail to capture subtle cross-cultural cues.

In emerging markets, including Ukraine, research challenges include inconsistent data infrastructure and limited trust in polling. Yet, local firms increasingly adopt hybrid models, combining traditional qualitative methods with digital ethnography and mobile-based surveys to gain deeper insights under constraints. As businesses adapt to an era of personalization, sustainability, and digital interaction, marketing research becomes not only a feedback loop, but a forward-looking compass guiding innovation, positioning, and growth strategy in the global marketplace.

Ultimately, the future of international marketing will be shaped by companies' ability to interpret signals from increasingly complex data environments and translate them into meaningful strategies. Marketing research, as both a science and a craft, will remain essential for building trust, relevance, and competitive edge in diverse cultural and economic contexts.

References:

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