

## QUESTIONNAIRE FOR STUDYING THE PROCESS AND RESULT OF THE TRADING FOR THE NEEDS OF FORENSIC COMMERCIAL EXAMINATION AND EVALUATION ACTIVITY

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**Introduction.** It is known that the basic principles of forensic expert activity are the objectivity and completeness of expert research [1], and the most common task of a forensic expert in expert specialty 12.1 [2] is to determine the market value of consumer goods [3]. The implementation of this task is regulated by relevant documents [4–5], which provide for marketing research [6].

It is also known [4; 7–8] that when setting the price of objects of comparison when determining the market value of goods or evaluating real estate, forensic experts and appraisers widely use the definition "coefficient of adjustment for bargaining". In it, the concept of "bargaining" is understood in the sense of "bargaining" [9] and is interpreted as "agreement between the seller and the buyer about the price during the sale, reaching a consensus between them on the basis of mutual concessions, since the buyer wants to pay the minimum price, without specifying the maximum, which he is willing to pay, and the seller wants to receive the maximum price for his product, without specifying the minimum price for which he is ready to sell this product" [10].

On the other hand, the analysis of the content of the above-mentioned normative documents [1; 4; 5–7] and the authors' own practical experience in the field of commodity science and forensic commodity science examination allow us to assert that when establishing the market value of goods, there is a close internal connection of the concept of "bargaining" with the concepts of "goods market" and "forensic expert opinion".

Such a statement is true because in modern conditions, bargaining is an objective component of the goods market, and adjustment for bargaining is a necessary component of the objectivity of the evaluation result in the evaluation activity and the conclusion of the forensic expert of the commodity expert when determining the market value of consumer goods, which are objects of expert research.

Therefore, the creative search, scientific substantiation and practical development of ways to implement the basic principles of forensic expert commodity science activity due to the use of marketing research when establishing the numerical values of the adjustment coefficients for bidding – have objective reasons to be considered an actual scientific and practical task.

Analysis of recent research and publications. In recent years, the study of the problems of formation, development and practical application of certain areas of marketing research in Ukraine has received extremely great attention in many fields of knowledge.

In particular, N. Kosar, E. Krychevskiy, S. Leonova, O. Mnykh, etc. investigate topical problems of the theory of marketing research and the scientific and methodological foundations of their substantive implementation; V. Bondarenko, A. Bosak, I. Vysochyn, N. Karpenko, M. Makarova, N. Pedchenko, V. Perebiynis, N. Tyagunova and others conduct complex studies of actual theoretical and practical problems of marketing on the goods market and the methodology and practice of modern management of relevant marketing activities; certain issues of using marketing in the practice of forensic experts of various expert specialties and professional appraisers are studied by T. Artyukh, V. Bondar, I. Holova, S. Dolynskiy, R. Zaiats, N. Lysenko, M. Martosenko, Y. Chechil, O. Yarovy, etc. However, due attention has not yet been paid to the scientific justification and development of practical ways of using potential marketing opportunities in the study of the process and results of the auction for the needs of forensic commodity examination and evaluation activities.

**Objectives of the article.** The purpose of the article is the scientific substantiation and development of a questionnaire for surveying the seller when establishing the numerical values of the adjustment coefficients for bargaining when determining the market value of light industry goods in forensic commodity examination and evaluation activities.

To achieve the goal, the following tasks were solved:

- a list of key concepts was formed;
- the classical survey scheme as a marketing research was studied;
- the questionnaire process was developed and adapted to the given needs;
- a questionnaire was created for the survey of shoe sellers in e-commerce in order to establish the numerical values of the coefficient of adjustment for the auction for the needs of forensic commodity examination and evaluation activities.

The reliability of the obtained results and conclusions is ensured by the use of general scientific theoretical research methods and a systematic approach. Using the methods of analysis, synthesis and generalization, information sources on the topic of the study were worked out, the level of sufficiency of profile information in them to achieve the set goal was established. A systematic approach was used to ensure the comprehensive nature of the research and unification of the obtained results into a single whole.

**The main material of the study.** After the scientific substantiation and formulation of the hypothesis about the expediency of developing and using coefficients of adjustment for bargaining in the forensic commodity science examination when determining the market value of goods, its publication and proof at the international forum of forensic experts and commodity experts [10–11], the practical task of creating a questionnaire for recording the process and of the trading result [12]. Since this task related to forensic examination, the necessary terms and definitions of the legal encyclopedia were used to define the key words of this task [13]:

– questionnaire – a structurally organized set of questions, each of which is logically related to the main purpose of the research, information is obtained by interviewing respondents. It is used when conducting sociological, political, psychological, marketing research to assess the current situation or determine the prospects for the development of the researched processes;

– questionnaire survey – a method of obtaining information through written answers of respondents to a system of standardized questions on pre-prepared forms – questionnaires; questionnaire belongs to the group of methods, which in sociology, pedagogy and psychology is called "survey"; this group, in addition to questionnaires, also includes interviews and conversations.

– respondent – a participant in an interview, sociological survey, or psychological tests; the person who answers the questions of the interviewer, correspondent or questionnaire; a person who acts as a source of primary information about the phenomena and processes under investigation.

When developing the questionnaire, shoes were chosen as the material object of the questionnaire process, since this group of goods is one of the dominant products of the domestic light industry and has been the object of scientific research by the authors for a long time.

The questionnaire process was developed on the basis of classic ideas about marketing research [14], the use of innovative approaches to information collection [15] and adapted to the given needs (Table 1).

After the scientific substantiation and development of the questionnaire process, a questionnaire was created for the survey of shoe sellers in e-commerce with the aim of establishing the numerical values of the coefficient of adjustment for bidding for the needs of forensic commodity examination and evaluation activities (Table 2).

Table 1

General characteristics of the developed questionnaire process

Stages and characteristics according to the classical scheme	Adaptive characteristics
<b>Stages of research</b>	
1. Identification of problems and formulation of research goals	Research problem: disclosed in [10–11] The purpose of the study: to identify the number of sellers who provide a discount on the product and the size of this discount
2. Selection of information sources	Primary data: information collected for a specific purpose for the first time
3. Collection of information	Primary data collection plan: – research method: survey; – research method: questionnaire Sampling plan: – sampling unit: persons who sell their own goods; – sample size: 100%; – sampling procedure: belonging to the sellers of shoes of a certain purpose available in a separate ad; – collection of information: telephone conversation with sellers
4. Analysis of collected information	Forming a table with research questions and respondents' answers Evaluation of the obtained results
5. Presentation of the obtained results	Presentation of results in the form of tables, graphs Formulation of conclusions
<b>Characteristics of the questionnaire</b>	
1. Full coverage	Comprehensive: involves surveying the entire population of researched persons
2. The method of communication between the researcher and the respondent	Personal: involves direct contact between the researcher and the respondent
3. Number of respondents	Individual: the survey is conducted in turn
4 Method of sending questionnaire to respondents	Distribution: personal delivery of the questionnaire to the respondent
5. Openness of respondents	Anonymous: the survey is conducted incognito

Table 2

Questionnaire<sup>1)</sup>

№	Question	Answer
Data about the seller of the product <sup>2)</sup>		
1	Sex	1.1. Man 1.2. Woman
2	Location	2.1. Region 2.2. Settlement
Product data <sup>2)</sup>		
3	Type and variety of shoes	Description of actually available shoes <sup>2)</sup>
4	General view (screen)	Photo of actual existing shoes <sup>2)</sup>
5	Auction announcement	5.1. Available 5.2. Not available
6	Announced price, ₴	XXXX (actually available price) <sup>2)</sup>
7	Detailed description	7.1. Available <sup>2)</sup> 7.2. Not available <sup>2)</sup>
8	Product condition	8.1. Was not in use <sup>2)</sup> 8.2. Was in use <sup>2)</sup>
9 <sup>2)</sup>	Date of publication of the announcement	
Questions for a telephone survey (the conversation is recorded in the format of a video recording)		
10 <sup>4)</sup>	I want to buy your product. Is this offer still valid?	10.1. So 10.2. No
11 <sup>5)</sup>	The price of XXXXX is announced on the website. Are you ready to give a discount?	11.1. So 11.2. No
12	What amount of discount are you ready to give?	AA (₴) / BB (%)
Survey results		
13	The result of the bargaining	Discount provided, ₴ / (%)
14	The date of the survey	(date, month, year)

<sup>1)</sup> Questionnaire for surveying shoe sellers in e-commerce in order to establish numerical values of the adjustment coefficient for the trade for the needs of forensic commodity examination and evaluation activities.

<sup>2)</sup> Known from the OLX website.

<sup>3)-5)</sup> If the ad for the sale of shoes contains a seller's offer to bargain, then questionnaire questions N 5, N 10, N 11 are removed from the questionnaire process.

The developed questionnaire was used to survey shoe sellers in e-commerce (on the OLX network) in order to record the bidding process and establish the numerical values of the adjustment coefficients for the bidding for the needs of forensic commodity examination and evaluation activities.

**Conclusions.** For the first time in the theory and practice of forensic commodity examination, a questionnaire process for surveying shoe sellers in e-commerce has been scientifically substantiated and developed in order to establish the numerical values of the coefficient of adjustment for bidding for the needs of forensic commodity examination and evaluation activities, and a questionnaire was created for this purpose.

The introduction into the practice of forensic commodity expert examination of the numerical values of the coefficients of adjustment for bargaining, obtained with the help of the developed questionnaire, will contribute to the fulfillment of the requirements of the Law of Ukraine "On Forensic Expertise" regarding the degree of objectivity and completeness of expert research, as well as the achievement of correspondence between the result of determining the market value of goods and the real state of the market of the studied goods.

It is advisable to carry out further research in the direction of developing questionnaires for interviewing sellers of other groups of goods in order to establish the numerical values of the relevant coefficients of adjustment for bargaining.

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JEL K39, L67, M31

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Questionnaire for the study of the process and the result of the auction for the needs of forensic commodity examination and evaluation activities. The expediency of using marketing research when establishing the numerical values of adjustment coefficients for bargaining is substantiated. The questionnaire process was developed based on the classic basic principles of marketing research and adapted to the given needs. A questionnaire was created for the survey of shoe sellers in e-commerce with the aim of establishing the numerical values of the adjustment coefficient for the auction for the needs of forensic commodity examination and evaluation activities, which allows obtaining: data about the seller of the product, data about the product, questions for a telephone survey (relevance of the offer, willingness to provide discount, the size of the discount) and survey results. The developed questionnaire was used to survey shoe sellers in e-commerce. The implementation of the numerical values of the coefficients of adjustment for bargaining, obtained with the help of the developed questionnaire, into the practice of forensic commodity examination, will contribute to the objectivity and completeness of the expert study and the achievement of correspondence between the result of determining the market value of goods and the real state of their market.

**Key words:** forensic commodity examination, evaluation activity, bargaining, marketing research, questionnaire.

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Обґрунтовано доцільність використання маркетингового дослідження при встановленні числових значень коефіцієнтів коригування на торг та вибір взуття як матеріального об'єкта процесу анкетування. Процес анкетування розроблено на класичних базових принципах маркетингового дослідження і адаптовано до заданих потреб: ціль дослідження – виявлення кількості продавців, які надають знижку на товар, та розміру цієї знижки; первинні дані – вперше зібрана для конкретної цілі інформація; метод дослідження – опитування; спосіб дослідження – анкета; одиниця вибірки – особи, які продають власний товар; обсяг вибірки – 100%; процедура вибірки – належність до продавців наявного в окремому оголошенні взуття певного призначення; збір інформації – телефонна розмова з продавцями, яка записується на відео. Створено анкету для опитування продавців взуття в електронній торгівлі з метою встановлення числових значень коефіцієнта коригування на торг для потреб судової товарознавчої експертизи та оціночної діяльності, яка дозволяє отримати: дані про продавця товару (стать, місце знаходження), дані про товар (вид і різновид взуття, загальний вигляд, наявність оголошення про торг, оголошена ціна, характеристика, стан, дата публікації оголошення), питання для телефонного опитування (актуальність пропозиції, готовність надати знижку, розмір наданої знижки) та підсумки анкетування (результат торгу, дата анкетування). Розроблена анкета використана для опитування продавців взуття в електронній торгівлі з метою фіксування процесу торгу та встановлення числових значень коефіцієнтів коригування на торг для потреб судової товарознавчої експертизи та оціночної діяльності. Запровадження у практику судової товарознавчої експертизи числових значень коефіцієнтів коригування на торг, отриманих за допомогою розробленої анкети, буде сприяти виконанню вимог Закону України «Про судову експертизу» щодо ступеня об'єктивності і повноти експертного дослідження, а також досягненню відповідності між результатом визначення ринкової вартості товарів та реальним станом ринку досліджуваних товарів.

**Ключові слова:** судова товарознавча експертиза, оціночна діяльність, торг, маркетингове дослідження, анкета.