

## CONCEPTUAL BASES OF FORMATION OF MARKETING BUSINESS INFORMATION SYSTEMS

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**Methods.** The results are obtained by applying the following methods: systemic approach in considering and determining the basis for the formation of marketing information systems of industrial enterprises; structural-functional analysis – in justifying the importance of marketing information system; clustering method – in defining the classification of marketing information on industrial enterprises.

**Results.** It is revealed that a theory of marketing information has become an important section of marketing, being a scientific basis of the processes of reducing market uncertainty in the face of rising business risks.

It is shown that previously in economic theory, before the advent of the concept of «marketing environment», the term «market» was originally used, and later the «market environment», «external environment», «environment». At the same time, it was recognized that the market system is a complex, diverse, multifaceted social phenomenon, with a variety of acting subjective and objective factors, the content of which is diversity in unity and unity in diversity.

It is established that, because marketing information reflects the characteristics of the marketing environment, the structure of the marketing environment should be the basis of classification of marketing information. Such classification will be based on the principle of «factor of the marketing environment – information about the factor of the marketing environment» and be aimed at the formation of a special database of marketing information for management decision making.

**Novelty.** A classification of marketing information containing five attributes is offered: a) factor of the marketing environment (database of providers, database of marketing intermediaries, customer database, database of competitors, database of contact audiences, database of macromarketing environment); b) the cyclical updating of databases (continuous, periodic); c) the availability of information at the time of the problem occurrence (primary, secondary); g) the form of representation (textual, numeric, graphic, audio, video information); e) the ability of mathematical-statistical analysis (quantitative, qualitative information).

**Practical value.** The offered classification of marketing information has an applied relevance, as it is a source of reliable information for effective management decision-making at an enterprise.

**Keywords:** marketing system, industrial enterprise, business climate, management decision.

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