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## **MARKETING AT THE CORE OF A BUSINESS PLAN**

*Key words: business planning, marketing strategy, marketing concepts.*

Any effective marketing strategy has specific focus on a given business objective. The understanding of business planning goes straight ahead with the whole idea of marketing. Marketing, shortly said, as a market management strategy aimed at achieving a business goals by studying market, consumer demands, targeting their needs in goods and services in a given segmentation. This strategy gathered altogether is hinted to provide to a business (an entity or an individual) a direction towards the fixed goals by using optimally available resources.

A business plan itself comes as a response to the inability to provide a solution of certain problems, needs, habits concerning a category of customers.

Looking closer, it's obvious that these 2 concepts are going complementary to each other. Who talks about business plan, to a way or another, means Marketing. That is why it is compulsory to set Marketing at the core of a Business plan. And by marketing, it is meant the strategy that will be used to suit the best the solution that the business plan is providing.

A business plan involves quite lots marketing concepts as, segmentation of the market, production/distribution strategy, partners etc. It is obvious the plan that will be a revolution answer to the customer needs depends on the business process picked for a startup or a rebranding. Assuming CANVAS business plan process, all the process in setting the business will rely on the 9 concepted mentioned in the canvas process. For instance, each of these concepts require a strong marketing strategy.

For “Customer Segments”, it will be needed to answer to questions as: Who are the customers? What do they think? See? Feel? Do?

For “Value Propositions”: What's appealing about the proposition? Why do customers buy, use?

For “Channels”: How are these propositions promoted, sold and delivered? Why? Is it working?

And likely the last example here, “Key Activities”: What uniquely strategic things does the business do to deliver its proposition?

All these questions are important and require a specific response that will help to build a business model innovation for entrepreneurs and intrapreneurs.

The point here is to understand that, to make up a steadfast business plan that will really call the attention of the audience, it's important to come up with the latest marketing innovation.

For instance, in "Channels" you can make use of a strong digital marketing advertisement for online/non-online services. The use of the marketing model is also important, either Direct Response Marketing or branding marketing (which are really different). Or course for a startup, no option else to use DRM. Further, in "Key Activities" the business can come up with a kind of innovation in the price modeling. It means, not only rely on what economics are thought us about the pricing models (classical or Keynesian), but also consider such modeling as Coast Per Action, Coast Per Order, Coast Per Mil etc.

To come up with a conclusion, it is important to understand that, it's possible to build a business plan based on some strong economic forecasting, but make use of different marketing strategy in additional will give more insurance about the risk that it is taken launching this business.

Something that is clear, no one can ensure hundred percent that a business is going to thrive up among the important amount of the concurrency.

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## **THE ROLE OF ADVERTISING IN THE MODERN WORLD**

*Key words: advertising, business, Internet, assortment, goods*

It is difficult to overestimate the importance of advertising in our time. You can talk about it for a long time. It surrounds us everywhere: in the form of huge colorful billboards installed on the streets of the city, its sounds flow from the TV screens, from the speakers in the car radio, it pours out of the mailboxes in the form of leaflets.

Advertising litters e-mail, appealingly winks at banners from any page on the Internet, simply moves through the streets next to us, overtaking and trying to look into the eyes. We are constantly in a dense information field.

"Advertising is the engine of commerce" - this slogan appeared about 130 years ago, when the first office for issuing announcements opened. But the desire is many, and most importantly it is profitable to sell existed since a man sold his first product

for a stone coin. And from ancient times to the present day sellers used different tricks to attract attention to their product.

In our reality, the range of products offered is incredibly extensive. Often, to find the right thing in this abundance, the buyer without the necessary information can spend a lot of time wasted. That is why the submission of advertising should be informative and competent. That is, advertising should not be an uncontrollable process, it is a thoughtful series of measures to bring the product closer to the potential consumer.

Producers and vendors work with whole armies of marketing and advertising specialists. These people are building a marketing program that will be individual. Usually, information about the work of competing companies, about the properties of the product, about the effectiveness of advertising media, and how to bring information to the audience is collected for this purpose.

Methods of advertising are quite diverse. The most expensive is of course advertising on television and radio. It is a very effective method, but mainly it is used by producers, large companies, and of course, companies from the film industry.

For small and medium businesses, outdoor advertising, distribution of leaflets, posters, creeping lines in shopping centers, and promotions will be more profitable. Large companies also use all of the above positions. And, of course, the most universal advertising, which is developing at a fast pace and is the most inexpensive, is Internet advertising. Properly planned advertising on the network, using outdoor advertising, is the surest way for companies to take their first steps on the market.

Very often, advertising tools are used to solve social problems. The so-called social advertising is aimed at fighting poverty, supporting low-income people, promoting healthy lifestyles, supporting charitable foundations, solving environmental problems and much more.

Recently, the role of political advertising has grown. In this case, the purpose of advertising are electoral votes. Competently conducted advertising campaign can significantly affect the election results.

In any sphere - economic, social, political - the right advertising policy in any case will achieve the desired result.

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## SOCIAL MARKETING

*Key-words: commercial marketing, social marketing, sponsorship, fundraising, sales promotion*

Social marketing is gaining its popularity in Ukraine. Although, it has been known for nearly half a century in the world, but in Ukraine it has been used only since last decade. There are various understandings of what social marketing is. Some marketers consider social marketing as a marketing tool for improving the lives of both individuals and the society as a whole, that allows to focus on and provide effective assistance to individual groups of population. Others refer to social marketing as the work of companies aimed at promoting a brand from the perspective of its social values, improving their brand perception with a certain social value inherent in the brand. The main objectives, components of social marketing and its role in the modern society are examined in this paper.

The term ‘social marketing’ first appeared in 1971 when, Philip Kotler justified the need to use social marketing for the company's sustainable development. Three are some differences between commercial and social marketing, the main ones are given in the table below.

	<b>Social Marketing</b>	<b>Commercial Marketing</b>
<b>Tools</b>	<i>meet</i> the needs of the priority of population	<i>create</i> a need for the priority of population
<b>Profit</b>	<i>society</i> and <i>consumer</i> profit	<i>marketer</i> profits more than consumer
<b>Goal</b>	organizations with similar goals <i>cooperate</i>	businesses with similar goals <i>compete</i>
<b>Time</b>	campaigns take <i>longer</i> time to <i>change behavior</i>	<i>shorter</i> time needed to <i>sell a product</i>
<b>Commitment</b>	<i>consumer</i> involvement and commitment needed	<i>shorter term</i> commitment and involvement

As the comparative analysis demonstrates, social marketing is closer to population and its needs than commercial one. So, it can be seen as a tool for *changing values* and *behaviour* of the society.

There are some specific objectives of social marketing. First of all, it is aimed to:

- be associated with a specific target market or lifestyle;
- raise awareness of a company or a product;
- create and strengthen the key elements of a brand image in the minds of consumers;
- improve corporate image(s);
- express the position in the society or highlighting social issues.

Social marketing can encompass three components: sponsorship (brand promotion), fundraising and sales promotion.

Sponsorship is the most popular form of social marketing. As a rule, it provides certain assistance to certain groups of population that can be seen as demonstration to the society the fact that the company cares about it. Usually sponsorship is directed to either poor people or people who need help. This often causes a certain resonance in the media. Sponsorship to sporting events is a usual practice today, it gives a good advertising response.

Fundraising is a set of measures aimed at combining disparate resources in order to improve the socio-economic situation of the region in which these resources are located. Fundraising includes such events as raising funds through industrial companies, grants competitions from charitable foundations, merging companies to create an important social project etc.

Sales promotion is an action aimed at the formation of consumers (clients) of a certain involvement in any charity or socially useful event.

Social marketing is a unique marketing tool which oriented on meeting customer needs and making social contributions. Social marketing allows to go beyond the usual marketing as it creates a new unique marketing story and combine business and social needs. Companies which stick to social marketing quickly find a response among their consumers. They are different from their competitors, and successfully change the perception and attitude to their brand((s). Consumers are always impressed by the companies who show their interest in solving consumers' wishes and needs as well as complex social issues. The increased amount of loyal customers is a typical result of successful social marketing.

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## **PECULIARITIES OF HIDDEN ADVERTISING**

*Keywords: advertising, consumer, promotion, psychological techniques*

Person's mind and his choice are constantly affected by advertising. Some advertising messages are more effective, the others are less. The most common direct television advertising has recently become too intrusive and not interesting to potential consumers. Therefore, the producers of goods have no choice but to look for other alternative ways to promote their products to the market.

Now the traditional block of television advertising is being replaced by a kind of hidden advertising - Product Placement, that is, «placing or demonstration of the brand in the film, another product of the entertainment industry in order to advertise the product». Such advertising has a great impact on the consumer and increases the level of sales of goods and services. Advertisers use Product Placement, 80% of which account for television programs.

Product Placement has several main components:

- source (customer company),
- message (types and kinds of PP),
- channel (any television product),
- recipient (target audience of the channel selected).

In a point of fact, Product Placement is an implicit advertising practice, where the props used by characters in movies, television programs, computer games, music videos, talk shows, reality shows, books, newspapers and magazines has a real commercial counterpart.

The advantages of Product Placement on television are as follows: discreetness; mass character; opportunity to demonstrate a product or a service's benefits and inability to rewind advertising.



There are several types of hidden advertising:

- visual – the viewers see a product or a logo;
- verbal – the character of a film or the commentator talks about the product;
- practical application – the product (brand) is played up by the characters.

Hidden advertising is always impactful. For example, if a TV viewer, while watching a movie, feels sympathy with a character, then he will obviously like everything that is connected with the character at a subconscious level: the car he drives, the tea that drinks, the telephone he uses, etc. So it affects on the person's need for using and buying the product his/her favorite character uses.

Despite the advantages of this type of advertising, there are also some difficulties of its production. One of the problems is the inability to negotiate with foreign commercial brands due to the lack of foreign Product Placement broadcasting rules. Another problem is repeated advertising in movies, shows, radio programs, which is less frequent. Furthermore, the duration of the embedded advertising show may take less time, so the viewer will not pay attention to it. Moreover, it may also take months for the film to be released.

Nowadays Product Placement is a powerful factor in promoting brands in consumer market. It is the marketers who use hidden advertising to apply certain psychological techniques in affecting the audience, e.g. the mechanism of self-identification with a character, imitation, etc. Since its influence is not aggressive, the use of Product Placement links has a positive effect on the sales market. In this respect, the consumer is not aware of advertising effect on him.

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## **MARKETING DIRECTED TO CHILDREN**

*Keywords: children, target audience, age peculiarities.*

Have you ever wondered how marketing and PR companies influence children? Some entrepreneurs believe that it does not exist at all. And it is useless to direct their marketing strategies on children if they produce products for adults. But is it so?

In fact, despite the children are not the target audience of manufacturers of many goods, they also do not have a stable income and, accordingly, purchasing capacity.

Nevertheless, children receive pocket money, buy some goods on request of adults, or advise them to choose a certain product, and also grow up quickly and

acquire the purchasing power. Children memorize bright advertisements with loud slogans much faster than adults do. Due to the lack of critical thinking, they perceive everything that advertising “says” as truth and a call to action. Moreover, fact that we remember from childhood, our brain does not doubt.

Therefore, many world famous companies are trying to make their promotion strategy as interesting as possible for young potential consumers. To create positive memories, which in a few years will return to them already adult consumers, who want to purchase their goods.

For example, the company "McDonald's" gives children balloons to attract them. Also, often there are playgrounds near the restaurants of this company, and of course in the menu there are items which include toys (Happy meal).

This has a triple effect:

- Children ask parents to take them to McDonald's.
- When they have pocket money, and they are hungry - children go to McDonald's.
- When they become adults, although they realize the harm of fast food, sometimes they still want to go back to McDonald's, because they have pleasant memories associated with this place. And since childhood, they know that positive emotions are waiting for them there.

Another example, the Canadian company Canfor has created a website Tree School; on this site teachers can take information for nature conservation lessons (there are examples of ready-made lessons on the site). There are also virtual games for children that help to understand the ecology of the forest. Thus, the company attracts the attention of the youngest consumers, so that they remember from childhood that Canfor develops environmental management. This company often holds contests and incentive programs. For example, the pupil who produces the fastest reading technique in a month gets a certificate for a free pizza in Pizza Hut.

In any case, advertising for children should be bright, colorful, emotional and understandable. However, in order to attract small consumers you need to understand what they want.

Their needs change as they get older:

Children under 3 years need food, sleep, hygiene and comfort. They are not particularly concerned about the choice of goods. Parents make this choice for them. Therefore, there is no sense in targeting a marketing strategy to this category.

At the age of 4-6 years, they are already curious preschoolers. In addition to their familiar surroundings, they discover a whole world around them and this world must be urgently investigated. Children at this age want to know everything. They are most susceptible to all new information. Therefore, they immediately remember that you need to celebrate the New Year with Coca Cola, a Fairy liquid lasts 50

percent longer than product of another brand and that Milka is the most tempting chocolate made from the milk of purple cows. These associations will remain with them until the end of their lives. And in the store they will convince their parents, of the need to purchase goods advertising of which they kept in mind. With this group, it is better to use unusual comparisons and easily remembered slogans. In addition, such a child will be just delighted with getting a small toy or sweets.

At the age of 7-9, children start becoming more independent and parental influence on them gradually decreases. The fact is that they discover many additional sources of information: schoolmates and their parents, teachers, books, internet. This category has much in common with the previous one. But this children already have pocket money. Accordingly, they make some purchases decisions themselves. This category is easy to attract with the help of animated characters in the commercials and animators in the stores. They will also be interested to participate in various competitions.

In age 10-13 years, children start to form their own point of view. At this age, they discover that parents do not know everything. Mom`s and dad`s opinion begins to lose weight, and friends gain more and more authority. This audience is trying to seem more mature. They buy something that can emphasize their individuality (accessories, cosmetics). So, their attention should be attracted by the fact that product will help to become more fashionable and cool. Manufacturers should also take into consideration that parents often ask children of this age to help with choice of household appliances, so it will be useful to target commercials of this products to them. These children are interested in the opinion of their idols (film stars, singers, models), so, commercials with their participation will be effective.

To summarize, the use of child marketing is indeed rational and very useful. But using it is worth considering the age peculiarities of the interests of the target audience.

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## **PROCESS OF FORMATION OF ECONOMIC BEHAVIOR OF ENTERPRISE**

*Keywords: economic behavior, strategy, behavior strategy, economic goals*

The category of economic behavior is one of the key to explaining the functioning of the economic system and its components. On the one hand, the

economic system forms one or another type of economic behavior, and on the other hand, the economic behavior of economic entities determines the forms of manifestation of economic relations. The peculiarity of economic behavior is the reflection of all economic relations that arise in the process of economic interaction between subjects.

If we consider the relationship between strategy, behavioral strategy and economic behavior of enterprises, one can conclude that "economic behavior of the enterprise" is a combination of logical actions that reproduces the essence and nature of economic activity, which is due to the influence of objective and subjective factors, for the purpose of implementing the priority goals of the enterprise in the conditions of choice and adaptation to changes, and may have both a targeted and spontaneous character, in contrast to the enterprise strategy, which has only a purposeful nature.

The process of formation the economic behavior of enterprises must reproduce the relationship of the enterprise strategy → the behavior of the enterprise → economic behavior of the enterprise. This is argued that the economic behavior of enterprises generalizes three levels of activity: the strategic level of economic behavior of the company directs its actions and activities, the tactical level - directs, the situational level - corrects (coordinates) when unforeseen factors are identified. In the structure of economic behavior are distinguished the following elements: awareness of economic needs and the establishment of economic goals, determined by economic needs and value systems; the choice of means and methods for achieving economic goals; actions aimed at achieving the goals (goal-achievement).

The criterion for classifying economic behavior in accordance with research by scholars is to consider the success of adaptation to new conditions, which is determined by the dynamics of profitability.

It is worth pointing out that when forming economic behavior it is necessary to take into account the fact that at the various stages of enterprise development a priority condition of functioning is allocated, which must reproduce the actual aspects of their economic behavior.

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## **THE DEVELOPMENT OF ONLINE MARKETING IN UKRAINE**

*Key words: traditional marketing, online marketing.*

Traditional marketing is nowadays giving the way to online marketing, as there are many alternative methods to attract the attention of customers. Today, the Internet marketing has such advantages as orientation to a solvent and socially active audience, small advertising budgets, a full product presentation, control over the results of an advertising campaign, and most importantly, a more complete involvement of a potential buyer into the product properties and emphasis on their uniqueness [1]. In this regard, there is a need to study the characteristics of electronic marketing, as the Internet becomes the main channel of communication with the consumer, and online marketing becomes the main tool for developing the consumer market and ensuring the most accurate focus on the target audience.

Assessing the dynamics of online marketing development in Ukraine, it is necessary to pay attention to the analysis of the Internet users' structure. The number of Internet users in Ukraine is increasing every year. According to the research data, as for the end of 2017, 19.2 million people in Ukraine regularly use the Internet (accessing the Internet at least once a month), which makes up 61% of the population. As for the age-old sign, one in three people at the age of 26-35 make purchases online. Among the ages from 16 to 25, one in four people make online orders [3].

Despite the democratic nature of the Internet as an information carrier, in Ukraine we can observe a monopoly of large projects - those belonging to a number of well-known Internet holdings. The entry into the market of foreign players rather affected the redistribution of places in the Ukrainian market, rather than its overall growth. According to the official data, two thirds of advertising costs come from Yandex, Google, Yahoo!, Rambler, and MSNs - companies with large market shares in other countries [2].

Online marketing in Ukraine is developing not as fast as in the countries of America and Europe. The main differences are that:

- Among Ukrainians, a not so large share of the population has access to the global network;
- To access the Internet, it is necessary to have a level of income from medium to high;
- There is a low level of computer literacy among Ukrainians.

The possibilities of online marketing in Ukraine are not being used to their fullest potential, since many consumers and sellers are not aware of all of its advantages compared to offline media. Taking into account all these aspects, it is possible to make certain forecasts in the field of the Internet marketing development in Ukraine:

1. The Internet sales will gradually grow.

2. The level of competition between companies that promote products through the global network will increase.

3. The demands and needs of customers in the field of choice of goods and services will increase.

It is possible to influence the development of e-marketing in Ukraine effectively by providing the population with cheap and high-speed access to the network, changing prices for offline advertising and marketing tools as alternatives to online advertising and promotion and the entry of large players into the market who will “lead the masses” to the global trading network.

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## **IMPOSING STEREOTYPES ON WOMEN IN ADVERTISING**

*Keywords: stereotypes, women discrimination.*

European women have been fighting for their rights more than a century. At the beginning feminists gained the right to vote on a par with men. The next stage in their success was the legal equality of men and women. And now there is the third-wave of feminism is which focused on the struggle of women against objectivization in various spheres of human life.

We live in a patriarchal society. There is still an opinion that women are objects with certain model of behaviour. Often women are treated as a weaker gender that is reflected even in advertising.

If to analyze the old advertisements, we can see that at earlier stages advertising was more sexist than nowadays. This is proved by the analysis of the latest popular ads, some which are given below.

The brand “DRUMMOND Sweaters” proposes an ad where the following comments “Indoors women are useful - even pleasant. On a mountain they are something of a drag. So, don't go hauling them up a cliff just to show off your Drummond climbing sweaters. No need to. These pullovers look great anywhere.

This ad states that women are objects and they need to stay at home and do a housework, while men are conquering mountains.

“Chasee and Sanborn Coffee” expresses its idea of sexism: by stating “If your husband ever finds out you're not "store testing" for fresher coffee...if he discovers you're still taking chances on getting flat stale coffee...woe be unto you!”

From my perspective, this is an unallowable advertising because its message develops a certain stereotype where a woman is a servant and can be punished even physically like a slave. Here, the woman is represented as a sexual object.

Despite the fact that quite a lot of time has passed, little has been changed. Perhaps sexism has become a little less sound and direct, but the certain gender role is still being imposed on women, though it is expressed in another way.

The latest example is the advertisement created by the famous Ukrainian brand of cosmetics “Faberlic” which is translated on TV. Its fabula is that a woman does not cope with the work in the office, throws everything with the words “I am a lady and I do not want to solve anything, I want a dress!” Then she started try on different outfits, make up her face with “Faberlic”, and only then require a man and a child. It is ended with inscription “All will be!”

This advertisement has raised some questions in the minds of young thinking critically women who are doubting whether make up and housework are the priorities for a modern Ukrainian woman.

To conclude, stereotypes have been imposed for centuries. That is why they are not so easy to eradicate. However, marketing can change them by moving in the direction that can contribute to equality of genders and similar treating both genders by the modern society.

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## **SOME PECULIARITIES OF PR-CAMPAIGN COMPREHENSIVE TOOLS FOR MASS ENTERTAINMENT EVENTS ON THE INTERNET**

*Keywords: PR-campaign, mass events, promotion, music festivals.*

Nowadays, the industry of music festivals is in its heyday: Coachella, one of the most popular festivals in the USA, made a record-breaking \$ 114.6 million for two three-day weekends in 2017. In 2016 publication activities on the Internet at the request of “music festival” revealed 176 million links, in 2017 – 193 million and in 2018 – 676 million.

In practice, a PR manager and a content marketer are mostly interested in specific information support for mass shows and, particularly, a PR campaign using Internet resources. In order to carry out the comparative analysis and identify PR campaign specific tools on the Internet, we selected information materials of such musical events as Atlas Weekend (Ukraine) and Sziget (Hungary) festivals, The International Songwriting Competition (USA).

A content analysis of the websites of events and their accounts in social media was conducted to determine the corporate identity that forms the brand of events. A search was conducted of publications in the Internet media, which accompanied the last of the events, and their subsequent analysis of activity, consumer orientation, and content. Regarding Atlas Weekend, we have selected 25 articles in media, as for Sziget – 18 articles, as for the ISC – 12 articles.

In terms of publication activities, the well-known formula of pre-event (activity peak), event (average activity) and post-event (activity maintenance) was adopted to the festivals mentioned. The major campaign started two months before the event and intensified in two-three weeks (50% of publications). Press releases, articles, interviews, posts about past performances and events were issued during the festivals (40% of publications). During the first weeks upon completion of the campaign, mass media published reports, and a month or two later, there were the activities in the accounts of the festivals in the form of photo- and video reports (10% of publications).

Both festivals have websites and social media accounts designed in the corporate style, which contain the necessary and useful information for visitors. Their content forms the visitor’s interest and brand loyalty with phrases such as «Countdown till biggest party of this summer» (Atlas Weekend) and «Get to know more about your soon to be favorite festival!» (Sziget).

Atlas Weekend social media accounts contain information about the festival and its participants in a standard design, as well as Sziget accounts. However, the distinctive aspects of Hungarian festival’s social media accounts is a special hashtag #szitizens, that is a combination of two words: “citizen” and the name of the festival, which means its participants. The hashtag promotes brand loyalty by playing off the fact that being a part of something special makes a person special.

Another distinctive aspect of the festival’s campaign is the presence of its own video content. Both festivals have YouTube channels that contain interviews with



artists, listeners, diaries of previous festivals, some moments of live performances. The ISC organizers are not engaged in the release of video content – it is provided mainly by bloggers and participants of the competition.

One of the main tools of PR campaigns of the festivals is online media. Both companies segment their audience and define the topics of publications and the appropriate channels, based on the findings.

Among the publications in e-media, “... facts that you didn’t know” articles of standard format gained appeal among the readers, as well as guidelines, articles on headliners, scandalous materials, being the element of PR.

The ISC publications were informative.

The analysis of the PR campaigns of the two festivals: the Ukrainian Atlas Weekend, the Hungarian Sziget and the The International Songwriting Competition, revealed that the information campaigns of music competitions and festivals differ in structure and pursue different goals and apply different tools to acquire them. A different target audience causes the difference: the PR campaign of the festivals aims at attracting viewers, while the PR campaign of the competition seeks to attract sponsors and participating songwriters.

The finding mentioned above make it possible to draw the following conclusions. The most widespread tools for both festivals and the competition were a corporate website, accounts in social media, publications in popular media and work with opinion leaders. It is also possible to use particular hashtags and video content. Distinctive aspects in information campaigns of festivals and contest are communications channels: the tools for festivals promotion are characteristic for mass channels, while target peculiar interaction via direct channels is typical for the ISC.

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## **EVALUATION OF ENTERPRISE COMPETITIVENESS**

*Keywords: relationship concepts competitiveness, level of marketing policy, enterprise competitiveness, technology, management system, level of innovation.*

Competitiveness of an enterprise is its complex comparative characteristic, which reflects the degree of advantages over enterprises-competitors in aggregate of estimated performance indicators in certain markets, over a certain period of time.

That is, competitiveness can be assessed by comparing the competitive position of several enterprises in a particular market.

In this case, a compulsory requirement is the comparability of the estimated parameters, namely: a) technology, b) the potential of the equipment, c) the level of personnel, d) the control system, e) the level of innovation, e) the state of communications, is) the level of marketing policy, g) export-import opportunities and other parameters [1, p. 153].

The activity and development of the enterprise requires rational use of the resources available to it. Increasing the level of production and quality of products is the result of effective management based on the adoption of scientifically sound management decisions on the rational use of competitive potential. This is possible due to the assessment of the competitive potential of the enterprise, which is a set of quantitative and qualitative indicators of local potentials that are part of its composition [2, p. 22].

The integral indicator of the company's competitiveness is assessed on the basis of the overall integrated level of the company's competitiveness, which includes the results of a comprehensive assessment of the competitiveness of products, competitive potential and competitiveness through the formula (1) :

$$I_{ksp} = \sqrt{I_{kpp} \cdot I_{ks}} = \sqrt{\frac{(\sum_{j=1}^n (a_{pj} \cdot P_j))}{(1 + \sqrt[3]{\lambda_1 K_p \cdot \lambda_2 K_s \cdot \lambda_3 K_k}) \cdot I_{en}}} \quad (1)$$

When :

$K_p$  – impact assessment of suppliers;

$K_s$  – assessment of consumers' influence;

$K_k$  – assessment of competitors' influence;

$I_{en}$  – assessment of competitors' influence;

$P_j$  – estimation of j-th local potential within the competitive potential;

$a_{pj}$  – specific weight of the j-th local potential;

$n$  – the number of local potentials within the competitive potential;

$I_{kpp}$  - assessment of the competitive potential of the enterprise;

$I_{KS}$  - integral indicator of enterprise competitiveness [2, p.10].

Estimates of the estimation of the competitive potential of the production enterprise of PJSC Novopoltavsky Quarry are presented in the table.

Table - The overall integral level of competitiveness of the NRP "Novopoltovsky Quarry".

Indicators	Conditional marks	Value by years	
		2016	2017
1. Competitive potential of enterprise	$I_{kpp}$	126,7 5	149,175
2. Competitive firmness of the company	$I_{ks}$	1,92	2,09
3. Integral level of competitiveness	$I_k = \sqrt{I_{kpp} \cdot I_{ks}}$	15,6	17,65

Formation of competitive potential is directly related to the capabilities of the production potential of the enterprise. NRP Novopoltavsky Quarry is developing the Novopoltavskoe Granite deposit. The location is associated with the so-called Tokmak-grave (city of Sinyaya), one of the highest hills of the Priazovsky uplift. The quarry is engaged in the manufacture of crushed stone, which is the main raw material for road construction companies and factories of reinforced concrete products.

On the basis of the complex evaluation of NRP Novopoltavsky Quarry, the importance of the company's competitive potential and competitive strength tends to increase, which indicates a positive dynamics in the enterprise.

Accordingly, the overall integrated level of competitiveness of the investigated enterprise has increased, due to the introduction of new technologies, modernization of the technological process, increase the volume of sales, expansion of the list of potential buyers, the introduction of innovations.

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## PRINCIPLES OF OMNICHANNEL MARKETING

*Keywords: omnichannel marketing, principles of omnichannel marketing, integration of marketing channels.*

Omnichannel marketing is a modern practice of integration of few channels with each other to create integral and consistent service for customers. Today's tendency of global marketing is awareness of entrepreneurs that they have to destroy the system of separated channels and integrate all of business goal inside the company.

Despite the relative novelty of omnichannel marketing, most of creative marketers have managed to feel its advantages. Thus, one of the pioneers in this area are Macy's, Walmart, Amazon and other large international companies. Today this tendency is becoming global; its principles decide the directions of development of the marketing in the 21<sup>st</sup> century.

1. Focus on mobile commerce.

Society becomes more and more mobile and quick; time (not money) becomes the most deficit source in the life of modern consumer. They choose brands that are ready to communicate with them every time and everywhere. For example, BMW now offers to buy a car in one click just using smartphone.

2. Using the reviews of goods and services.

Online technologies create new possibilities for the digital marketing: thanks to the focus on mobile commerce, owners of virtual business get a new advantage over offline stores. Mobile modern consumers prefer to read or watch the review in the Internet; they don't need to visit offline stores no more. For example, if you want to buy something in IKEA, you will be able to visit IKEA's virtual reality store without leaving the room.

3. Integration of the best online and offline channels.

Successful combination of online and offline marketing channels is the solution of the issue of communication with consumer every time and everywhere.

4. The formation of the corresponding organizational structure of the enterprise.

The principle of integration must become an integral part not only of external marketing, but also of the internal environment of the enterprise. Organization structure should be adopted by the top-management, to be used to communicate with consumer every time and everywhere.

The major difference between omnichannel and multichannel is the level of integration. Multichannel is usually identified as a non-integrated way to approach customers and inventory holdings, while omnichannel requires coherent and absolute inventory integration. More and more organizations have realized the opportunities and advantages of integrating multiple channels by adopting an omnichannel approach. The boundaries between channels tend to vanish in an omnichannel environment, giving the customer a consistent brand experience.

## **FEATURES OF CO-OPERATION WITH FOREIGN SUPPLIERS ON THE MARKET OF NON-STANDARD ELECTRICAL CUP-BOARD EQUIPMENT**

*Keywords: foreign supplier, electrical cup-board equipment, competitor.*

Since the import choice and image of the Ukrainian company depends on the right choice of foreign suppliers of equipment and components (with the further implementation of equipment in Ukraine), there is a need for a very thorough analysis of all the advantages and disadvantages of cooperation with counteragents.

There are three world leaders in the production of non-standardized electrical cup-board equipment and the necessary components. The first place is Siemens AG, Germany - 40%, the second - ABB, Sweden-Switzerland 33%, in the third place - Schneider ElektriK (27%).

The economic policy of Siemens AG and Schneider ElektriK is constructed in such a way that they are very negative at the fact that their partners co-operate with a competitor. Siemens AG can only export original products from official Siemens factories to Ukraine and prohibits the import of products from other countries. In turn, Schneider ElektriK adequately relates to imports from Third World countries (such as Taiwan, South Korea), which greatly reduces their cost. Thus, in cooperation with Siemens, the Ukrainian company loses in price, but can be completely confident in 100% of the quality of the goods being bought.

Schneider ElektriK has a bad regulatory policy between its partners, that is, some partners Schneider can participate in any tender, which can further lead to global hostile relations. At the same time Siemens AG admits such a phenomenon, however, it provides strong support to the first partner who applied for the tender.

Siemens AG does not have large warehouses with its products on the territory of Ukraine, so the Ukrainian company needs to have its own warehouse. Schneider ElektriK has its warehouses on the territory of Ukraine and this allows its partners to participate in tenders with limited timeframes.

In Siemens AG, the company- electrical cup-board equipment has the maximum discounts compared to distributors and intermediaries. At Schneider, the following policies are followed: doing a procurement plan - providing discounts, do not make - no discounts.

Schneider Elektrik first began to win the market of the former USSR, and so many enterprises are using its projects. This may affect the conclusion of a large number of purchase and sale contracts with buyers in Ukraine.

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## **MARKETING METHODS OF FORMING CONSUMER PREFERENCES**

*Keywords: consumer behavior, marketing, preferences.*

Introduction. Marketing is the study and management of exchange relationships. Marketing is the business process of creating relationships with and satisfying customers. With its focus on the customer, marketing is one of the premier components of business management

A consumer is a person or organization that use economic services or commodities. Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. Consumer behavior depends on external and internal factors.

All people perceive information differently. Everyone has their own preferences and needs. Consumer influence when deciding: age, status, occupation, economic situation and much more.

The decision making process consists of the following steps: awareness of the problem, information retrieval, evaluation and selection of purchase alternatives, purchase, use of purchase and evaluation of the solution.

In order to influence the opinion of the consumer, the marketer must influence every step of the consumer's decision making. The most influential way is advertising.

Modern consumers are very different from each other in various factors. Therefore, it is best to take into account the psychology, values, and views on the life of each group of people, so that advertising has success and most effectively influences the preferences of the target segment.

The main success factor for most businesses is customer loyalty. Thus, the formation of a favorable image of the enterprise in the minds of the modern consumer is the most important marketing task, on the solution of which market success directly depends.

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## **TARGETING IN ADVERTISEMENT**

*Keywords: Targeting, marketing, advertising, advertising campaign*

A search for efficient marketing tools promoting a successful advertising campaign through involvement of potential clients is a topical issue in modern business environment. Targeting is an efficient advertising mechanism that allows for identifying the clients who meet the required parameters. Due to targeting, advertisement is demonstrated to a targeted public only, which increases efficiency of the campaign and minimizes expenses.

Targeting mechanism comprises three core stages: 1) At the data accumulation stage, a target market is monitored (customers' preferences are traced by analyzing web-pages they search for, stores they attend, their activities in the Internet, their interests, etc.); 2) The stage of data analysis allows drawing a conclusion on target market preferences, tastes, communication means, purchasing means, out of a large amount of information about numerous customers. Only those target groups are selected for an advertising campaign that comprise the greatest number of potential addressees of your advertisement; 3) A product or service advertisement is made at the third stage; after identifying a target market, this advertisement is placed only on the information platforms used by potential customers (certain websites, pages, departments of stores, magazine sections, TV programmes, etc.).

There are several types of targeting applied depending on various peculiarities of markets, public, tasks, etc.: 1) topic targeting; 2) context targeting; 3) geographic targeting (geotargeting); 4) time targeting; 5) social and demographic targeting; 6) behavioral targeting.

A sale of bicycles and their accessories is considered to illustrate the application of targeting. Three types of targeting peculiar for this sort of activity are selected for this product.

1. Topic targeting (advertisement of a new model of bicycle or special offers regarding its purchase is placed on various information platforms being relevant to the topic (websites, forums, groups in social networks)).

2. Context targeting (information for the people who already got interested in purchasing a bicycle or look through various materials associated with this topic is used; also, potential customers who watched the advertisement but did not progress to a buying stage for different reasons would get its recollection).

3. Behavioral targeting (a mechanism of data collection regarding the actions of a potential client is introduced, o/w: favourite places, routes, means of purchasing and paying. The collected data allows for creating more accurate “portrait” of potential customers and offering a product that directly responds to their needs and interests).

The application of targeting in advertising has its advantages and disadvantages. “Pros” of targeting: a) adjustment to a target market; b) advertisement for those who “might be interested” in the offer; c) payment selection for click-throughs, action or impressions; d) availability of publications’ advertisement; e) availability of direct sales (registration fee, product payment, etc.) and further remarketing. “Cons” of targeting: a) a huge difference between the notions “I think I am interested” and “I am really interested” that can be crucial in the end if this issue is neglected; b) a website of a respective product can be targeted on those who make choices where to buy or who to cooperate with; c) suitable for limited business fields where a client’s “portrait” is not clear.

Thus, targeting plays an important part in advertising campaign of goods and services. It is an efficient tool that possesses a wide range of means providing flexible adjustment and advertisements to a core market exclusively.

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## **IMPLEMENTATION OF VOLUNTARY SUSTAINABILITY STANDARDS**

*Keywords: voluntary sustainability standards, sustainable development strategy*



Modern governments are facing many problems: economic, social, environmental etc. The solution of them can be found in The Sustainable Development Strategy (SDS), which is based on comprehensive, integrated approach. The Sustainable Development Strategy includes Voluntary Sustainability Standards (VSS). Such method is aimed at a long-term perspective as for enterprises and for the prosperity of all mankind.

Initially some standards were presented apart from public policy processes, but after a while VSS have been determined as a far-reaching tool by several governments, which can be helpful for public sector entities to develop their own green growth policies.

Nowadays Ukraine is developing according to the Sustainable Development Strategy-2030 and the National Action Plan on the Strategy Implementation-2020. This project was based on European Union experience and adapted to Ukrainian realities. The Strategy includes seven goals, which are focus on economic efficiency, social balance and environmental sustainable development.

Governmental support is very important for enterprises, but it is not enough. The entrepreneurs themselves should be interested in Voluntary Sustainability Standards implementation on their production. Moreover, they should start it now.

For example, companies which have been already certified by ISO 9001, can consider ISO 14001 as the next step. This standard is based on the environmental management system and provides a set of instructions, which are focus on developing an environmental policy; analysing environmental interaction; measuring enterprises impact on environmental.

Another valuable standard is ISO 50001. After 15 years of the usage of ISO 14001, the new standard quickly started to be considered as the best method in energy management. International experience has shown that within a short-term of ISO 50001 introduction, the level of energy savings can reach 10-15%. Furthermore, enterprises can start saving energy during the implementation period.

In conclusion, Ukraine should adopt EU experience in following The Sustainable Development Strategy and solve problems with long-term effect by using Voluntary Sustainability Standards.

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## **MARKETING STRATEGY TO PROMOTE PRODUCT IN A SOFTWARE MARKET**

*Keywords: B2B, technology, video, software market*

The way enterprise technology and software companies market themselves is evolving. In the face of increased competition for attention on digital channels, technology companies in the B2B sector can struggle to reach the right decision makers on the right channels to increase their sales funnel.

So what's a technology company to do? To maximize their investment in marketing initiatives, organizations should look for strategies and tools that have the most potential to engage decision makers by proving that they understand what challenges their target industry faces, that they're a thought leader and have a unique solution that can provide substantial ROI.

Towards that end, we'll look at some of the best ways technology companies can do just that.

### ***Original Video Content***

Video content as a marketing tool is becoming extremely prevalent with technology companies to introduce their solutions. While someone might not have the time to go through a product or company datasheet, almost everyone has the time to watch an entertaining, engaging two or three-minute video about a solution that might be of value to them.

### ***Fun Videos.***

Just because you're in the B2B enterprise space doesn't mean that your videos should be dry and technical. Creating videos that are particularly funny, humorous or entertaining will help you stand out from the crowd.

### ***Useful Content.***

Your video content strategy should also make room for useful, and educational, content. This can include things like tutorials of how to use your solution, product demos, webinars about industry trends and best practices, or "how-to" style videos.

### ***Create Animated Infographics***

Most enterprise B2B companies have been producing infographics for some time now. They're an easy, colorful way to present facts and information about your company or industry to potential buyers.

Here are a couple more quick tips from 27 Video Stats For 2017:

1. Using the word 'video' in an email subject line boosts the open rates by 19%.
2. 54% of senior executives share work related videos with colleagues weekly.
3. Including video in a landing page can increase conversion by 80%.
4. Four times as many customers would rather watch a video about a product than read about it.

The point with video and animation is this: give prospects entertaining, bite-sized chunks they can consume to get to know your company, your technology and your customers. Once they begin to understand (and trust) all three, they'll be more ready to engage in a sales cycle.

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### **CENSORSHIP IN ADVERTISING: IS IT NECESSARY**

*Key-words: censorship, advertising, society.*

The issue of censorship in advertising has always been controversial. Some claim that censorship is necessary, others say that censorship interferes with freedom of speech. In any case, society has come a long way before realizing that everything cannot be shown in advertising. Some things may seem to the audience too cruel, immoral or outspoken.

Historically, it turned out that things that need to be known were censored. So many healthcare items were no exception.

Society could declare advertising inaccurate, tasteless, violent or harmful. Then broadcasters had nothing to do except of removing unwanted ads.

In the 1980s, the United States faced with an AIDS epidemic. It was necessary to notify people about the fact that there are methods of avoiding infection and preventing sexually transmissible disease. It was decided to start advertising condoms, a new product at that time. Condom advertising began to be shown on TV and viewers were not ready for this. The ad broadcasting, but it didn't have to exist for long. The shocked viewers were outraged. Due to the public reaction, advertising had to be left on only three channels and showed only after 10 pm.

The main problem of this type of advertising was unwillingness of society to meet their problems.

For example, by the 1975 the number of abortions had grown, because of legalizing it in the 1973. One daily magazine decided to put on its own pages photo of fetus at the trash bin. Society was shocked by violence of this ad. But, no matter what ad wasn't censored.

Honestly, a lot of things was allowed. Censorship then was based mostly on individual feelings of person or group of people about ads. As such, there were no taboo topics; there was only a subjective sense of morality, but even it was different for everyone.

For example, for a long time, Camel's company hired doctors to promote cigarettes. At that time, the slogans "Don't be foolish, take your doctor's advice: Smoke a fresh cigarette" "doctors recommend" "More and more doctors choose Camel" were normal and always heard. Despite this method of advertising, people smokers were worried about coughing. Then those same doctors said that this was due to dust, infections and other things, but definitely not because of cigarettes. At the moment, in most countries of the world tobacco advertising is prohibited, as well as advertising that deceives the audience.

Here is an example of the racist advertising of 1889. The co-owner of the pancake mix company was inspired by the popular song "Old Aunt Jemima".

Aunt Jemima was performed by a white man in blackface. Later on the company hired Nancy Green, a former Kentucky slave, to portray Aunt Jemima. Nancy made pancakes and told stories from her life as a plantation cook. Then it led to thousands of orders, the product became very popular. But if it were in our time, the company would go bankrupt. In modern society, tolerance is very important, so you can remember the recent scandal associated with the company "H&M". When the black child was wearing a T-shirt with the inscription "The coolest monkey in the jungle." After this misstep, the company lost contracts with many stars and society responded to it very resonantly.

Well, what conclusion can be drawn from all this? I believe that censorship in advertising should be, because advertising should not impose racist views, an unhealthy attitude towards oneself, cruelty, excessive nudity. But also, there are

things that need to be known to society. Censorship should not be a tool of hiding information.

Finally, I would like to say, that I think that censorship should disappear. But disappear because every marketer will create fair promotion, without offending anything an anyone for attracting attention.

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## **PROCEDURE FOR CLUSTER ANALYSIS FOR MARKET SEGMENTATION OF FOREIGN SUPPLIERS OF THE ENTERPRISE**

*Keywords: foreign supplier, cluster analysis, cluster profile*

An analysis of the essence and procedure of cluster analysis in implementing the marketing approach in the management of foreign economic activity showed the feasibility of its use in relation to the segmentation of the market of suppliers of the enterprise. The developed methodological bases of the substantiation of management of import operations of the enterprise on the basis of cluster analysis of suppliers include the stages, which are shown below.

1. Market research of foreign supplier's market for the selection of potential counterparties supplying products of the appropriate quality.
2. Sampling for cluster analysis, a list of potential foreign suppliers.
3. Definition of the set of characteristics (criteria of the imported goods), which will be clustered. It is recommended to select: the price per unit of raw materials (price according to the supplier's commercial proposal); quality (experts put out the scores from 1 to 100); deferral (number of deferred payment days are offered by suppliers).
4. Determination of the distance (square of the Euclidean distance) and degree of similarity between the objects by the method of communication between the groups, where each observation first forms its own cluster.
5. Using a hierarchical cluster procedure to create groups of similar objects by the method of communication between groups, that is, groups of suppliers that are similar to each other for the characteristics under study.
6. Verification of the results of cluster analysis by determining the cluster profiles.

7. Processing of the main conditions of import contracts with future counterparty enterprises from selected clusters and calculation of import efficiency.

The practical implementation of the optimization of foreign suppliers by the cluster analysis allows simultaneously to take into account an unlimited number of numerical indicators of different order, to determine the grouping of enterprises with similar characteristics, which provides the opportunity to diversify and increase the efficiency of import activities

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## **INTERACTION OF PSYCHOLOGY AND MARKETING**

*Key words: psychology, marketing communications, marketing, influence on consumers, principles of psychological interaction.*

Today, in conditions of high market competition, the question arises of how manufacturers can effectively advertise their products and attract as many consumers as possible. To solve this problem, there are currently many successful marketing companies researching the principles of human behavior. That is why such sciences as marketing and psychology have always been close to each other, coexisting in close relationship with each other.

The main purpose of marketing communications is to solve many problems using the methods and forms of special interaction with potential buyers. Marketing communications, taking into account the psychological characteristics of consumers, provide an individual approach to everything that affects customers and increases their motivation to make the right decision. Effective communication is impossible without an emotional component. Emotions are a subjective state of a person, arising in response to the influence of external and internal factors and manifested in the form of direct experiences [1].

This is one of the main tasks of marketing - to encourage people to make a decision or help them change their thinking with the help of psychological methods. This is done using the relationship of marketing impact to the needs and capabilities of the consumer.

With the current pace of life, a lot of information and suggestions for making decisions for customers is becoming increasingly difficult. The results of many studies show that most people fall under the influence of imitation, based on feedback from other consumers or product reviews on the Internet. Studies have also been

conducted to prove that when people are under pressure, they are unable to make a decision, these are locked in and make a standard, in fact, forced choice. For marketers, this means that sometimes the easiest way to convince someone to agree with him is to give them such an easy choice.

So, before embarking on the development of marketing strategies, we need to figure out what the principles of psychological interaction with consumers exist.

1. The principle of reciprocity is based on the fact that with the help of free bonuses show a special relationship with the client. By psychology, conviction, when someone does something unselfish for us, we want to answer the same.

2. The principle of duty. If the client feels that he has responsibilities, it is difficult for him to refuse.

3. The principle of trust prompts buyers to rely on the opinion of reputable people whom they trust.

4. The principle of social evidence or collectivity. When people make decisions more easily, following the majority.

5. The principle of sympathy is the tendency to interact with people and companies that make a positive impression.

6. According to the principle of deficit, the limited supply of an exclusive product stimulates demand for it.

7. The principle of illusion of novelty - the psychological effect that occurs when a person, first seeing the product, begins to notice it everywhere.

8. The principle of forgetfulness works when people remember only a general idea.

9. The principle of grouping - structuring information by blocks for better memorization [4].

So, as a conclusion, we note that psychological marketing in Ukraine and in the world as a whole consolidates an increasingly strong position. With the help of close cooperation between psychology and marketing, a well thought out and calculated marketing strategy will increase the efficiency of activities and sales, as well as achieve competitive advantages for the company.

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## **ANALYSIS OF THE RUBBLE MARKET**

*Keywords: rubble market, granite products, Ukrainian rubble*

In the past two years, the economy of Ukraine shows, though small, but positive growth, which entails the revitalization of the vast majority of industries, including the construction sector. As a result of the development of the country's economy, the construction sector also shows quite good growth rates, which positively affects the demand for building materials, including rubble. In such conditions, quarry mines, marked a significant increase in sales of their products.

The share of the ten largest producers of rubble for about 1/3 of the total market. According to the legislation of Ukraine, a monopolist is a company with a market share of 35% or more. This means that the market is not monopolized and has a high level of competition, as well as potential for development.

With regards to exports, the fall in exports is mainly due to the reduction in supplies to Russia, since this country is the largest consumer of Ukrainian rubble. The number of exports to other countries, for example, to Belarus, has increased. The consumption structure is dominated by construction companies, which account for more than 80% of the total consumption of rubble in the country. At the same time, industrial enterprises account for about 17% of total consumption. Other consumers account for 2% of total consumption in the country.

Granite products of Public JSC “Zaporizhnerudprom” are in great demand and are being sold both in the domestic market and outside Ukraine (but in 2017 only in the domestic market). The company's products are used in the process of manufacturing concrete, reinforced concrete products, as well as in the construction and repair of roads and railroad tracks. The main consumers are plants for the production of concrete products, concrete, asphalt plants, enterprises for the construction and repair of roads and railways, construction companies.

Ukraine has a high potential for the production and export of rubble. In addition to the sale of rubble in the domestic market of Ukraine, there are good prospects for sales of these products and in foreign directions. In addition to the Russian Federation and Belarus, which are traditional buyers of these products from Ukraine, enterprises are able to supply rubble to EU countries, such as Poland, Germany, Austria, etc., which creates excellent prospects for increasing production in the country.



## COMPETITIVENESS OF IVORY COAST IN THE INTERNATIONAL COCOA AND COFFEE MARKET

Ivory Coast is a small country in western Africa, with a population of 22.671 million (2014). The country over the past 50 years has shown a steady growth of the economy, especially since 2000, the growth is about 9% per year (UNCTAD data) is presented in Figure 1.

Such growth, according to experts, by the openness of the economy, the result of the reorganization of the macroeconomic structure and reforms carried out in various sectors of economic activity, in particular in the sector of the production and sale of coffee cocoa. The basis of the Ivory Coast economy is the coffee cocoa sector, which benefits the country as a whole, ensuring its competitiveness in world markets. Development of the cocoa and coffee industry in the country since 2012. contributed to 14% of GDP and 38% of export earnings. He provides more than 1,500 billion CFA francs (find a dollar figure, as is more common) per year of income for more than 800,000 coffee and cocoa farm families. However, from November 2016.

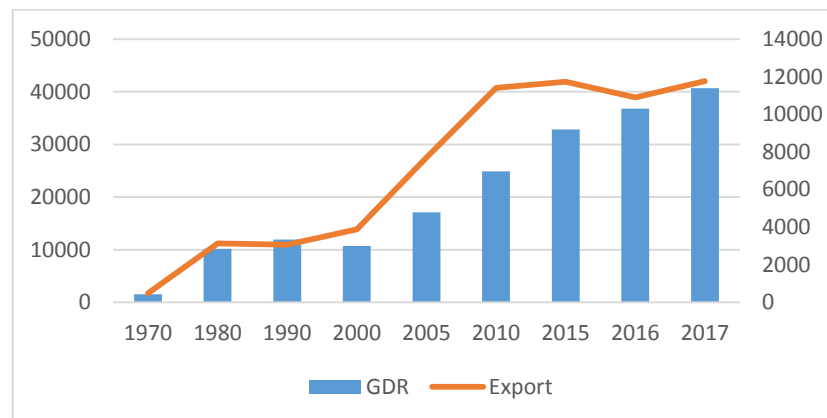


Fig. 1 – Dynamics of GDP and exports of Ivory Coast, million dollars

In this sector, a slowdown in growth rates is observed due to the decline in world prices for these products. Cocoa producers, representing the weak and vulnerable link in the value chain, are most affected by these shocks.

In order to preserve the stability and balance of the sector and to guarantee producers the price of farmers at 700 francs / kg, the government had to abandon part of its tax revenue from selling cocoa for the 2016–2017 temporary campaign.

The main competitors of Ivory Coast in the global coffee cocoa market are Central American manufacturers such as Honduras, Nicaragua and Costa Rica. Although in scale, these countries are much smaller than Ivory Coast.

It is largely the world's largest cocoa producer, with 40% of the total, ahead of Ghana. In 2003-2004, the volume of domestic production reached 1.335 million tons, while for the same period exports amounted to 1.060 million tons. Ivory Coast is called the Republic of Cocoa.

During the first six years of the decade of 2010, the country has always been the largest cocoa producer in the world, ahead of Ghana, the second largest in Africa and the world, and both of these countries remain the second two exporters in the world. Indonesian cocoa, as a competitor of these countries, is of lower quality and unsuitable for the European market, which provides certain advantages for the expansion of Ivory Coast's sales markets. According to ICCO, balanced growth in the demand and supply of cocoa is one of the main factors for the sustainability of the competitiveness of coffee cocoa. However, this goal is difficult to achieve given the situation of the evolution of demand and global demand for beans. From 2006 to 2017, the world bean market was characterized by three deficit peaks and two surplus peaks.

The current economic cycle is characterized by excessive demand for cocoa supply on the international market. In fact, the excess supply is about 380,000 tons of raw beans. This oversupply is largely due to the influence of market fundamentals, measures to support productivity, and pricing effects.

Among the factors that influence the supply of cocoa, climate plays an important role. According to ICCO (2017), drier than normal conditions in the main cocoa growing regions in the period 2013-2015 slowed down the global stock of cocoa, which also affected the economic performance of Ivory Coast. Slower production growth compared to crushing and, as a result, a decline in world cocoa stocks, in December 2015, in real terms, provided the maximum price level of \$ 3.4 thousand per ton.

The global demand for cocoa is well structured due to the actions of industrial chocolates, among which the main groups are Barry Callebaut and Cargill. Indeed, after purchases in 2013 of their direct competitor Petra Foods and ADM cocoa division, respectively, Barry Callebaut and Cargill, both companies now control almost 60% of the world's shredding capacity.

These two great chocolate industries have launched initiatives aimed at increasing the performance of garden cocoa.

In Ivory Coast, the Coffee Cocoa Council has been implementing a cocoa and coffee quality improvement program for several years, the purpose of which is to

“promote the social and economic well-being of cocoa producers and their communities,” with particular emphasis on increasing productivity.

This program is aimed at achieving production of 2 million tons by 2023 with a yield of at least 1 ton / ha. It is also not unimportant, on a par with climatic factors, economic condition and support from the government of the industry. In Ivory Coast, it's based on the support of the Coffee Cocoa Council, which has taken measures to increase the productivity of gardening and the quality of cocoa. These actions are included in the sector development strategy document, which is the amount growth program with a budget of 450 billion francs over 10 years.

Actions taken relate to the control of cocoa diseases and pests, agricultural research and capacity building of producers, as well as their professional organizations. Government support is also aimed at combating a cocoa viral disease or (Swollen Shoot) is part of a national control program that combines several comprehensive activities with the support of partners in the coffee cocoa sector. These activities include research, technology transfer, and soaking of infected orchards.

Thus, it can be noted that a country like Ivory Coast, being an agricultural country, having many economic and social problems, can increase its competitiveness due to the development of the coffee cocoa industry, as it is strategically important for it.

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## **THE ANALYSIS OF MARKETING PRACTICE OF BEHAVIOUR OF CONSUMERS ON THE INTERNET AND PROMOTION OF GOODS**

*Key words: Internet marketing, promotion, social networks, marketing practice, behavior of consumers.*

In modern Internet marketing which is characterized by use of social media and social networks promoting (social media marketing) there is a transformation of

relationship with users. Therefore according to noted expediently to describe essence and components of marketing policy of communications and to find out keeping and features of behavior of consumers in the Internet. It is also necessary to carry out the analysis of marketing practice of behavior of consumers on the Internet and to estimate efficiency of communication interaction of consumers on the Internet [1]. It will promote the offer of innovative and informative ways of improvement of behavior of consumers on the Internet.

Marketing specialists define consumers as persons, the organizations, the enterprises which use goods. Strengthening of the competition leads to the fact that it is easier to make goods, than to sell it. Emergence of the Internet and the subsequent development of network changed idea of advertising media and communication. It united in itself the interactive nature of communication, the hyper media nature and a possibility of interaction personalization [1; 2].

The Ukrainian Websites have well created design (the first page – the business card of each website). Have not many banners, but as the rule, is advertising and various services of this website. Feedback all websites different, but almost everywhere have contact E-mail and phone for reference. It is possible to tell about the reference to social networks that each website gives a wide choice of social networks on which it is possible to write the message. The most popular references: Facebook, Instagram, Youtube.

We will guide short characteristic of the website Rozetka.com.ua. It is the Internet shop which has a good selection of electronics, household appliances, various consumer goods, from clothes to alcoholic drinks. Well customized system of the notice of buyers about new goods (do video reviews of novelties, create news and write articles). Always there is interesting information about any new goods, competitors. Thereby each consumer can choose goods, necessary for himself with own hand [3]. Allo.ua – specializes the Internet shop in sale of electronic devices, household appliances, devices for sport, tourism, fishing, motor transport, products for children and for the house. For 2017 this website was visited by 3.05 million Internet users. Is in the second place in Ukraine on visit [4].

Fokstrot.com.ua – retail chain stores “Fokstrot” is the greatest retail network by the number of shops on sales volumes of electronics and household appliances in Ukraine. And also according to TNS (Taylor, Nelson, Sofrez) Ukraine, is the leader in the category in the level of knowledge, visit and purchases. Shops of Fokstrot network are presented in 80 regional and regional centers of Ukraine. Since 2010 the retail chain stores Fokstrot are a participating member of “Euronics” – the greatest purchasing group of electronics and household appliances [5].

Thus, the enterprises pay sufficient attention to process of advertising of the product. The domestic enterprises use the following types of advertising: commodity, advertising of opportunities, rational, regional (covers a certain part of the country), the print advertising, advertising in the press, advertising souvenirs, direct and post advertising, external advertising, computer and advertising on the Internet.

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## **PROBLEM ASPECTS OF INTRODUCTION OF BENCHMARKING IN THE AGRARIAN SECTOR OF DNIPROPETROVSK REGION**

*Key words: benchmarking, financial crisis, agrarian sector, infrastructure, agriculture, economy.*

The global financial crisis essentially slows down the last years expected positive development of domestic economy, negatively affecting competitiveness of the enterprises and products, not allowing to strengthen export positions and to provide in full consumers in domestic market. The Dnipropetrovsk region traditionally has some of the best indicators of social and economic development within Ukraine.

Except external global challenges which appear as a result of objective integration processes in the world the domestic agrarian sector of economy has to overcome internal system problems:

- in the financial sphere, caused by sharp price disparity, high interest rates and lack of the long-term credits, reduction of the state privileges and the budgetary grants;

- in technical support that is connected with obsolescence of the equipment at the enterprises and backwardness of structures on providing leasing services;

- in commercial and marketing activity, amplify lack of operational reliable information about an environment of the markets, imperfection of mechanisms of management of business processes of agricultural production;

- in providing with human resources owing to outflow of skilled shots, unwillingness of youth to find a job in the village, limitation of available programs of professional retraining and professional development of experts;

- in the ecological sphere, production technologies are violated, natural resources are exhausted and become soiled, the quality of agrarian products which do not conform to the international environmental standards decreases;

- in scientific maintenance of production to which the information and advisory services and innovative developments adapted to operating conditions of the domestic agricultural enterprises are not provided;

- for shortcomings of agrarian policy of the state, there are in tax imperfections, suspense of the land question, lack of regulation of pricing in the agrarian markets, etc. [2; 18].

The main problems of the agrarian sector of Ukraine of the national and regional level are reflected in fig. 1. Regional differences in development of the agrarian sector are caused both by distinctions of climatic conditions, and features of economic character. The areas which are brought closer to the large cities have in comparison with peripheral areas the best work of funds, security with human resources, the best social infrastructure and consequently, the best productivity and profitability. Peripheral areas are unattractive for investors, reduces efficiency of the agrarian sector of economy of the region in general [1].

From this point of view it should be noted that one of the main issues of increase in efficiency of the domestic agrarian sector is low the attention from businessmen to innovative and scientific work which have the features. In Ukraine more organizations in the sphere of agriculture in comparison with other sectors are registered, conduct scientific and technological research. The industry shows positive trends on financing of the expenses connected with realization of scientific and technological works. But, unsatisfactory indicators are shown by commercialization of innovations and interest in them from agricultural producers.

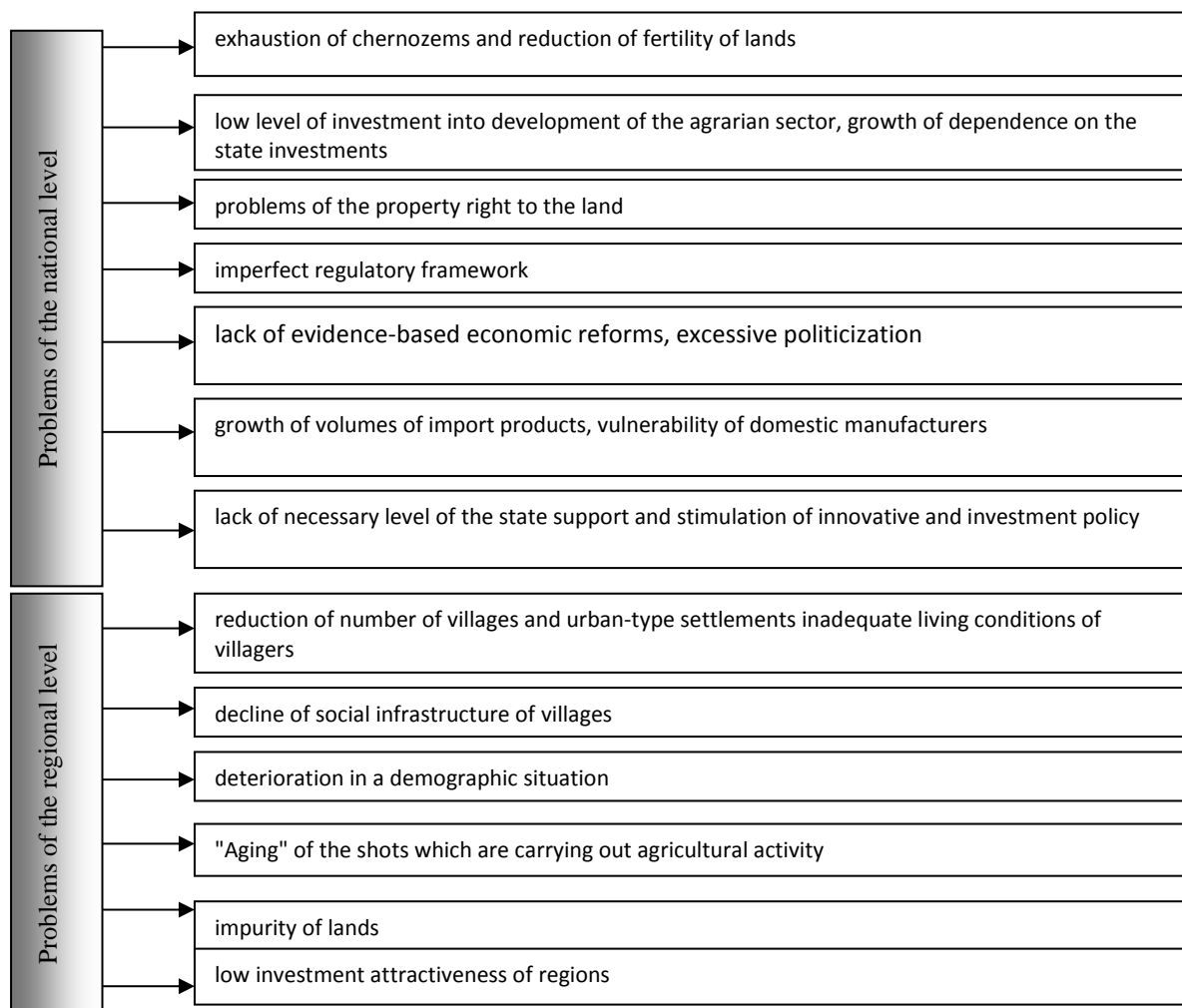


Fig. 1. – Main problems of the agrarian sector of Ukraine

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**DEVELOPING OF A COMMUNICATION STRATEGY OF NEW  
PRODUCT OF THE COMPANY IN THE FMSG MARKET**

*Keywords: promotion, marketing communications, goods.*

In modern conditions, the market operates a large number of enterprises, firms, organizations of different forms of ownership, volumes of activities, the number of workers. Also, the number of foreign enterprises operating in Ukraine is increasing. Under these conditions, the market is saturated with a variety of goods, there is a large number of sellers of identical or similar goods, which affects the intensification of competition, therefore, it is necessary to use all available resources of the enterprise and to carry out effective communications with consumers in order to increase the competitiveness of the enterprise and increase sales volumes. Under communication is the process of transferring information from the subject sending it to an object that receives it using various forms of communication.

Modern marketing requires the production and promotion of quality goods at an affordable price to target consumers based on carefully selected information.

Promotion (Promotion) is any form of communication that is used by the firm to inform consumers about their goods, services, images, ideas, social activities or influence on society.

This kind of marketing activity ensures the creation of a favorable image of the goods and the company itself in the representation of consumers and ultimately the purchase of goods. Promotion of goods should disturb consumers' desire to make the first purchase and carry out all the following.

The concept of "promotion" was introduced into the practice by the American scientist Niels of fighting in his famous complex "4r" (product - product / product, price - price, promotion - promotion, place of sale - sales place).

At the end of the 20th century and at the beginning of the XXI century the content of this concept gradually began to expand. In addition to the above-mentioned "4r" began to include advertising, promotion of sales, etc. Therefore, it would be more correct to use the term "marketing communications", replacing the term "promotion".

Marketing communications called the system (methods and forms) for the transfer of information and analysis of the corresponding reaction that arose in connection with the contact and the turn. The means of marketing communications include: advertising, propaganda, public relations, sales promotion, personal sales.

Each category of marketing communications has its own specific techniques, such as trade presentations, exhibitions at places of sale of goods, advertising with souvenirs, specialized exhibitions, fairs, demonstrations, catalogs, trade and advertising literature, informational materials and compilations for the press, posters, contests and etc.

The main purpose of the formation of marketing communications is the influence on the behavior of the buyer for the decision to purchase the goods. This may be the appearance of the product, its price, the shape and color of the package,



manners and clothing of the seller, etc. In the course of implementing the program of marketing communications, the stage of purchasing readiness is detected, the response to the various methods of marketing influence is determined, communicative channels are created, etc. directions and ways of information movement.

Modern marketing technologies are expanding the capabilities of the WiFi service, turning it into one of the most effective channels of communication, which involves communication through the WiFi portal, where there is general information, useful applications, and most importantly—a personal page to represent the brand of the institution; advertising; organization of marketing local companies using coupons, contests, surveys and direct marketing; creation of a developed system for collecting statistics and analytics; sales planning by understanding the level of interest of visitors to information on the portal and specific proposals. The hierarchical structure of portal management allows you to establish communication with guests at once in several institutions, even in different cities.

One of the most effective information technologies used in business is mobile marketing, which operates through 18 mobile applications, SMS and Bluetooth marketing.

Mobile Android and Ios applications are an actual trend in shaping a positive brand attitude, which allow companies not only to increase the consumer base, but also to increase the loyalty of existing consumers.

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## **MOBILE APPLICATIONS LIKE RESTAURANT BUSINESS INNOVATION**

*Keywords: restaurant business, gadgets, innovations*

The restaurant business is one of the most profitable branches of the world economy, in the XXI century becomes the leading direction of economic and social development of Ukraine. International experience shows that modern tourism

infrastructure is a necessary prerequisite for the active and successful promotion of this industry to the state market.

At the same time, restaurant economy also plays an important role in the implementation of socio-economic objectives. Its main purpose is to provide the population with culinary products and to organize a high level of service according to its needs.

With the onset of economic transformations, the profitability of restaurant services became the main goal of the enterprises, whose achievement, working on a limited segment of the consumer market, due to the low level of living of Ukrainians. The influence of external factors has led to the fact that more than half of enterprises of the restaurant industry in Ukraine are unprofitable. Ukrainian restaurateurs have to take into account national nuances - low purchasing power of the majority of the population, the lack of a well-functioning supply system, and the shortage of highly skilled personnel.

One of the most acute problems in the market is the problem of supply of products and alcoholic beverages. Restaurateurs argue that suppliers offering quality products unduly overestimate prices, while the restaurateur, due to competition, can not increase the price of food, and therefore reduces profitability. Another problem for the restaurant business is the lack of enough advertising, so restaurants need to constantly innovate to remain competitive in their segment and to be two steps ahead of competitors in order to increase their competitiveness.

The Ukrainian restaurateur must come up with something new every day. It is thanks to such searches of competitive advantages, marketing in the sphere of restaurant services goes to a new level and it is smart phones and gadgets.

It's no secret to anyone that mobile smart gadgets play a big role in human life. Various social studies indicate that the average user spends about 1-2 hours on the smartphone every day. That's why some Ukrainian restaurants are already using mobile applications, because they have a lot of benefits, namely:

- The restaurant always knows the audience coverage, because the number of active users and the number of downloads of the application
- Ability to use its style and design in the application in the same way to compete with "style"
- Using a mobile application for a delivery service, a discount card.
- Authorization allows users to find out the location of the user, the cost of the restaurant, which dishes he chooses and other consumer information.

- The use of push messages, allows you to report news, promotions and events on the phone, even if the user does not go to the application.

Consequently, mobile applications in the restaurant business offer quite large opportunities for improving and expanding services, opportunities for feedback, and the use of advertising only for the target audience.

But consumers are ready to use applications in Ukraine? A survey conducted on the Internet by Facebook users indicates that of 100 respondents, 68 are ready to use mobile applications and consider them to be useful. Therefore, gadgets are an innovative future for restaurant business.

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## **REMARKETING IN CONTEXTUAL ADVERTISING**

*Keywords: remarketing, targeting, aiming, audience, advertising, strategy*

In contextual advertising, when displaying text and image advertisements, targeting, e.g. «aiming» to a specific audience, is widely used. A well-designed targeting provides austerity budget, since in targeting advertisements are only viewed by interested users on the Internet.

Remarketing technology allows to increase the accuracy of «aiming» the advertisements for your audience. In the case of remarketing, advertisements on the Display Network may appear to those on-line users who have already been on the site advertised, and therefore are already interested in the products or services offered by this site.

For the last few years, search engines and other Internet advertising providers have been focusing on audience interests.

With this feature, one can show the advertisements to the site visitors who did not make an order. To make it possible, both search engines itself and other partner sites that make a part of the Google network and Yandex are used.

So, remarketing in e-commerce can be defined as one of the tactics of Internet marketing, which is based on advertising technology allowing a person to persuade the buyer who has refused to return to the site and complete it. In this respect, the efficiency is high both for sales and for other types of targeted actions of users – registration, subscriptions, filling out forms, etc.

How remarketing works:

1. The customer wants to buy the goods, enters to your site, but ...
2. Leaves the site without buying a product.
3. Thinking it over...
4. Makes a purchase on your site!
5. Clicks, returning to your site.
6. ... sees your advertisement everywhere!

Regardless of which advertising network you would use to launch the campaign, you will need to set the code of the corresponding system on the site to start collecting an audience, that is, users who visited the online store.

It is important to choose the right strategy for using remarketing to maximize the effectiveness of advertising campaigns in the Google AdWords contextual advertising system. So, to get started with remarketing, it is more effective to choose a simple strategy by adding to a remarketing list those users who, for example, visited the site's main page, but did not convert.

In further remarketing, one can choose a more complex strategy, listed in the users' list that made a conversion on the site, and offering related products or services to them. In addition, one can split remarketing lists into categories of products / services offered on the site, and thus conduct promotional campaigns aiming at users interested in certain products / services.

On developing remarketing lists, one can add special terms that can be grouped into one list of users who visited one page, but did not visit another one. It can be of great use when the visitors went to the shopping cart page, but did not go to the confirmation page for a purchase.

Nowadays, remarketing is an effective technology to increase the convertibility of site visitors for buyers / consumers of services, so it is widely used by both foreign and domestic companies. Mostly, remarketing is helpful for small and medium-sized businesses, because it does not require large advertising budgets, and provides the effect of a powerful company presence on the Internet at a minimal cost.

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## **PSYCHOTYPES OF CONSUMER BEHAVIOR**

*Key-words: marketing, personality type(s), marketing strategy*

To be successful in selling products (goods or services) there is a strong need to know potential consumers, in particular who your client is and what drives him/her to buy. Many researches done to define types of buyers has resulted in a variety of classifications of consumers, where the system of identifying four psychological types of buyers is spread out the most. This system can help to develop marketing strategies appropriate to this or that type of potential consumers. However, it is very important to keep in mind that very often a personality type can be a mix of the described below, and a particular person may belong from one to four categories, as any person is unique.

The system under this research was found by Swiss psychiatrist Carl Jung who identified four most common personality types: Assertives, Amiables, Expressives and Analytics, which we will examine from the perspective of marketing to find out some tips and tricks how to deal with them.

**1. Assertive.** People of this personality type are goal-oriented, decisive, and competitive. They care more about results than personal relationships. Assertive personalities are also relatively impatient and controlling. They want to get information fast, so they can make a decision and move on. It is not a big deal to recognize them. Assertives usually speak in declarative sentences and ask few questions. Their volume is also a little louder than average, and they use confident body language.

When developing marketing strategies, we should bear in mind some specific features of Assertives:

- The greatest value for these people is efficiency. So, avoid wasting their time repeating facts or going roundabout the main point.
- They are not people who can be impressed by the cutting-edge features unless the usefulness of the product is demonstrated to them.

**2. Amiable.** People with amiable personality types value personal relationships and want to have trust-worthy business partners. Amiables enthusiastically dive into finding creative and/or unexpected solutions. They are great listeners and more

interested in asking personal questions in order to get to know you outside of your professional role. They are friendly, calm, and patient.

Marketers should remember that Amiables prefer laid-back and informal conversations. Some more tips how to work with Amiables:

- Give them personal guarantees. Amiables need to feel confidence in their relationship with your company before they will become comfortable doing business with you.

- Since Amiables are risk-averse, promise them that your company will refund their purchase in case they are not satisfied, or they can cancel a deal at any time. This will calm their anxiety and make them more prone to purchase.

**3. Expressive.** Expressives are also sometimes called "humanists". They are similar to Amiables because for them personal relationships are very important. Expressives are worried with the others' well-being. They are highly concerned about how decisions they make affect the people around them. It is easy to identify this personality type due to their manner of behavior. They tend to be very enthusiastic and colorful. Such people are sure in their beliefs and when speaking, use more statements rather than questions.

How to work with Expressives:

- Marketing for these group of people should emphasize an ongoing relationship.
- Focus on how their buying decision affects their business on a human level rather than on facts and figures.

**4. Analytic.** Analytical personality type loves data, facts, and figures. They give preference to the detailed questions. Before meeting with you, they do a lot of research about you and your business. Analytics are less expressive than other personality types. They are concerned with facts rather than emotion. Analytics are serious, direct, and formal.

Some tips how to work with Analytics:

- They are the most problematic for collaboration. That is why marketers should be patient enough and avoid rushing with Analytics. Be prepared for a longer selling process.

- Avoid making high-level claims and always provide them with all possible data when you make an assertion, or risk losing credibility.

To sum up, potential customers are different, and it is never easy to define what personality type you are dealing with. However, once you are familiar with the core

personalities described, you will be able to choose an appropriate selling strategy, using tips and tricks shared.

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## **THE ROLE OF MARKETING IN COFFEE HOUSE**

*Keywords: thriving third wave, coffee house, marketing*

“Waves” of coffee are identified by specific trends and progressions within the coffee industry. To understand the significance of “the third wave” we need to look back on the “first and second wave” movements of coffee. Although the transitions from the first, second and third waves are not always discernible, their priorities were certainly unique:

1st Wave: growing coffee consumption exponentially.

2nd Wave: the defining and enjoyment of specialty coffee.

3rd Wave: purchasing coffee based on its origin and artisan methods of production.

Moreover, the third wave coffee aspires to the highest form of culinary appreciation of coffee, so that one may appreciate subtleties of flavor, variety and growing region – similar to some other complex consumable plant-derived products such as wine, tea and chocolate. Distinctive features of the third wave coffee include direct trade coffee, high-quality beans (see specialty coffee for scale), single-origin coffee (as opposed to blends), lighter coffee roasts and latte art. It also includes revivals of alternative methods of coffee preparation, such as vacuum coffee and pour-over brewing devices such as the Chemex and Hario V60.

With a new emphasis of transparency within the coffee industry, consumers can trace the heritage of their favorite coffee to the very farm from which it was harvested. The soil, altitude and method of processing have become important factors to discern the pallet. In the first and second waves of coffee approaches, people tended to have a great time by caffeine and hot beverages whereas in the third wave approach they would like to enjoy the coffee itself.

The third wave market segment targets consumers with discerning coffee tastes and accordingly, it is costly. Consumers in this market are willing to pay premium

prices for their coffee. In return, they want to know where their coffee beans are sourced, how they are farmed and how the beans should be brewed in order to appreciate the flavor, body, aroma, fragrance and mouthfeel of the coffee at full. Baristas have a deep product knowledge of the coffee beans, and may even have played a role in cultivating the coffee plants. Cooperation between farmers and baristas has often led to product innovation, including new ways of preparing coffee beverages. In comparison to the first two waves, consumption in this segment is still relatively low to the market as a whole, but it is growing fast.

The new way of doing business pioneered in the third wave is being assimilated by the first and second waves due to its fast growth and potential to expand coffee consumption. Indications include the recent acquisition by Nestlé – a large first wave roaster – of a notable third wave firm, Blue Bottle, signaling its entry into the third wave. And it is not the only one.

The growing consumers' awareness of coffee and their openness for new tastes and experiences have led to the emergence and popularization of the third wave coffee houses. These businesses prefer locations which may likely host customers with greater awareness. Also, these businesses can help increase customer awareness of coffee, which will help them attract more loyal customers. They can use instruments like social media, one-on-one conversation with a barista or special events such as a public cupping, which allows customers to taste, side by side, a variety of coffees. Setting up special events opens the door for deeper conversations about coffee.

The businesses expect that the customers would discover their products and express demand for them. The third wave coffee houses are vital community hubs which provide spaces for people to meet, socialize, work, play and relax. Let us consider some examples of these coffee houses in Dnipro. DoubleDecker Cake&Coffee is a real pastry shop with traditional American and English desserts and own roast coffee. The Atelier is a creative coffee house at a fashion studio, which combines four essential components: freshly roasted coffee, own pastry shop, cozy interior and high-quality service. There are also Three Beavers, Nose, Object, White Coffeebar, etc. All of them should focus on differentiation opportunities as it restricts competition.

In conclusion, the adoption of the third wave business strategy in other market segments creates further opportunities for upstream coffee participants to increase their income, particularly by leveraging their brands. The extent to which these participants are able to do so will depend on consumers' recognition and awareness



of these brands. The growth potential of the Third Wave is increasingly attractive. So far, this business model seems to have been highly profitable for every member of the coffee global value chain.

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## **THE LEADING ASPECTS OF THE MARKETING SERVICE IN THE ACTIVATES OF A MODERN ENTERPRISE**

*Keywords: enterprise, marketing service, product, system, programs.*

Today every enterprise is forced to take part in the competition for its burger. The various factors influence the strengthening of market positions of the enterprise. Such factors include the marketing service. Being an integral part of intangible assets, it has the same importance as the growth of the market value of the enterprise, as well as its financial and economic relations.

Distribution of tasks rights and responsibilities in the system of management of marketing can be carried out rationally only in the case where the company is clearly defined the place and role of marketing services. Based on this, the marketing service should determine the direction of improving marketing activities develop and pursue the implementation of plans and programs marketing activities, bring marketing information to other units of the enterprise.

Thus, developers receive information from the marketing services about product development, however, in which direction it is necessary to improve the products that are produced and what new to develop in the future. The formation of marketing activities should include, the following components: construction improvement of the organizational structure of marketing management; selection of marketers with proper and responsibilities in the marketing management system; creation of conditions for effective work of marketing services staff; organization of effective interaction of marketing services with other structural subdivisions of the enterprise. So, marketing is a leading function that determines the technical and industrial policy of the enterprises, the style and nature of management of all business activities. The marketers must establish and bring to each design engineer and manufacturer, whom the consumer wants to, see this product, at what price he is willing to pay, where and

when this product is needed. The marketing services have an impact of the implementation of all the most important functions of a modern enterprise.

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## **THE STRATEGIC MARKETING COMMUNICATION AND LOGISTIC SUPPORT FOR MARKETING OF NEW PRODUCTS**

*Key words: strategic marketing, communication and logistics support, market, new products.*

Under the influence of global marketing processes, it is expedient to analyze the marketing policy of a high-tech enterprise. It is necessary to describe the marketing movement of enterprises through the application of certain economic instruments. It is advisable to make certain calculations and prepare an appropriate conclusion on the work done. It is worth rating the classification of types of marketing strategies. According to this classification, a table is created correspondingly to the investigated enterprise and each item is analyzed in detail.

Marketers rightly believe that the task of remarketing is to restore or maintain a communication contact of the target audience with the brand, a product aimed at increasing additional client flows [3]. Remarketing is a way to push demand, which allows you to focus on the client for a certain time, see the customer and turn it back into the field of marketing tools of the company. The purpose of remarketing is to increase sales. Remarketing brings new opportunities for communication with the target audience to ensure sales growth, customer returns, and re-sales [3]. The company usually buys commercial TV shows on the central television channels of Ukraine.

When introducing into the market of new products it is expedient to inform industrial consumers on the basis of participation in trade fairs, as part of a complex of marketing communications of the enterprise [1]. By the elements of the marketing complex, the management of enterprises applies a strategy of product promotion. Producing products, firstly, at the expense of television advertising, and secondly, due to participation in various world exhibitions, which significantly increase the prestige of Ukrainian products abroad. On the basis of competitive advantages, enterprises use a strategy of differentiation. Differentiation is based on the

specialization in the manufacture of special products, which is a modification of the standard product.

Depending on the competitive position of the company, they choose the strategy of a challenger and the market niche strategy. The first strategy is used, as a rule, only on the external market. The challengers are those companies that are successfully developing and see their main strategic direction in achieving market leadership, that is, in expanding their market share. Depending on the degree of segmentation of the markets, the company also uses concentrated marketing. Depending on the type of differentiation, commodity and image diversification can be distinguished [3]. Depending on the method of selecting the target market, enterprises choose the strategy of commodity specialization and the strategy of selective specialization. In recent years, the range of products produced by the Kremenchuk Automobile Plant (“AutoKrAZ” company) has considerably expanded. First of all, due to new models of special equipment and cars of a future-generation with the layout of the “cockpit over the engine”. We describe it from utility vehicles to heavy-duty trucks with a carrying capacity of up to 75 tons [2].

It should be noted that the niche of a tire lorry, a trunk saddle tractor, a main motor-carriage by automobile building enterprises of Ukraine is not yet sufficiently mastered. This is due to the fact that it requires significant financial investments for reorientation of production, in the presence of contracts with partner companies. For the sale of its products, every firm in the 21st century uses the Internet as a tool for achieving its goals. In turn, Internet moderators have created an Internet platform for the advertisement of individuals or businesses. In Ukraine, the most popular Internet sites are OLX, Prom.ua, Rozetka, Flagma, Zakupka.com, L-Business, but the first three are the most popular ones. We will not go into the functionality of each of the portals presented here, only give statistical data from a well-known department of Internet audience research – Gemius. Thus, strategic marketing communication and logistic support in bringing to the markets of new products helps to increase the marketing effectiveness of enterprises.

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## **THE ART OF ADVERTISEMENT**

*Key words: marketing, advertisement, advertising campaigns, commercial ad, PR*

Today marketing is something that is everywhere: on the streets, on buildings, on internet, even in the skies there are hot air balloons. It can be motivating, like Nike or Beats doing, heartwarming, like holidays Apple or any toy store videos, and funny at serious things, like Google does.

The marketing campaign is not only about commercials and ads. It's a detailed tactic that helps a company sell its product to the customer [1]. Events, early access, surveys, first-day reviews - all of that is interesting for people and, as result will help to sell a product to potential buyers.

But it`s only white side of it. In most cases, when people hear “marketing” or “advertising”, they imagine something really annoying, trying to cheat and just get their money, something people want to skip before movie or video you`re about to watch.

However, marketing has so much dark sides, so let`s find out, when it is something bad.

The first most popular reason of failure in advertising campaign, and, as result, bad influence for whole company is lie of marketers. People don`t like and don't want to be cheated. Company need to be careful on the border of “hyperbolizing” and “lying”.

As example, tech people probably still remember a case with Lenovo and their Z5 [3]. The expectations were as high as it possible: Lenovo promised radically new smartphone with all-new bezel-less design and innovative technologies from their last 5 patents. And what did customers get so far? CEO came to the stage, said a few words about how Lenovo is keen on making innovations and then he introduced ... another mid-range phone with “iPhone X-wannabe” design, poor performance and a lot of hate from tech community behind it. And it`s not something surprising, when there is a big company. It should only give such promises that it is going to keep.

The second mistake of some marketing campaigns is the following. If company's ads will pop-up from every speaker, every TV, on every site, before every video and on each app, there will be no chance its product to be rated positively. It's important not to overdo with advertising.

The best example of how to use ads is the one's from Beats. Those people know how to do advertising right. Their ads is cinematographic, it's like a short movies. Some viewer can start to watch some video on YouTube, an ad from Beats will start like a pre-roll and 100% he will watch it to the end. What's the secret? There are famous persons, extremely talented filmmakers, lots of money to produce it and good music for making it even better. For a moment consumer can even forget that it's just another ad he wanted to skip one second ago, because he is already interested. It's not a story about the product, it's a story with carefully placed product on it [3].

The fact is it's not important, how many times certain ad is repeated. There are only two facts that really matters is how many people was really interested in watching this ad and which associations pop-up in people's memory when they see the product in the store.

So, let's imagine: successful marketing campaign, sales is somewhere in the skies, customers will buy even a plastic glasses with brand's logo on it for \$9.99/one. Is there any chance to fail? Yes of course. And that's a third example of bad marketing influence. It just can start stagnation of the company. The horrible "S" word with bad aftermath for every company. But how is it possible, if company is really successful?

When company has a big base of loyal customers, it's easy start to think that it can sell them anything. If company invests more in advertising, than in R&D, it just can't be forever. It can attract loyal customers, but also can lose it [2].

And the last reason is the following. Company is at the start. Product is about to launch and advertising campaign is intensive. People look forward to the start of sales. But there is a failure, because in any marketing mix Product is more important, than Promotion.

Often young companies making focus on advertising campaigns more, than on development of product. But people make their own opinion about product, and the only way to change it is a right positioning. Of course, marketing is something company just can't live without. But it's a big force, and, as all people know, "With big force comes big responsibility".

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### **« HOUSING MAINTENANCE MARKETING - SOCIALLY RESPONSIBLE MARKETING »**

*Keywords: housing maintenance, communal services, ethical marketing, socially responsible marketing.*

Ethical marketing refers to the process by which companies market their services by focusing not only on how their products benefit customers, but also how they benefit socially responsible or environmental causes.

Main aspects of socially responsible marketing are:

Consumer Orientation.

Innovation.

Sense of Mission.

Impact On Society.

Marketing of the housing and communal sector has three main features:

1. The primary issue is the unique nature of consumption, which does not allow consumers to refuse or significantly reduce the consumption of services at rising prices, or significantly increase consumption when they decrease.

2. The general availability of housing and communal services, the need to be able to use them at any time at the time of need, the possibility of their consumption uninterrupted and reliable.

3. Possibility of full saturation of demand - satisfaction of demand in full, which is the most important quality of communal services.

Housing and communal services should be provided in full and in a way that satisfies the consumer.

The system of housing and communal services marketing should function in such a way as to find the need, satisfy it, thereby improving the quality of human life.

That is why the marketing of housing and communal services is the socially responsible marketing.

The concept requires the balance of the three main economic agents of industrial and commercial relations: supplier, consumer and society.

The supplier in the housing and communal services marketing must not only fully satisfy the identified demand, that brings him profit, but also improves the welfare both of individual consumers and society as a whole, and make it the most effective ways.

The supplier in the housing and communal services market should contact with consumers, supply him services that couldn't harm the consumer and society.

The consumer in the housing and communal services market should be more demanding of the supplier, demand for the more energy efficient, environmentally friendly services.

The competitive environment in the housing and communal services market of Ukraine is formed quite slowly, its condition is quite distant from the market, and the norms of socially responsible marketing limit business and production activity, put it in dependence on the landmarks of social development and improvement of the environment, we can claim about formation of a new sphere of marketing a - marketing in housing and communal services, which should be based on the principles of socially responsible marketing.

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## **FEATURES OF MARKETING FRANCHISE NETWORKS**

*Key words: marketing, franchise, franchising, economic, business, trade, franchise networks, trade networks, advertisement, cooperation, franchise system, innovation.*

In modern conditions, when there are a large number of large foreign and Ukrainian enterprises on the market at the same time, the question of expanding its network is very acute, preferably with less risk and cost, but without loss of the

quality of services provided. The way out of this situation is the use of the franchise mechanism.

Franchising is a form of long-term business cooperation, during which one company - the franchisor (right holder) grants another franchisee company (user) a license (franchise) to operate under the name of the right holder in a limited territory for a period and conditions specified in the contract. In the world of franchising is one of the most effective ways to develop a small business. He fully allows you to combine the advantages of large and small businesses.

Marketing in the franchise system has several forms and combinations:

- Marketing franchisor. The parent company is often responsible for the national marketing and production of materials, for the development of national advertising companies. The franchisor also provides recommendations to the franchisee on working with local and regional media.

- Marketing franchisees. In most cases, they are responsible for regional and local advertising to promote their individual outlet. The franchisee in the contract spelled out an obligation to have a marketing budget and invest in brand promotion and development of public relations.

- Supplier advertising cooperatives. A fairly common situation today, when franchisees and suppliers share the cost of advertising. An example is the joint promotion of Pepsi and Burger King, as well as McDonald's and Coca-cola.

- Joint advertising. It is possible if companies are looking for ways to promote each of their products within the framework of the relevant franchise systems.

- Cross promotion. Combining the franchisor with a company that produces a completely foreign product, which leads to an increase in sales from both partners. Examples include McDonald's toys, as well as the appearance of specially created computer games on the Burger King network.

Finally, we can say that marketing a franchise system is a way of communication, through which the buyer can get the idea that this particular product can satisfy all his needs. Typically, marketing is based on a simple idea. It is constantly repeated, as a result of which it is built up in the thinking of the buyer as a brand. As product marketing becomes part of daily development, significant success is achieved with its help.

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## **RESEARCH OF THE UKRAINIAN MARKET OF THE PRODUCTION OF BREAD AND BAKERY PRODUCTS**

*Keywords: bakery products, market dynamics, structure of assortment*

In Ukraine at the present stage there is a decrease in the production of bakery products. According to the Ukrainian Guild of Bakers, in 2017, there were about 1,000 bakery subjects, of which 95% were small enterprises.

The market of bread and bakery products of Ukraine for the period 2011-2017 showed a negative dynamics. In 2012, 1808 thousand tons of products were produced, in 2017 only 1145 thousand tons. In 2012, the production drop was 2.5%, in 2013 - 4.4%, in 2014 - 7.5%, in 2015 - 9.2%, in 2016 - 14.9%, in 2017 - almost 5%.

The structure of the range of bakery products is as follows: 67.4% of all produced products falls on 3 main types - wheat bread of the 1st grade flour (24.6%), rye bread (24.1%), bakery products of high quality flour ( 18.7%). Bread products account for 12.8%; wheat flour of high quality flour - 8,6%; pies, pies and donuts - 4,6%; bread of wheat flour of the 2nd grade - 2,5%; Bread products - 1,6%; crackers, croutons, crispy breads - 1,5%; for others it is necessary to 1%. Consequently, there is no single distinct leader in the structure section.

In the structural analysis of the production of bakery products, presented by the statistics of Ukraine according to the Classifier of types of economic activity, the production of bread and bakery products refers to the "production of other food products" and includes two types: the production of bread and flour confectionery products of short-term storage (production of bakery products from rye flour, from a mixture of rye and wheat flour, wheat flour, unpackaged products); manufacture of dry bakery products and flour confectionery of long-term storage (manufacture of crackers, drying, etc., production of cookies, cakes, pastries, production of sweet or salty snack foods). As of 2017, the segment of bakery products of long-term storage

amounted to almost 8% of total production, and the share of the segment of baked goods of short-term storage - 92%.

The decline in the production of grain products in the Ukrainian market began in the late 90's in connection with the deterioration of the demographic situation. Significant influence on the modern development of the industry provides an increase in the share of small producers and bakeries, and more than 50% is part of the shadow market for the production of bread and bakery products.

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## **BRAND MANAGEMENT OF MODERN ENTERPRISES**

*Key words: long-term consumer preference, effective brand management, brand management strategy, brands attachment, merchandising techniques.*

Brand management is a key and necessary tool for the successful functioning of the company in the field of B2C, as well as in the field of B2B. It may involve both the creation of a new brand from scratch, and modification of the existing one. The process of a creating a brand is sufficiently long in time, as a result of which a long-term consumer preference is formed.

Effective brand management mechanisms contribute to the successful development of the company, which helps customers navigate the variety of products. At the present stage, brand management has moved to a new stage. It has become the basis of the company's activity and allows it, indirectly through brand management to manage its image.

Communication space has become so wide that the boundaries between different approaches to branding products and services are becoming increasingly blurred. Each approach has its advantages and disadvantages. The enterprise management should take them into account when developing its strategies. If a poor-quality product enters the market, it most likely will not affect the sales of other brands that the company may own.

It is difficult and even impossible to hide the brand belonging to a company. In case of the low quality it may lead to loss of trust in other brands of the company,

even if they are of high quality, since they will cause a persistent emotional association with the unsuccessful product.

The formation of a brand management strategy should be carried out in the context of the formation of a strategy for managing the company's product portfolio, trademarks of goods sold by an enterprise, its pricing policy, marketing methods and merchandising techniques, as well as information and service support.

Besides, the brand management strategy of the enterprise provides not only for making a profit from the sale of goods and services, but also feedback with the consumer in order to make more effective management decisions.

In fact, the modern consumer market is a brand competition. Brand attachment makes them part of people's existing images of themselves, so brand failures and attacks on them are perceived as threats to positive self-perception.

Brand management in Ukraine originally began to be widely used in the activities of multinational corporations promoting their megabrands. Ukrainian manufacturers take brand management into their arsenal of marketing tools.

Thus, in terms of effectiveness, entrepreneurs need to focus on the development of broader communication links, as well as on the analysis of the external environment and internal capabilities of the organization.

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## **CONTRADICTIVE NATURE OF CORPORATE SOCIAL RESPONSIBILITY**

*Key words: market environment, corporate social responsibility.*

In today's market environment, every economic entity is familiar with the concept of corporate social responsibility, which is part of marketing ethics and means that the company takes the responsibility for its influence on the environment and impact on social welfare. There are different ways for a company to show corporate social responsibility, such as cause related marketing, green marketing and responsible purchasing. The goal of the CSR is to take responsibility for the company's actions and stimulate a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere.

Increasingly, when making a consumer choice, consumers take into account the presence of socially responsible actions in the work of companies. Moreover,

sometimes this type of activity is necessary and crucial in the perception of consumers. However, the question arises: does this form of activity comply with the fundamental business goals and principles of the free market?

Milton Friedman and Friedrich Hayek are considered to be the main opponents of the corporate social responsibility model. In their opinion, CSR contradicts the basic principles of capitalism, which main goal is to increase profits. Modern critics have called the concept of CSR a tool for improving the image, which allows them to “take their eyes off” from huge profits, exploit cheap labor and terrifying environmental pollution.

There are several well-known areas of criticism of the concept of the CSR, which undermines the credibility of this kind of work.

1) The CSR activities of some companies are contrary to their actual business practice. International companies dealing with equality and fair working conditions within their company are at the same time participating in business processes in developing countries where human rights violations are a common occurrence.

2) The influence of large enterprises and transnational corporations on society is increasing due to their active participation in solving CSR issues. Business has an increasing influence on various aspects of society due to its active participation in CSR activities, however, it is possible to use such influence to achieve unethical or even illegal purposes.

3) CSR is empty promises, just an effective tool for communication with the public. The concept is seen as rhetoric and short-term fad.

4) CSR creates a positive image for companies, although in reality it practically does nothing for it. Companies can participate in CSR activities only for appearance, create a positive reputation of the organization, but not bring any benefit to the society.

5) It creates a deceptive impression about the activity in the field of CSR among the world's leading companies. The media is increasing the coverage of CSR issues, creating the impression of the active participation of companies in this field, but the experience of large multinational companies often goes unnoticed by the majority of small enterprises.

It is obvious that the criticism of the concept of corporate social responsibility is based on the opinion that the business unfairly implements this type of activity, that is taken as an axiom. But it is worth considering whether a business should solve social problems that it does not create, whereas its fundamental and in fact the main goal is to make a profit.

The contradiction of the nature of the concept itself lies in the fact that businesses are expected to take actions that are not part of its functionality and

contradict the principles of market relations. Thus, the prerequisites are being replaced and, instead of individual benefits, the market subject is forced to be guided by social benefits. However, this is unfair to an entrepreneur who exchanges his abilities for decent pay, and in no way is obliged to spend his resources for solving the problems of society free of charge. The same opinion is shared by the writer Ayn Rand in her novel “Atlas Shrugged” where individual entrepreneurs are opposed to the socialist government, and after the free market gives up its position to a planned economy the country slowly plunges into chaos and darkness.

Thus, there is a perception that corporate social responsibility is, among other things, a means of shifting commitments. Roughly speaking, it appears that the state, being unable to provide an adequate standard of living for the population, imposes this duty on business.

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## **FACEBOOK SOCIAL NETWORK AS A FORMED TOOLKIT OF THE INTERNET MARKETING**

*Keywords: Internet marketing communications, Facebook social network, advertising on the Internet, marketing research*

Internet technologies have always been considered by marketers as the promising ones due to their scale – the number of people that can be reached. Nevertheless, with the number of users increasing, the Internet network has become a huge “fair”, where is no less difficult to stand out comparing to the real market. Just then, 15-20 years ago, social networking began its journey on the Internet environment. By declaring the purpose of uniting people, first owners of these online resources, or, as they call them, “platforms”, did not understand how should their business model be compiled. In terms of net worth size, the second largest company in the world – the American corporation Google Inc. – has made its capital owing to the solution of replacing banner advertisements and posters with contextual advertising. The business model has formed as an approach which implies money to get earned with users’ personal information collected: preferences, history of actions on the network, coordinates of the location, personal correspondence, user contacts,

their media data, and so on. This information summary, which is called “Big data”, forms the marketing toolkit used by advertisers who are, for their part, form Google's capital.

Social networks, however, went even further. The leadership of the largest of them – Facebook – has decided to become the biggest advertising conglomerate on the Internet. The main advantage of this social network compared with search engines is that it cannot be used on any device, unless you log in to your personal segment of the whole system – an “account”. Thus, the methods of gathering information are no longer limited to the functionality of web browsers. Moreover, the portfolio of collected data has been significantly expanded. All of these activities have formed Facebook as the most comprehensive Internet marketing toolkit; together with its partners, Facebook is a noteworthy advertising platform and also a supplier of comprehensive analytical data for business.

With such resources for advertisers as “Audience Statistics”, “Audiences”, “Ad Reports”, “Facebook Pixel”, “Offline Events”, and “Design Studio”, it is possible to:

- examine demographic data, preferences, behavior, and location of the company's target audience, as well as household composition and their purchases from all devices (available in the U.S. only) based on the data of the entire Facebook audience, the audience of the public company page on Facebook, or the audience of the enterprise, imported in system;

- create "Audiences" – group people by participation on the company's Facebook page, their activity on the company's website, or registration in the company's databases. Used for analysis and/or for creating advertisements ("Similar Audiences") and entering new markets (including international ones);

- monitor user activity on the company's web resources (similar to the corresponding Google systems, except the number of people does not depend on the number of devices they use), with the subsequent creation of a remarketing audience;

- import customer data from company's databases, POS devices (trading terminals) and other sources in order to use analytic and/or advertising features of Facebook algorithms;

As a result, we can assume that social networks offer the widest range of marketing tools in the history of Internet technologies. In addition to the existing tools, such as conversions measurement and multichannel conversion attribution (analysis advertisement delivery channels which have the greatest impact on the consumer), that has been provided by the search engines already, there are new tools of marketing communication which have an unprecedented scale. Nowadays, all these instruments allow Internet advertising to save an enterprises' marketing budgets and provide them with cheap and effective analytics tools.

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## **MARKETING STRATEGIES FOR DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITY OF ENTERPRISE**

*Keywords: target market, differentiation, export, joint venture, direct investment, internationalization, skimming, dumping, exploitation, penetration, market share, turnover.*

Because the international market is capacious, it gives significant opportunities for the company in doing business, but also puts additional requirements for managing its activities. The effectiveness of the company's operations depends on the correct formation of the strategy for its development, which involves the definition of the mission of existence, the justification of the system of strategic goals, the choice of alternative options for achieving them, in order to ensure the usage of competitive advantages of the enterprise for obtaining a positive economic result. International marketing includes various strategies for the development of foreign economic activity of the enterprise. The choice of a particular strategy depends, first of all, on the financial capability of the company, type and competitiveness of products, needs of consumers, economic, political, legal and cultural aspects of the target countries. There are several options of international strategies that are used by companies in foreign economic activity [1, p. 134-136]:

1) company gives the right of usage of its own technologies to other foreign firms, right of production or sales of company's products;

2) strengthening of national production and export of products to foreign markets, using own and other sales channels;

3) the application of a multinational strategy, which imply the development of separate strategies for each tharget market. It allows to meet the tastes of consumers and adapt to the level of competition in each foreign markets. The firm's strategy in one country do not depend on the activities of the firm in another country;

4) the application of a global low cost strategy, during which the firm is focused on low-cost production in all strategically important markets. The goal is to achieve lower expenses on production, in comparasion with competitors in the global market;

5) the application of the global strategy of differentiation: company differentiates its products in different countries according to same characteristics, in order to create its permanent image on the world market; this strategy involves strict coordination of company's activities in all countries;

6) the application of a global focus strategy, during which company serves identical niches in every strategically important market; actions are coordinated on the basis of low cost and differentiation.

Usage of marketing tools is crucial when the enterprise enters the international market. In terms of marketing, strategy of intensive foreign economic activity belongs to internationalization strategies, which implies development of new foreign markets, using not only the expansion of export of goods, but also the export of capital [2, p. 151]. The strategy of internationalization can be implemented in the form of exports, joint ventures and direct investment. These strategies differ in purpose, size of necessary investments and organizational expences, as well as used tools - skimming, dumping, exploitation and penetration [3, p. 57 - 59].

Skimming involves entry into selected segments of foreign markets at low expenses, significant organizational efforts and moderate risk. The assortment and quality of the goods remain the ones that the company offers on the domestic market. The tools for implementing this strategy are indirect export through agents and licensing.

Dumping involves minimal organizational and investment costs and minimal risk. Selling goods at low prices allows company to increase turnover (the amount of income, which is proceeded from sales). The tools for implementing such strategy are indirect exports through agents and distributors.

An enterprise, that uses an exploitation strategy, is interested primarily in obtaining information about foreign markets in order to assess the opportunity for large foreign direct investment. An enterprise analyzes the behavior of potential buyers, suppliers, representatives of local authorities. Most often, company uses such tools as export, licensing activities and the creation of subsidiaries.



Penetration strategy requires the company to maximize the usage of financial and organizational resources abroad, and its goal is to maximize the company's market share in a long time horizon. At the same time, the level of risks is quite high; the most often tool of implementation of this strategy is direct investment abroad.

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## **BALANCE OF EXPORT-IMPORT OPERATIONS AS AN INSTRUMENT OF THE EFFECTIVENESS OF THE FOREIGN ECONOMIC ACTIVITY OF THE ENTERPRISE**

*Keywords: export-import operations, foreign economic activity*

The basis of foreign economic activity is a foreign-economic operation, which is a complex of organizational and managerial actions aimed at ensuring the export-import exchange of goods, capital, services and is carried out through contracts developed on the basis of the requirements of national legislation and international legal instruments [1].

Importance of export-import operations is of great importance for ensuring the efficiency of the enterprise's operations. Access to the international level of subjects of foreign economic activity should ensure the strengthening of their financial and economic situation and the state as a whole. The modern approaches to managing the foreign economic activity of the enterprise, based on the economic substantiation of each operation, the assessment of the effect and effectiveness of its implementation, should be promoted.

Foreign-economic operations will be more successful if the exit of the enterprise to the external market will not only be well thought out, well-grounded, but will also follow from long-term goals [2].

The leading place in the production of ferroalloys in Ukraine is JSC "Nikopol Ferroalloy Plant" (JSC "NFP"). The share of the company in the volume of production of ferroalloys in Ukraine in 2015 was 70%.

JSC "NFP" is an export-oriented enterprise (6.5% of the world's production of ferromanganese, 22.6% of silicomanganese and in total about 70% of all-Ukrainian production of ferroalloys).

This is a lucrative company, due to its tax deductions formed up to 70% of the revenue part of the city of Nikopol.

The main products of the company are ferroalloys: ferrosilicomanganese and ferromanganese (high and medium carbon). Except for the main product, the plant produces about 50 brands of various fluxes, agglomerates, manganese lithgatures, granoshka and rubble of various fractions.

The realization of the product of the plant is carried out through direct sales through trading companies. The Nikopol Ferroalloys are exported to metallurgical industry in the countries of Eastern Europe, the Middle East, North Africa, Southern Asia, the United States of America, Latin America, the European Union and other countries of distant zeal. Among the consumers of the company's products are metallurgical combinations of Moldova, Kazakhstan, and Belarus. The only aggressive marketing strategy of an enterprise causes expansion of sales markets, as well as further expansion of the geography of export supplies of the plant.

JSC "NFP" uses import manganese raw materials of Australian origin, South Africa, Brazil and Ghana, domestic raw materials of Marganets and Ordzhonikidze minerals and concentrating compounds [3].

In order to increase the efficiency of export operations, market research results suggest market access to Brazil as well as the creation of a foreign representation in Moldova.

In order to increase the efficiency of import operations, it is proposed through negotiations (to propose a long-term contract) to change the conditions for the supply of raw materials from the South African Republic to more favorable for the Ukrainian enterprise.

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## **GENDER PECULIARITIES OF THE PROFESSIONAL COMMUNICATION**

*Keywords: gender, communication, gender neutral language, feminitives.*

The term “gender” is used for a description of social, cultural, and psychological aspects correlated to traits, norms, stereotypes, and roles defining male or female personality [3]. The nature of interaction, communicative strategy, and the methods of information provision are the outcomes of the gender, social, and communicative statuses of the individuals. Compared to men, women gain better results in everything relating language. For instance, girls attain speaking abilities earlier, have a larger vocabulary, and can make more complex syntactic constructions. Moreover, they are more inclined to demonstrate emotions and affections. In turn, men more often become leaders. Consequently, the self-esteem of the latter is not easily influenced by the external factors and is basically higher than the one of the female persons [1].

The prolonged investigations of the gender perspective in the professional communication conducted by German linguists revealed that men and women tend to follow different styles of controversy. Males rarely accept criticism and are more likely to express irony, refer to authorities, and use few linguistic means that demonstrate a lack of confidence. As a result, men create an impression of more competent and assertive professionals. In the other words, male individuals make better progress in achieving a so-called “status of expert.” [2]. On the other hand, women are more calm and empathetic in their reactions to interruptions; their language code contains a greater amount of means for expressing courtesy and a less number of rude words. Female speech style can be characterized by the phenomenon of uncertainty, while males mostly try to be precise. [1]

In order to optimize the process of gender communication at the workplace, one must follow the certain gender-sensitive approaches. It is necessary to use gender neutral language (*for ex.* man / woman) and avoid stereotypes, such as “fairer sex” or “sterner sex”. The speaker should also omit the following gender-based clichés: Males are good leaders, while women are great performers; Males are strong, brave, and courageous, while women are kind, delicate, and beautiful. It is recommended to take women into account in the process of appealing to the audience (*for ex.* ladies and gentlemen) and use feminitives, i.e. words that determine a person in the feminine terms based on the profession, position, or occupation when referring to

females. The communicator is obliged to avoid offensive expressions that concern the representatives of either of the sexes. It is acceptable to alternate terms “men and women”, “he and she” with “women and man”, “she and he.”

Professional competence is considered to be the characteristic of women not through the perspective of appearance, but achievements. For instance, it is inappropriate to call the female assistant “beautiful girl” or to use expressions, such as “female logic” (an aspect that rather points to a lack of logic), “women's talks” (non-essential conversations) since these are the signs of sexism. [4]

In conclusion, women and men are inclined to use two opposite styles of communication in the process of professional cooperation. A male manner of speaking is direct, while a female one is chaotic to some extent. Gender peculiarities in the scope of communication are of a great significance since they are the key criteria of the communicative demeanor. Gender aspect is one of the factors triggering a stereotypical view of male and female roles in the process of communication.

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## **ECONOMIC - MATHEMATICAL MODEL OF OPTIMIZATION OF MARKETING STRATEGY OF ENTERPRISE**

*Keywords: economic-mathematical model, optimum, strategy, efficiency.*

It is necessary to plan a marketing strategy for the company to promote diversified products with the use of modern control systems [1]. To solve this problem, we proposed an economic-mathematical model.

### **Mathematical formulation of the problem.**

The purpose of the model is to calculate the number of advertising campaigns by the types of advertising that will ensure the maximum effectiveness of the advertising campaign. To calculate the effectiveness of advertising, we choose a scale from 0 to 100 for each type of advertisement. The evaluation was carried out according to the results of studies of similar advertising campaigns that were held in previous quarters of the year.

The proposed model allows to calculate the optimal amount of advertising measures by types of advertising. Limitations in the model: the cost of an advertising company (budget constraint), the number of promotional activities in each form of advertising, the volume of products sold due to a certain type of advertising, the total number of promotional activities in the entire advertising campaign.

The mathematical model has the form:

#### **Optimization criterion:**

$$E = \sum_{j=1}^n e_{1i} x_i + e_{2i} y_i \rightarrow \max \quad (1)$$

Budget restriction:

$$\sum_{i=1}^n p_i(x_i + y_i) \leq P . \quad (2)$$

Restrictions on the number of promotional activities in each type of advertising:

$$x_i + y_i \leq w_i . \quad (3)$$

Limitations on the quantity of products purchased due to a particular type of advertising measure:

$$\text{No less:} \quad \sum_{i=1}^n q_i(x_i + y_i) \geq Q_b , \quad (4)$$

$$\text{but no more:} \quad \sum_{i=1}^n q_i(x_i + y_i) \leq Q_h . \quad (5)$$

Restrictions on the total number of promotional activities in the entire advertising campaign:

$$\sum_{i=1}^n (x_i + y_i) \leq M , \quad (6)$$

where,  $x_i$ - the number of promotional events on the  $i$ -th form of advertising, if it does not exceed  $k$  pcs; pieces;

$y_i$ - the number of promotional events on one type of advertising, which exceeds  $k$  pieces, pieces;

$E$ - the effectiveness of the entire advertising company;

$e_{1i}$  - effectiveness of the first  $k$  advertising measures of the  $i$ -th kind of advertising;

$e_{2i}$  - effectiveness of advertising measures of the  $i$ -th kind of advertising measures, the quantity of which exceeds  $k$  pcs .;

$P$  - budget of all advertising company, uah;

$p_i$ - the cost of one advertising event on the  $i$ -th kind of advertising, uah;

$w_i$ - the maximum number of promotional events in the  $i$ -th kind of advertising, pieces;

$Q_b, Q_h$ - the upper and lower limits of the quantity of products purchased through the entire advertising campaign, pieces;

$q_i$  - quantity of products purchased at the expense of the  $i$ -th kind of advertising measure, pieces;

$M$  - the maximum number of promotional activities in the entire advertising campaign, pieces.

The proposed model is implemented in Excel.

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## **THE CONSUMER BEHAVIOR IN DIGITAL MARKETING (IN POLTAVA'S REGION)**

*Key words: digital marketing, consumer behavior, researching methods, internet-research.*

Digital marketing is an umbrella term for all of your online marketing efforts. Businesses leverage digital channels such as Google search, social media, email and their websites to connect with their current and prospective customers [2]. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. According to the report Ukraine has a penetration rate of 93.0

% which is higher than that of the European continent (85.2%) within which it falls [1].

With this project we will try to find out the main factors that affect the process of consumer behaviour in the digital marketing space of the mentioned study area, and in order to get these base understanding. The project will employ both primary and secondary data. Primary data will have collected through survey and secondary data via already published journals, books and other established literature. By identifying all variables touching on every aspect the research, structured questionnaires will be drafted and administered within a selected sample size. Having established what digital marketing and consumer behaviour is, it will be revealing to consider how these digital marketing methods are deployed and implemented the online marketing space of Poltava in relation to consumer behavior i.e. their interaction online and how purchasing decision is made. The project seeks to understand how the whole consumer behavior process or journey unfolds in the digital marketing space.

Deductive and Inductive research approaches are the commonly used methodology in the social science. the approach method to be used in this project will be the deductive method as i will be attempting to explore from the general to the specific. Deductive method is tries to find general theory and then establish specific as the stages unfold. Data collected on all identified variables will be analyzed and interpreted via description and where necessary in diagrams and charts for clearer understanding.

In undertaking any research project, it is important to pre-empt the possible challenges that may arise at any stage of the project especially during data collection and analysis stages and make provision for solutions. The data collection method for this project is not an entirely unique method and is very simple, low cost and low maintenance. The ethical concern that will arise and will need addressing with this method is privacy breach as there is the issue of language barrier. Another issues will be some level of bias as some respondents will have to be aided with explanation of these survey questions and with how the questionnaire is administered responses may be swayed. However, these issues can be reduced to the barest minimal level by following and implementing the set rules and laid down guidelines governing scientific research process.

With digital marketing becoming an established branch within marketing, both academics and non-academics are churning out literature in white paper publication and books over the years. The project will therefore dwell on most of these already existing publications for its literature review. It is however worth noting entrepreneurs at different level of experience also provide some form of literature

through published blogs on their interactive exploration and understanding on digital marketing as well as consumer behaviour.

The project will combine such available indicated literature with that of the primary data collected through its questionnaire survey. This research project will provide additional knowledge in the above mentioned areas to be discussed. Firstly, it will build upon the already existing literary works by both established academics and non-academics. The wide range of interesting academic and non-academic literature that has been published on these areas in its diverse forms cannot be ignored. The research will however throw more light by investigating and understanding these dynamics within the chosen study area. Second and most importantly is, the contribution to knowledge this project will provide via primary data collection and analysis. The analyzed data will allow us gain better insight into the three main factors that affect consumer behaviour process and understand the dynamics in relation to digital marketing.

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## STIMULATING SERVICE SALES IN A CONSUMER MARKET

The literature outlines the procedure for developing a strategy for promotion, which can be divided into 4 stages.

At the first stage, it is necessary to formulate a range of problems solved by means of sales promotion. To do this, we need to investigate the situation on the market of service services of Ukraine and the city of Dnipro. After conducting such



an analysis and calculating the level of monopolization and concentration, it is possible to draw conclusions about the attractiveness of the market for a certain enterprise operating in such a market.

At the second stage, the objectives of the incentive strategy, the ways of achieving them are defined, which creates conditions for the implementation of key competences of the enterprise in a competitive environment. The main goal of the promotion and possible directions of action must be grounded in accordance with the mission and key competences of the enterprise.

For the analysis of the external environment and the internal marketing environment of the enterprise, a set of methods of marketing analysis and matrices is used. EFAS and IFAS analyzes allow us to build a strategic vector for the company, namely the cross-sectional SWOT analysis matrix.

In the third stage we go directly to choosing a strategy for promoting sales, developing a program and media plan for its implementation. This will be preceded by the choice of the target segment, studying the profile of the consumer through questionnaires.

At the fourth stage, the final alignment of the objectives of stimulation with real opportunities for a certain period (quarter, year) is made. An evaluation of the effectiveness of the proposed measures to stimulate the sales of services in the consumer market.

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## **ASSESSMENT OF EXTERNAL FACTORS AFFECTING THE PARTS MARKET IN UKRAINE**

*Keywords: industrial marketing, macro environment marketing factors*

The realities of the present testify that business in our country is very difficult not to start but to maintain the existing one. In spite of a number of problems in Ukraine that hinder the economic development of Ukrainian business, the market for spare parts for combines is constantly growing, and economic crises are growth factors that stimulate the repair of combine harvesters, in contrast to the purchase of new machinery in the normal state of the economy.

After reorienting the company from wholesale customers to representatives of service centres, individual customers began to follow the trend of seasonal decline in

demand, which is a managerial problem. In order to find opportunities to smooth these fluctuations, it was decided to conduct a market research.

Political factors affect sales, the amount of tax deductions, and business risks. Economic factors determine the volume of purchases, tax deductions and sales, and may also cause changes in the volume of return of the goods.

Social factors show the importance of properly communicating the conditions of work with the company to the market, so that there are no issues with the discrepancy between their requirements and the proposed product, and also affect the expansion of the range and variation in sales.

Technological factors serve as an indication of the need for marketing efforts to reduce returns, market proof of their awareness of the technological quality of the product and increase the company's presence on the Internet.

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## **AROMAMARKETING**

*Keywords: marketing, aromas.*

There are some ways to attract consumers' attention, one of them is aromamarketing. Aromamarketing is a marketing tool which stimulates the level of sales by aromatizing air in buildings and influences a consumer choice.

Researches shows that the smells of bergamot, pink and cedar woods, vanilla are often used in the bedrooms because of calming effect while in the living room or hall the citrus aroma is more spread out.

A lot of attention is paid to the mall aromas. The lemon flavor is obviously used in the department of Household chemicals, while in the food departments fragrances of bread and coffee are commonly used as they smell like freshly baked pastries and ground coffee. The smell of cinnamon and ginger is typically used in the departments, where different products for home are sold. These choices of aroma are considered quite natural to attract attention to the specific goods and raise an increased desire to buy something.

What aroma to use in clothing shops and other not connected with foodstuff is one of the most problematic questions. The result of the latest research show that in children's stores vanilla is widely used. Expensive boutiques use a smell of the roses

that helps visitors to come to terms with the prices of high fashion houses. In jewelry stores it is common to feel the flower-citrus scent. For classic men's clothing and accessories the smell of sandalwood is spread out. The latest tendency reflected in the shops for pregnant - future mom's shops is no aroma at all or a light milky smell only in some cases.

Five of six sport complexes use lavender, jasmine, Melissa, mint flavours common in the rooms for training in yoga and Pilates, whereas for gyms and dance halls the more common is the smell of juniper, rosemary and bergamot.

Beauty shops also apply the innovations of aromamarketing to attract clients and make them come back next time. The most popular scents that relax and cheer up are lavender, anise, jasmine, Melissa, mint.

Nowadays aroma marketing has found its implication not only in the shops and fitness centers, they are also widely used in different offices proposing various services such as travel agencies and hotels. To attract customers there is a need to pick up the right flavour. The smell of the sea, the alpine freshness, the invigorating smell of a forest are used by travel agencies as they are the smells associated with good memories and perfect time spending. On the contrary with the use of common and typical aroma in travel agencies, each hotel is striving to find out its original flavor to be easily recognized later, The unique smells created for each of the hotel brands is aimed at making it memorable and causing a desire come back or recommend to friends, partners etc.

So, it is obvious that aroma marketing covers almost every segment of human activities, offices are not exclusion. The smells of grapefruit, lemon or citrus cocktail not only invigorates, but also builds an emotional connection between the aroma and the presentations often done in meeting rooms.

The examples given demonstrate the attempts to fulfill the main task of aromamarketing: to improve the buyer's perception of a good or services and the companies which provide them and to cause an association with this or that company as soon as consumers are smelling this or that aroma. However, choosing aroma should be done carefully, bearing in mind that it should be people- and nature-friendly.

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## **STIMULATING THE MARKETING OF MEDICINES IN THE CONSUMER MARKET**

*Keywords: pharmacy, consumer, sales promotion, increase, product.*

Sales promotion is part of the company's marketing communications system. It is aimed at accelerating and intensifying the reciprocal response of the pharmaceutical market, usually having a short-term effect.

Sales promotion can be used at any level of the distribution channel of medicines, that is, it can be directed to: consumers; pharmaceutical intermediaries; own sales staff of the firm.

Sales promotion should always be aimed at achieving certain goals. There are three groups of goals:

Strategic:

- increase in the number of consumers of pharmacy goods;
- increase in the number of purchases made by each pharmacy visitor;
- increase in turnover

Specific:

- acceleration of sales of goods, bringing the pharmacy the highest income;
- acceleration of sales of goods that make up the marketing potential of the pharmacy assortment;
- regulation of sales of seasonal goods;
- countering competitors

One-time:

- benefiting from annual events
- benefit from the history of the enterprise

The most popular sales promotion measures aimed at consumers:

- Providing free drug samples for in-depth clinical trials;
- Presentations of new drugs (carried out by medical representatives);
- Various price discounts. Including:
  - discounts on the occasion of significant events, holidays;
  - discounts for pensioners and other groups of socially vulnerable groups of the population;

- discounts depending on the amount of the remaining useful life of the medicinal product;

- discount for coupons, that is, original certificates that give buyers the right to a certain discount when buying drugs at the pharmacy.

• Support for regular purchasers. It has different forms, in particular, in the form of providing discounts for checks of the pharmacy, if they were earned for a certain amount. At the same time the introduction of discount cards is possible.

Consequently, stimulating sales on the consumer market has a variety of tools that can help you achieve your goals.

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## **MANAGEMENT WITH PROCESS OF DEVELOPMENT AND REALIZATION OF A NEW PRODUCT OF EXPORT-ORIENTED ENTERPRISES**

*Keywords: new product, brand, promotion program, management*

Without the constant development of new products, Ukrainian companies can not be competitive on the world market of goods and services, which proves the need for practical application of economically sound decisions on managing of the process of developing and implementing of a new product at Ukrainian export-oriented enterprises. Practice shows that bringing new products to the market enables the company: to increase sales, to win a certain part of the market, to increase profits, to reduce dependence from the process of selling one product or assortment group, to use the existing system of commodity movements more effectively, to create or maintain the image of an innovative firm.

First of all, it is necessary to organize the market activity of the company to study the new product and determine the type of new product and plan the stages of its development.

The orientation of an enterprise to the development or creation of a pre-defined brand with the existing system of its presentation (positioning) on the market can

significantly improve the efficiency of the results of innovative activities to create new products.

The process of preparing for the promotion of a new product on the market can be divided into five organizational stages, each of which corresponds to its research toolkit: the development of a marketing strategy for the withdrawal of a new product, the definition of the optimal concept of a new product, the creation of a product formula (product description), reinforcement of the finished product, and comprehensive testing of the brand.

To develop a program of promotion of a new product on the market it is necessary: to consider the size of the target market, its features, features of the product or service, as well as the amount allocated for promotion of the budget; set goals for promotion; identify the target audience; select message subject and define its form; calculate budget for promotion; to make a program of promotion and a schedule of work; evaluate the results of the program implementation.

We believe that the orientation of the development of a new product for the development of a particular brand, its sub-variant or a prototype of the future brand, which will represent the product development on the market, is an expedient and modern means of improving the export-oriented enterprise.

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## **NETWORK MARKETING**

*Keywords: network, marketing, Business Model*

«The richest people in the world look for and build networks, everyone else looks for work.»

Robert Kiyosaki

The research aimed at analyzing what network marketing is, why and what for it is used.

In this paper a contemporary research definition of network marketing. The aim of this research is to find out the ways of influence in the modern world.

Objectives of the research:

- To study what is network marketing
- To analyze the importance of this tool
- To Identify how it used in modern world

Definition: A business model in which a distributor network is needed to build the business. Usually such businesses are also multilevel marketing in nature in that payouts occur at more than one level.

Network marketing is a type of business opportunity that is very popular with people looking for part-time, flexible businesses. Some of the best-known companies in America, including Avon, Mary Kay Cosmetics and Tupperware, fall under the network marketing umbrella.

□ Network marketing programs feature a low upfront investment--usually only a few hundred dollars for the purchase of a product sample kit--and the opportunity to sell a product line directly to friend, family and other personal contacts. Most network marketing programs also ask participants to recruit other sales representatives. The recruits constitute a rep's "downline," and their sales generate income for those above them in the program.

□ Things can get sticky when a network marketing network compensates participants primarily for recruiting others rather than for selling the company's products or services. A network marketing system in which most of the revenue comes from recruitment may be considered an illegal pyramid scheme.

□ Since network marketing programs are usually exempt from business opportunity regulation and aren't defined as franchises under state and federal franchise laws, you'll need to do your own investigation before investing any money.

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## **BOOKING IN MARKETING**

*Keywords: booking, trade marketing, show business, order, booker.*

Recently, the concept of "booking" is very often used in economic relations between representatives of various business communities. The most widely term of "booking" has been used in the field of trade marketing and show business.

Booking in the trade marketing is a rent of places in points of sale for a certain period of time for the purpose of promotion-actions. Booking is a sales-marketing tool, the implementation of which helps to stimulate sales of goods in the outlet.

Booking is an element of marketing management for ordering, reserving and renting a place in the sales area, in the outlet, in the showroom of the distribution company for promotional marketing. If we talk about promotions in retail, then, as a rule, the place has a certain size. The most typical size of the site for testing, sampling is 80 x 80 cm and includes the placement of a promotional rack, promoter and a small amount of goods for the action.

Bookings consist of the following main stages:

- 1) submission of an application to a sales outlet in the form accepted in the store for holding a promotion event with an indication of the goals, objectives, tactics of the action, the equipment used, personnel, work-wear;
- 2) approval of the application, determination of the action timing;
- 3) payment of the invoice issued by the company-provider of services in the outlet.

It is worth paying attention that today there are agencies conducting booking in retail networks on exclusive rights, therefore, in order to make a booking, it is necessary to contact such agencies.

The cost of booking is determined by the cost of the promo-hour and implies, basically, prices for the right to work of one promoter per hour on a rented sales area with promotional materials and distributing promotional materials, gifts, etc.

It is also interesting the development of booking in the field of entertainment. In the field of show business, booking is a system of relationships between an artist, a client, and a booking agency formed a directory of artists.

The role of the booking agency in this system is to coordinate the parties between which such business and business relationships have arisen and the subsequent agency (engagement) of the artist on the date requested by the customer.

Booking functions can also be performed by various promotional organizations, firms engaged in corporate and other entertainment events, event agencies, concert agencies, that is, companies whose business they often have to cooperate with show teams and artists.

Booking is not an artificially created type of business, but, above all, the need of show business, artists and promoters. Booker, being an intermediary, protects not only the interests of artists, but also the interests of its customers - the organizers of entertainment events.

Ukrainian booking, like most new products in business technology, is the experience of Western countries. The appearance of booking can rightly be considered one of the most important steps in the development of marketing, the domestic entertainment industry and show business.



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## **INVESTIGATION OF THE PECULIARITIES OF PURCHASING BEHAVIOR IN THE SELECTION OF CHILDREN'S HYGIENE PRODUCTS**

Children's products are one of those categories of goods that is constantly being modernized and developing. There are new innovative manufacturing technologies, as a result of which the quality level of products is increasing. Demand for baby goods is growing in direct proportion to the increase in the birth rate of newborns. The market for children's products in general is stable and predictable. Because the demand for such goods is always high and constant. So, as the birth and upbringing of a child, you need regular, proper care, which involves the use of certain hygiene products, depending on the age and characteristics of the child. As a rule, parents do not save on such goods, as they take care of the health and safety of the child, carefully selecting and analyzing the means. The Ukrainian market for children's products is filled with imported products (80%) and only a small part is made up of domestic producers (20%).

Depending on the age of the child, appropriate children's products are selected. There are various models of consumer behavior when choosing and buying children's hygiene products.

The end user of children's hygiene products is children, but they are not the target audience. Segging and conducting an analysis of purchasing behavior is just for parents of children. According to secondary data, women pay more attention to the education, development and care of the child, respectively, more buy maternity care products. Using the method of research - questionnaires, a group of mothers who lived in Ukraine and have children under the age of 3 years were interviewed.

Segmentation of the target audience was carried out according to the following criterion: the age of the mother (from 18 to 23, from 23 to 30, from 30 to 37); the number of children in the mother (one child, two children, three or more); income level (high, average, low income); the primary factor of choice (price, composition, brand, packaging design, volume).

Women were asked questions to which they should answer: how many children are they in their mom's age, where she finds out information about children's products, how much the bottle is comfortable in use, where she usually buys children's supplies, how much she's willing to pay for a particular remedy, which is

the primary factor when choosing a child's product, which pays attention when buying.

According to the results of the survey, it was determined that the special criterion of distribution in the selection and purchase of goods is the age of the mother and the age of the child. Young mothers learn product information in social networks and on television. The main criterion for choosing is the brand and composition, paying attention to the lack of dyes and preservatives. The purchase is carried out mainly in the supermarket. The convenient packaging volume is 250 ml. Moms with experience choose the means marked with the "Recommended by pediatricians" and pay attention to the presence of the effect "without tears". Find information at a health facility and on specialized Internet resources. The convenient packaging is 300 ml. Buy funds at the pharmacy.

Knowing these peculiarities of purchasing behavior, we can formulate marketing strategies that will be conducive to each category of consumers.

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### **“IMPLEMENTATION ONLINE MARKETING RESEARCH METHODS FOR OFFLINE SALES (ROPO ANALYSIS)”**

*Key words: marketing analysis, purchases, buyer behavior, ROI, ROPO*

Customer behavior has certainly changed. With the Internet being constantly available, research has never been easier for consumers. Transparency has created comparability where it often didn't exist before while consumers are guided into stores with increasingly more purpose.

Research online, purchase offline (ROPO) is a modern trend in buying behavior where customers research relevant product information to qualify their buying decision, before they actually decide to buy their favorite product in the local store.

The ROPO effect allows the advertiser to calculate their overall Return On Investment (ROI) more precisely, by multiplying their online sales with the O2S-factor. The result is the offline revenue which is influenced by the Online marketing investments. ROPO is often equated with Click and Collect, i.e. the process of online reservation and subsequent pick-up of the product at the store. Both are segments of

Multichannel marketing. According to a 2017 Google report 80 percent of all offline buyers research online, before they buy a product in a local store.

Furthermore, in high item value industries ROPO already makes a significant share of total sales. This was also acknowledged by an analysis of the German retail association and PricewaterhouseCoopers.

What are the reasons why users use this path when shopping:

- most users from the ROPO segment have a desire to “touch” the product before buying, turn it on, hold it in your hand, sit in the car, etc.;

- some users want to buy here and right now, found on the Internet where to buy, see availability, come to the store;

- some users are just used to buying offline, but at the same time looking for goods and services on the Internet;

- a small number of users fear that it is not safe to buy on the Internet: they actually lack a positive customer experience on the Internet.

The ROPO effect is most pronounced in consumer electronics, personal transport, computers and computer accessories, as well as in telecommunications services.

These customers and others prefer to experience a product before they buy it, no matter whether they’re looking for food, clothing, gifts or personal care products. But they are used to finding answers to their questions online.

Across all product categories, consumers are doing more online research before making in-store purchases. In 2016, 39% of consumers reported referencing online customer reviews before making an in-store purchase. In 2017, this increased to 45% of consumers saying they read online reviews before purchase.

It’s not just online reviews, either. In the last year alone, the number of “near me” searches doubled, showing that consumers are going online to find stores near them. What’s more, 82% of smartphone users consult their phones on purchases they’re about to make in a store.

It is known fact that there’s a shrinking barrier between online and offline shopping. Our data reinforces that the line between the two continues to blur. Whether shoppers do their research before they walk into a store or do while shopping in the aisles, shoppers are more educated, purposeful, and efficient. An informed shopper is a happy shopper — and the more trusted content you can make available to consumers, the more educated and empowered a shopper will feel to purchase your products.

If you know how consumers are researching your products and making purchase decisions, you’re in a better position to know when — and where — to reach them.

Knowing how and where consumers are shopping, researching, and building brand perceptions has big implications for influencing in-store sales. For highly researched product categories, offering things such as full product descriptions, video demos, ratings and reviews, questions and answers, and product and customer photos can help you improve the customer experience and your ability to compete with competitors.

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## **VALUE CHAIN: THE THIRD WAVE COFFEE MOVEMENT**

*Keywords: value chain, coffee houses, consumer behavior*

A value chain is a set of activities that a firm operating in a specific industry performs in order to deliver a valuable product or service for the market. The coffee market and its respective value chain have experienced many changes derived from new consumer behavior trends and production techniques responding to that demand. The changes in the production process have been aimed at offering a better quality drink and are allied with a change in the market proposition and relationship with consumers.

Shifting consumer preferences have prompted three waves of coffee consumption that have progressively transformed the global value chain:

The first wave centered on consumers who largely consume their coffee at home. The products – in the form of packaged roasted coffee beans, soluble coffee and, more recently, single-serving capsules – are standardized, with price differences reflecting variation in the quality of coffee blends.

The second wave emerged with consumers who prefer to consume coffee in a social setting. Products in this market segment range from the typical Italian espresso to more elaborate concoctions of coffee plus foamed milk. The quality of the coffee beans used in the second wave tends to be higher than those in the first wave. In addition, the second wave introduced voluntary sustainability standards, informing consumers of the coffee's origin.

The third-wave coffee producers and coffee houses treat coffee as not just a tasty beverage, but also as an artisan culture. These coffee houses choose the best beans, store them under the right conditions, utilize the light roast method, closely monitor the product freshness, take advantage of brewing methods, and invest in

every ingredient, including the water and the milk. Consumers in this market are willing to pay premium prices for their coffee. In return, they want to know where their coffee beans are sourced, how they are farmed and how the beans should be brewed in order to appreciate the flavor, body, and fragrance of the coffee at full. The coffee beans tend to be of superior quality to those used in the other two market segments. Distinctive features of third wave coffee include single-origin coffee, lighter roasts, and latte art.

Different waves of coffee consumption are reshaping the global coffee value chain with the third wave is opening opportunities for upgraded participation by coffee farmers. With a new emphasis of transparency within the coffee industry, consumers can trace the heritage of their favorite coffee to the very farm from which it was harvested.

In conclusion, the third wave coffee movement demonstrates that a sizable population of coffee drinkers view coffee as something that should be celebrated. Third wave coffee houses tend to work very hard at educating the customer about their coffee and the industry as a whole. Coffee houses tend to no longer view themselves as simply helping people stay awake, but more so think about their role as truly caring for the guest in all areas.

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## **THE ROLE OF COLORISTIC IN MODERN ADVERTISEMENT**

*Keywords: color, coloristic, advertising*

We live in the era of information and communication, where advertising takes a significant place. It is difficult to imagine modern trade without ads today. To be a success on a market, marketers should take into account everything that can make a

stimulus on or cause a desire within consumers to buy this or that product or services. That is why a color is considered to be one of the main elements of modern branding. This paper studies the effects of colors and their implications in modern marketing strategies.

Nowadays, any advertising is based on the use of a specific color in accordance with its influence on a human perception. Coloristic as a science of colors, encompasses knowledge of the nature of colors, identifies basic, composite and complementary colors, gives color characteristics, studies color contrasts, color mixing, color harmony, color culture and language of colors.

The essential role of a color in advertising is to attract attention of an audience to the product or service, to interest a potential customer in their specific features and/or possible benefits. Therefore, the use of colors in marketing are extremely thoughtful and substantiated. With the help of color combinations that are pleasing the eye, companies make their logos to be easily remembered and recognized. For example, rainbow colors are associated with Google all over the world, combination of yellow and red colors are associated with the well-known McDonalds and easily recognized in any corner of the world.

According to the data obtained by the American scientists who studied the effects of colors on the effectiveness of advertising, with a probability of 60%, a person decides whether to learn more about the product or not; under the influence of a color. The right combination of colors can increase by 38% the chances of advertising to be recognized among consumers; harmonious combination of colors improves consumer perception of advertising messages by 40%; a color can increase the positive attitude to the advertised products by 22%.

The choice of a color should also take into account the national preferences of a particular country, because different colors have different meanings in different countries. If in Europe and the USA white color is associated with purity and happiness (e.g. bride's gown), in Japan it is associate with death. Unfortunately, there are no any standards or rules for selecting and applying colors in brands. That is why we cannot say that the certain color will lead to a failure or a success in advertising. However, it is possible to identify some principles that may help when choosing a color for a specific brand on the basis of the psychology of colors, especially of the most common ones: red, green and blue. Green, being associated for anyone with nature, health and good fortune and having positive effect on the emotional state of a person, in marketing is associated with health. It symbolizes consumer- and environment friendliness and means something new for customers. Blue is the most suitable color for the business environment. Naturally, it is associated with the tranquility and purity of water and air. It calms the senses and lowers blood pressure, restrains appetite, increases efficiency, associated with coolness and tranquility. It

also causes trust and a sense of clarity and security. That is why in marketing, it is most common in office culture, carrying the belief in security and trust. Red causes the strongest associations with any person and symbolizes love, blood, heat, and at the same time danger, aggression, urgency and prohibition. It strengthens all the feelings, stimulates the nervous system and makes a stimulus to decisive action. In marketing, it calls for action; gives a sense of urgency; used to stimulate impulse purchases.

When designing a brand or making an ad, a marketer should bear in mind coloristic when selecting a color to be appropriate for a specific product/service.

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## **NEUROMARKETING AS A SCIENCE OF CONSUMERS BEHAVIORAL REACTION, CONSUMERS MANAGEMENT AND CONTROL**

*Key words: influence, emotions, neuromarketing, marketing activity, people behavior, psychology, reaction, consumer.*

The world has changed, the conditions and possibilities of marketing activity have changed too. The overall flow of outdoor advertisement is so massive that consumers experience visual and audial fatigue, advertisement effectiveness is reducing dramatically; the abundant offer of goods and services of various markets drives over-saturation and, as a consequence, consumer inertia, etc. Thus, the updated marketing system changes: it should become more flexible and dynamic.

Nowadays, it's not the useful and well-grounded reasons drive the buyer to make a choice or decision to purchase goods or services, but his own sub-conscious motivation.

People often are guided not by rational judgments, but by emotional bursts that lead to rushed purchases. In particular, the consumer, when buying, uses the organs of sight, hearing, touch, and the sense of smell, as well as taste receptors. Therefore, the factors such as color, smell, music and quality of service play an important role in

purchasing goods. This irrational aspect in human behavior (however, as well as any other aspect of it) can be understood and used by marketers only as a result of involving scientific knowledge. According to this approach, the newest direction of studying the formation of the needs of consumers for their satisfaction gains popularity - neuromarketing.

Traditional marketing research can not provide such reliable information about the needs of the consumer, since they are based on direct questions to the respondent, who gives an answer based on their own judgments, meaningful desires and needs. And in this case, the effectiveness of conducting marketing research fully depends on the good faith and the desire of the respondent to cooperate.

Neuromarketing is a relatively new component of marketing, since the use of psychology in marketing activities began only in the late nineteenth century, and in neuropsychology - in the twentieth century. Among scientists who study the theoretical and methodological foundations of neuromarketing and the problems of its application in practice we can mention M. Akunich, Y. Gubareva, A. Kolesnikova, M. Lindstrom, S. Romanyuk, M. Sorok and others. The founder of this trend is taken to be David Lewis, who formulated the main postulates.

Neuromarketing is a set of techniques, methods and technologies, which is formed on the basis of economic theory, neurobiology, psychology and medicine. It is based on the statistical processing of data obtained during psychophysiological studies of people.

The object of neuromarketing study is a wide range of reactions that change human behavior: the dynamics of heart rate, sweating process, movements of pupils and other spontaneous reactions. In addition, magnetic resonance scanning of the brain has been actively used recently. Neuromarketing provides an independent assessment of marketing research in relation to the character of the respondent, his imagination, mood and environment. On the basis of this data, scientists are able to identify the main factors that influence the consumers decision-making process. In the course of the same research it was found that the consumer makes decision not only on the basis of rational judgments, but also on the basis of emotional bursts that he can't control.

The practical application of neuromarketing is aimed at finding out the features of subconscious reactions to external human stimuli in order to further use this information for manipulative effects. Distribution of consumers into four types of target audiences (people of safety, alpha people, social people, people-innovators) and behavioral habits study of each of them will bring marketing communications and sales to a qualitatively new level.

On the other hand, neuromarketing opens absolutely new and more effective methods of consumers impact: the opportunity not only to offer to buy goods, but



also to force the consumer to make a purchase - entrepreneurs will be able to manipulate consumer decisions, although the latter will not be aware of it.

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## **RFM ANALYSIS AS A TOOL FOR SEGMENTATION OF THE INDUSTRIAL MARKET IN THE DEVELOPMENT OF MARKETING STRATEGY**

*Key words: RFM-analysis, segmentation, clients, industrial market.*

All marketers know that at the beginning of work with any project, we need to market segmentation, but I think it's necessary to start with our own customers, especially in the industrial market. So, we will analyze RFM-analysis as a tool for segmentation of the client base.

There are two types of data that can be learned about buyers: who they are (demographic data) and what they do (behavioral data). As a rule, marketers are trying to guess exactly the behavior of customers. After all, if you plan to sell a product or service to your customers, then the knowledge that one of them recently bought a few items with a total value of UAH 10,000 is more valuable than knowing their age, income, marital status, or other similar information.

As a rule, direct marketing specialists use RFM analysis to predict customer behavior. The main question is how to formalize the size of the benefits brought by each client. For this purpose three indicators are studied:

Recency - Sales history (how much time has elapsed since the last customer's purchase);

Frequency - Frequency of purchases (total number of purchases in the period);

Monetary - The amount of sales in the history (sometimes using an average check).

As a rule, the percentage of buyers responding to general promotional offers is small. RFM analysis is a simple and, at the same time, an efficient method. Using it, you can predict the buyer's reaction, improve interaction and increase profits. Depending on the customer's belonging to one of the selected groups, different methods of exposure are used. The importance of the indicators is ranked in accordance with the sequence: Longitude, Frequency, Sales.

Application of RFM for corporate clients database

Consider applying RFM-analysis to a corporate client database. Such a base, in most cases, is much less than the base of private clients, and it is possible to reduce the number of groups. For example, for a database of 10,000 records (as in our case), 125 RFM analysis cells will have only 80 records in each cell, which is not enough to obtain statistical results. We reduce the number of RFM-cells to 9 with a reduced number of groups sorted by Frequency and Sales. For example, 3 - by the time of purchase, 2 - by Frequency and 2 - by the amount of sales.

In the theory of RFM analysis provides a very simple mechanism for the separation of prescription, Frequencies and Sales figures by segments: to organize all contacts and to split into 5 equal groups for each indicator. This method works and helps to break all the clients in relation to each other on:

Bought just that; newly; long; years ago.

The effectiveness of the RFM analysis does not mean that it can completely replace the sales manager. Personal communication with the customer allows the employee to understand it well and know a lot about it. It will be right to focus the manager on key clients, and with the rest to work on e-mail, with messages and social networks. RFM analysis in this case becomes an excellent tool that helps to segregate buyers.

1R-1F-1M - "cream" of the client base. They need a program of loyalty, events, recognition, VIP-service. Discounts are contraindicated!

3R-3F-3M - the least prospective customers. Give a "provocative" offer and get rid of "ballast" or translate into another category.

1R - Recently bought, need time to decide. Attract attention to interesting newsletters.

1F - regular customers with small checks. Suggest related products, increase the average check.

1M - profitable customers. Understand what prevents them from buying more often and fix it.



Fig.1 – RFM analysis

It should be noted that the continued use of RFM analysis will not benefit the business. If you constantly use it to solve the question: which of the customers write or call - some of them will never receive news from you, and others - will react more actively, will be tired of constant attention, because you will contact them too often. You need to develop a contact strategy and think about which offer can be addressed to less responsive customers, just so they know what they are remembering about.

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## **SOCIAL MEDIA MARKETING**

*Keywords: Social media networks, marketing, customers, Internet.*

Social media networks are fast becoming the infrastructure of the Web as all of our personal data and connections are being aggregated into databases. The value of Instagram, Facebook, and Twitter is part how much of our personal information they store and part how useful they can make this information for companies, advertisers, marketers, and consumers. The more information social networks know about us and our connections, the more targeted they can make their advertising and ultimately their business value.

Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

Social media marketing has come up as the new way of doing marketing where the customers are no longer passive consumers as they were in the previous marketing forms, but rather here they are active participants; this is mainly due to the interaction possibilities that exist on Internet.

SMM gives company the opportunity of getting direct feedback from customers (and potential customers) while making the company seem more respectable. The interactive parts of social media help customers ask questions or voice complaints and feel they are being heard. Because Internet audiences can be better segmented than more traditional marketing channels, companies can ensure that they are focusing their resources on the audience that they want to target.

The main strategy used in social media marketing is to work out messages and content that individual users will share with their family, friends and coworkers. This

strategy bases on word of mouth and provides several benefits. Firstly, it increases the message's reach to networks and users that a social media manager may not have been able to access otherwise. Secondly, shared content carries an implicit endorsement when sent by someone who the recipient knows and trusts.

Social media marketing is a two-way process that engages an audience and a brand, and marketing has developed from one dimensional to a two-way process. It makes SMM as a phenomenon and this is a medium that no marketing Organization can afford to ignore or be absent from.

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## **DECORATIVE COSMETICS MARKET RESEARCH**

*Keywords: decorative cosmetics, consumer, market research.*

According to the "Vse Media" [1], in 2017 the market of decorative cosmetics in Ukraine grew up to 4.92% (average for all regions), market of small towns, urban and rural settlements almost did not grow - only 1.1 % on average, as opposed to the market in Dnipro, as well as markets of other large cities of Ukraine, are growing more intensively - up to 9.5%. In 2017, the most demanded goods were eye makeup products, in the second place were lips and face cosmetics. The volumes of the Ukrainian decorative cosmetics market make up to 15% of the total cosmetic market of Ukraine and amounted to 3.73 billion UAH by the end of 2017. The Dnipro decorative cosmetics market is about 3.5% of the Ukrainian market and amounts to 88.25 million UAH.

There are several main trends in the cosmetics market, which determine the future of the beauty industry. It would seem, that the trends themselves are not a surprise, but the diversity of forms and varieties of the trends create enormous opportunities for brands. [1]

### **Genuineness and naturalness**

Consumers are looking for products without artificial ingredients in face, hair care decorative cosmetics. One of these is paraben. For the last few years, consumers are trying to avoid parabens as a part of beauty products. Today, about 35% of the products of the beauty industry contain parabens, which is 7 points less than two years ago.

### **Personal approach**

A new consumer wants to identify himself with the brand and wants the brand to identify it with him. No category on the FMCG market can boast such a need to be as "personal" as cosmetics and self-care products market.

### **Special care**

In conditions of constant tension, stress and other external factors, our skin is affected negatively. More and more Ukrainians feel on themselves and aspire to protect themselves against the effects of such factors and their effects with the help of additional skin care products. So, the most promising category of personal care in 2017 was the category "Facial scrubs and masks", which grew by 56% in monetary terms and 64% in volume compared to the last year.

### **Economic packaging**

92% of Ukrainian consumers noticed prices rising for convenience goods. In this regard, half of them is looking for promotions and discounts actively.

### **Virtual shelf**

More and more buyers feel comfortable when buying products on the Internet. For manufacturers and retailers, this is a new opportunity to find their online buyer. However, luring an online buyer to your page or promoting your product on its page in a social network is not so easy. There is no doubt that building consumer loyalty to the brand is becoming more difficult due to the fact that more and more buyers make online purchases with their digital assistants, even without going to the virtual or physical shelf in the store [2]

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## **DEVELOPING ADVERTISING PRODUCT CAMPAIGN IN A CONSUMER MARKET**

*Keywords: advertising, consumer market, methods of advertising.*

Advertising in the last century became a special form of communication between the world of shopping and people. By itself, it informs, promotes products, increases demand, unifies the needs, creates goals and ideology, determines the

stages of society development. Advertising, unfortunately, is the most effective channel of propaganda. It bypasses the daily problems of society and inspires the ideal model of life. Consumers are susceptible to leaflets, billboards and video clips. To protect themselves from the adverse part of advertising consumers should consider the stages of its actions and methods that influence people.

The mechanism of advertising includes four stages. The first one is attracting attention. Attention of a person is translated into any arbitrary shape and held by using musical design, bright colours and plot. The second stage is maintaining of consumer interest. Interest can be caused by fashion trends, product features, novelties and actual needs. The third stage is the birth of desire. The consumer at this stage should want to own the product. Advertising causes a desire and those high goals and dreams that we cannot achieve. For example, it is much easier to buy jewelry for imagining the status than actually to achieve it. The fourth stage is buying. For the transaction, the buyer should be sure in the need to buy. In addition to this, the service during the purchase can affect the consumer's desire to become a regular customer of the product.

Advertising has been improved over the years. The first printed advertisement is dated 1472. The first advertising photo was issued in 1839. The first sound radio advertising was translated in 1920. The first promotional video was shown on television in 1941. The Watch Bulova was demonstrated on the foreground of the map of the USA. Today advertising has become more complex due to the methods of advertising exposure. Here are some of them:

1. "Evidence of promotional postulates" expresses the well-known facts that do not require any proof. These facts affect the product so that the positive effect of the facts covers the new product.

2. "Selective recruitment information" is based on the submission of only those facts that present the goods in a favourable light.

3. "Using the slogans" forces the buyer to focus on the product name and its features. Slogans create a positive image infiltrated in the person's consciousness.

4. "The concentration on a few traits and characteristics" is used when it is a small amount of time that is given to the promotional video.

5. "The use of authority" method is based on the assumption that the authoritative person from the video may cause consumer confidence.

6. "Creating contrast" method with the help of video, audio series, plot shows that the product radically improves the situation or has special properties.

7. "Comparison" in contrast to "creating a contrast" clearly demonstrates the benefits of its product in comparison with others.

8. "Images" method helps to overcome the barrier of mistrust to advertising.

This method can be manifested through the close manner of behaviour and speech.

9. “Holidays” method was invented by John Wanamaker, the American businessman and the owner of one of the first department stores in the world. The method is based on the fact that the sale of goods according to the model of the holiday is a very profitable market.

10. “Promotion of goods on the basis of a positive image of another product” is based on using already well-known brand to promote the new product.

11. “Linking” is based on using values of the society, emotive words, stereotypes. Advertiser links in a single chain positive words or images to transfer them to the goods.

12. Despite the high level of exposure, the consumer does not trust the advertisement fully. When he/she “knows” explanation of why this product is better, they will refer to the product with great confidence, and subsequently consider their choice like a “reasonable” one. These are the reasons for using the “Pseudo explanation”.

13. “The problem – solution” method is based not on the functions of a product, but on its qualities of a “remover of problems”.

The above mentioned methods for greater efficiency can be used together. The emotional subtext is also added. A person may forget what happened yesterday, but will remember the emotions of the last day. The advertisement can use both positive and negative emotions, and the latter one may linger in the memory for a longer time.

Description of the mechanisms and methods of advertising shows its negative sides. Advertising uses various techniques to increase sales and not the satisfaction of the human. Advertisement has lost its informativeness. People in advertising know how to influence our mind. That is why the user has to know how advertising works.

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## **PRODUCT ASSORTMENT STRUCTURE UPGRADE BY THE QUESTIONNAIRE METHOD**

*Keywords: product, customer preferences, assortment, sociological research.*

One of the most important mechanisms for ensuring the competitiveness of the enterprise is its marketable policy, the main purpose of which is formation of such a nomenclature and assortment composition of the product release that is capable of providing the company with a stable market position, economic stability and strategic development [1].

Since, product groups begin to be characterized by low sales scale and do not bring the expected revenues over time, so expanding the range of new products is expedient. For new assortment groups formation, let's do a sociological research of customer preferences, that is questionnaires. The survey/polling was conducted among 63 respondents and the following results were received:

By age indicator, we observe/can see that people under 16 years old and after 46 are main buyers of bijouterie. Distribution by segments is shown in Fig. 1

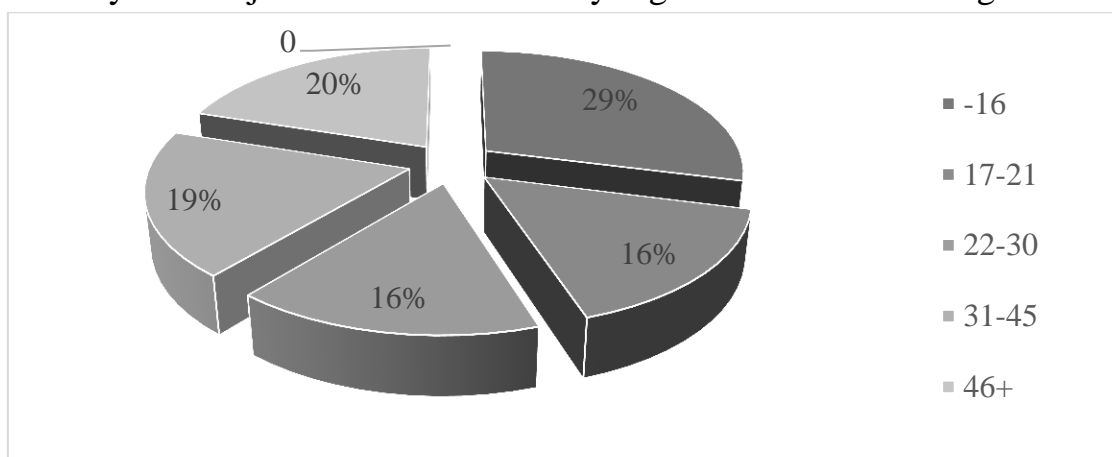


Fig. 1 - Age structure of consumers

Products are in demand both among women and men, the latter are interested in the purpose of buying as a gift. Mostly, products of medical alloy are preferred. Jewelry wearing frequency, their size and completeness depends on such factors as personality's individuality, clothes' style and the place where the client is heading to. An important questionnaire's question was: "What kind of jewelry do you prefer?",



which allowed to form the update of product assortment. The results are presented graphically:

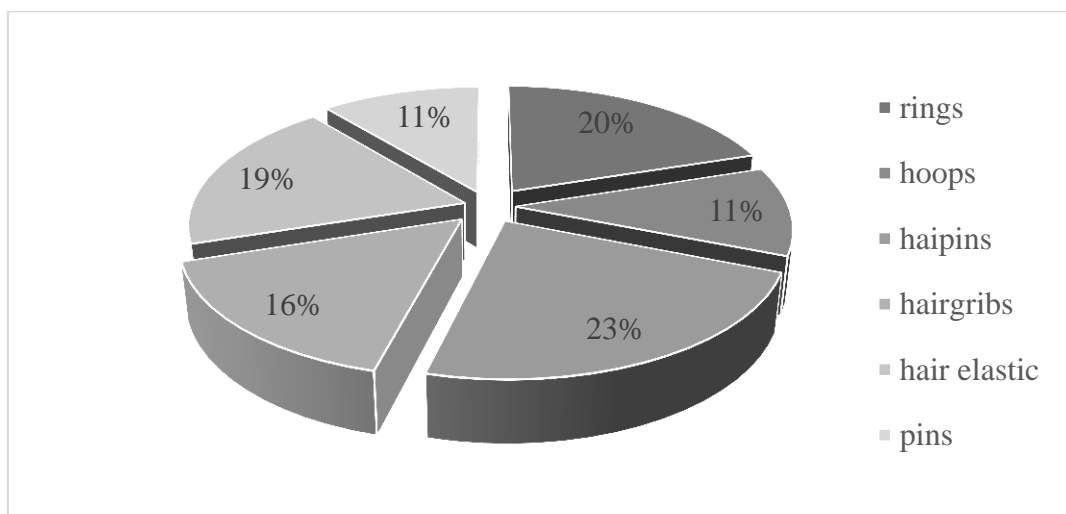


Fig. 2 - New product assortment of "Beauty" jewelry.

Therefore, consumer's questionnaires conducting will allow to track changes in their preferences and adjust product's assortment accordingly. The questionnaire method allowed to form new products that will be in demand among consumers and will bring high earnings.

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## **GENDER IN MODERN MARKETING**

*Keywords: gender, marketing, gender approach, advertising, loyalty.*

The difference in psychological approaches to any question between men and women has been a subject of scientists' close attention for many years. Both halves of humanity look at life in many different ways. Moreover, gender differences should be considered when developing a marketing strategy, and for this one need to know the

features of the psychology of both women and men. How do they buy, what thought processes are characteristic for each representative of the sexes?

Using a gender approach in marketing exists for a long time and it is reflected in various directions:

- the development of goods;
- the provision of services;
- communications and demand stimulating means.

It is worth noting that gender in marketing is now considered more widely than as biological sex. Consumer activity always involves all the resources of the consumer: his experience, thinking, perception, etc., so it is impossible to limit the choice of the consumer to only one specific factor.

Speaking about loyalty, one can identify the male type of loyalty and the female type of loyalty, which are also manifested in several types of decision-making and differ in the resources of the individual involved at the moment of decision-making.

Male type of loyalty is a kind of loyalty, the main pattern of which is the desire to re-purchase; behavior formed on the basis of analysis of the most preferred characteristics of the goods and services.

Female loyalty can be defined as a hidden kind of loyalty, which is stored at the emotional level of the consumer and is most often manifested in the public life of the consumer in the framework of the exchange of experience, as the most objective way to compare alternatives. So, it is a form of loyalty, reflected most often in the recommendations.

Consumption statistics shows a dynamic growth both in the market of traditional products for men and women, and in the markets previously considered only as men (alcohol, cars, household and computer equipment, etc.) or women (cosmetics, accessories, household chemicals and others).

A number of experts agree that the impact on men and women should be equal, since both groups constitute the circle of consumers of their products, and therefore they do not use advertising aimed at men or women.

Of course, the influence of a gender approach on image components and direct sales plays a huge role in supporting customer loyalty. However, it is necessary to take into account the fact that the effect of a gender approach is the stronger, the more pronounced and conscious the specific needs characteristic of men and women. In the gender approach, the orientation of information to age is important. Thus, for the age from 16 to 25, such a correction for the sexual attribute is minimal, and in the case of 30 years old and above, such an adjustment achieves the maximum effect, since life values and priorities at this age in men and women differ greatly.

Thus, it can be concluded that not all goods and services can be equally differentiated by gender. There are fundamentally masculine products and

fundamentally feminine ones. In addition, there are universal goods and services with a wide range of audience where a gender approach can cause rejection.

The application of gender in marketing can allow companies not only to retain loyal consumers, but also to attract new ones, which becomes quite difficult in terms of strong competition.

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## **MARKETING IN INSURANCE**

The insurance market is an integral part of the Russian economy. According to forecasts, the share of insurance in GDP will have been more than 4% by 2020. At this stage, the industry is developing actively and increasing its performance every year. It should be noted that competition in the market is high.

There is a number of companies (about 20) which are leaders, in order to increase their profits and consolidate at leading positions, they must develop actively and respond to the demands of the time, adjust to the environment, identify customer needs and respond promptly. In such circumstances, the role of marketing is coming out on top.

The purpose of this work is to study the new marketing in insurance, its functions, which appear to replace the existing ones, the definition of marketing features peculiar to insurance. As well as a forecast for its further innovative development.

The scope of insurance services does not relate to the area of material production, and the services are both consumer and financial. Consequently, insurance marketing also has a number of features. In insurance, it performs such basic tasks as maximizing consumption, increasing the degree of satisfaction of consumers and their choice.

What tools can this be achieved with? Marketing functions are diverse, we highlight the key. Analytical function is the implementation of the collection, processing, analysis, marketing information. For example, studying the market, competitors, consumers, analysis of the internal and external environment of the insurance company. Production is implemented in the creation of new and development of existing services. All in all, the insurer can create new services based on innovative technologies. The sales function is expressed in the organization of the work of marketing channels for insurance services and the marketing communications system. The control function is embodied in the implementation of

strategic and operational planning in an insurance company, providing marketing control.

Insurers understand that developing and providing insurance services without deep market research is a short-sighted strategy. Therefore, their attention to insurance marketing is increasing. In this case, the main task of marketing management is to reduce the cost of marketing activities while increasing their effectiveness.

Thus, at the present stage of development of insurance marketing, companies will have to integrate it into all stages of the production process: from creating an insurance product to providing insurance services to consumers.

Speaking about the further development of marketing, the following change: more attention will be paid to customers; the emergence of new competitors in the form of non-insurance companies; the emergence of new distribution channels; development of technology marketing. At the new stage, marketing tools will also change: more effective methods of promotion will come to replace advertising, discounts and promotions. Increasingly, online and remote sales will be attracted to traditional channels of information and services distribution.

What is holding back the activities of insurance companies, and why is there such a low level of involvement in Russia compared to leading countries? According to the Central Bank, the share of the insurance sector in the country's GDP in 2017 was 1.4%, while in European countries this figure reached 8%, while world leaders had 21.3%. The first factor worth noting is people's distrust of financial institutions and the lack of economic incentives, as well as the imperfection of legislative regulation. October 24, the BCC approved the strategy for the development of the insurance market until 2020. First of all, it was expected to expand the insurance market and develop its infrastructure, realize the potential of life insurance, increase Russian confidence in insurers, fight insurance fraud, reduce the regulatory burden, improve the OSAGO system and reform the MLA.

For example, it is planned to launch an application that will allow you to refuse from the expertise services for processing a policy. To inspect the property will be enough to make a video or take photos. Also, with the help of photos, people will be able to simplify the design of an accident. The program will match the photos taken upon receipt of the electronic passport of the vehicle with those that will be taken at the scene of the accident.

So, the competitive advantage of the companies will not be the price of the policy, but convenience and high technology during use. And the more effectively the

marketing tools will be developed, the higher the results will be achieved by the company. In any case, the insurance market continues to grow rapidly and makes a significant contribution to the economy.

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## **TYOLOGY OF CONSULTANTS IN THE MODERN MARKETING ENVIRONMENT**

*Keywords: consulting, marketing, classification, counseling, efficiency, management.*

The segment of consulting services is developing rapidly. This is due to the increased competition, informatization of society, increase in the value of knowledge. Consulting has turned out to be the business link that gathers unique theoretical knowledge and practical skills, introduces the latest management technologies and, based on them, creates a set of actions and strategies for companies.

When starting to improve management systems, among the economic and technical issues, management is considering the involvement of outside consultants to promote the project and increase efficiency. In addition, in any company, sooner or later, a question arises as to the effectiveness of its activity in the market compared to competitors, in which direction to develop and on what kind of product or service to focus. But the market of consulting services in Ukraine is quite young, and the

demand for intellectual assistance is growing faster than the training of the relevant professional assistants - consultants, experts, trainers, teachers, etc. In these conditions, new, borrowed from the experience of foreign companies' professions and spheres of consulting are acquiring a great relevance.

In the practice of Ukrainian consultancy, prevails the tendency to solve problems without the involvement of third-party advisors: when the rapid development of the company becomes notable, the company's manager tries to find an explanation and attracts consultants. Based on the analysis of Ukrainian consulting services, it is possible to classify business consultants into three large groups [Fig.1]:

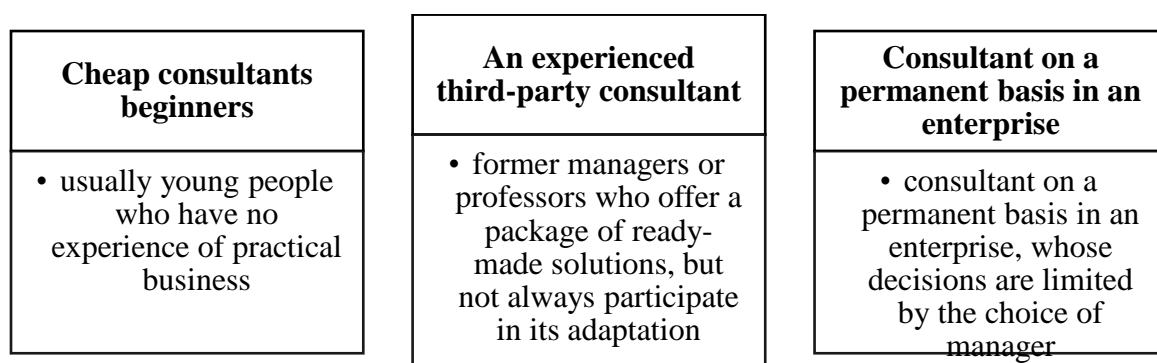


Fig.1 Classification of business consultants by type

In practice, you may encounter different types of consultants and it is necessary to consider the scope of the consultant's activities. For example, there may be such groups of experts, according to the volume of their activities:

Table 1. Consultants Classification according to volume of activity

Specialists 'functionals'	specialize in specific areas of the organization's activities, such as marketing, advertising, development of distribution or "public relations";
Niche specialists	operate within a narrower topic or technology (specialist in direct sales);
Industry specialists	work in a certain field, in which they have mastered the basic rules, tendencies and features; and have a complex of communication channels;
Specialists- managers	focus on the knowledge and activities of the process, pay attention to internal processes (outsourcing, logistics, management, etc.);
Consultants- strategists	determine how logical and consistent are actions, strategies, plans; and give an opportunity to consider any situation in a new way.

New knowledge and technology are a tool that can help to work more efficiently; the need for consulting services increases and a correct understanding of new resources is a key advantage in the struggle for competitiveness.

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## **PERSONALIZED MARKETING**

*Keywords: Marketing, personalization, loyalty, content.*

Personalized marketing is a means of communication between a brand and a client based on establishing communication and sales considering interests, needs and targets of a client. The actions of personalized marketing raise trust and loyalty, increase conversion and sales, receive a real feedback from a client.

To produce an offer your client will not be able to resist to, you should know who your client is, what he does, what he dreams of, what fears he has, where he works, and would like to work, where he lives, etc.

It is impossible to gather much data on each client by hands. Automatization simplifies the process of data collection and personalization of relations with a client. Knowing more about a client it is possible to optimize an offer, speed up the processes of an acceptance of a brand or an offer and decision making on purchasing. At the average the companies that personalize their approach to clients increase their sales by 20%.

Personalization requires more than knowing person's age or geolocation. It is impossible to develop a personal approach to a client without a large amount of personal data.

Considering demographic and behavioral data on a user, it is possible to get a clear answer – who is who in our target market, what content will be the most efficient for each consumer group, what needs consumers have. It provides more exact data for forecasting so that every new client could receive a relevant offer right after entering.

Landing-page – normally users reach landing pages by clicking on a banner, advertisement, link in a social network. Landings offer a specific product or service and motivate to provide personal data.

Lead-forms – an extra tool of lead generation that stimulates a client to provide personal data. Well-made lead-forms turn an unknown visitor into an identified client. Failure lead-forms create conversion conflicts and often become an obstacle on a client's way to a target or even a reason for decline.

Creating a client's portrait and his/her broadened personal data are required for obtaining deeper knowledge of a user, his habits, mood. For example, to receive missing data on a client, various fields of lead-forms can be suggested, extra information can be exchanged into bonuses and discounts (to conduct a survey via Google Forms).

Automatization services of data collection and standardization exclude hand input and human error, fill in the gaps in a user's profile, maintain relevance of the information, collect and process data from numerous sources.

Application of clients' data are required for:

- Increasing newsletters' efficiency. Personal data are used to compose trigger emails that offer proper content to users at the right time to promote their step by step approaching decision making or a purchase.

- Increasing relevance of clients' offers. A clients' base is sectioned by their job position, age, social status, etc. This allows creating the most relevant messages for each segment that fully meet consumers' targets and needs at a specific period of time.

- Increasing efficiency of content. Having obtained more details on a client it is possible to find out what, when and where should be shown to him/her to make a purchase (conversion) happen.

Behavioral data demonstrates clients' interest. If a client looked through some goods but did not buy any, he can be immediately informed in a private office that a discount or special offer is provided for this product, etc.

Nowadays personalized marketing is a great advantage: it is possible to stand out among competitors and receive invaluable knowledge about a client.

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## **RANKING OF THE ONLINE SHOPPING PORTALS OF POPULAR LINGERIE BRANDS BASED ON CONTENT SATURATION**

*Keywords: fashion-retail, brand, lingerie, Internet resource, content, social networks.*



The last years' growth of the sector of lingerie's fashion-retail is observed. The competition is becoming more and more fierce in this crowded market. Brands and retailers seeking to achieve the popularity of their products stand against the giants of the sector - Victoria's Secret (the USA), La Perla (Italy), ThirdLove (USA), Agent Provocateur (Great Britain), MilaVitza (Belarus), etc.

The main factors of choosing product for a modern consumer are the product range, the presence of a unique product proposition, the original idea and the individual history of the brand. Such companies as Victoria's Secret, La Perla, ThirdLove, Agent Provocateur and MilaVitza have an average of 8 categories of underwear (bras, briefs, whole sets, sports underwear, sleepwear, pyjamas, wedding underwear, beachwear) and each one has about 8 styles.

Let's rank these companies for the core content components and tools of Internet resources, assigning 1 point to 3 leaders and 0 points to the rest..

The lingerie selling of these brands also successfully works on the Internet. Daily average traffic for November 2018:

1. Victoria's Secret - 19 thousand people; (1)
2. La Perla - 8 thousand people; (1)
3. ThirdLove - 3.1 thousand people; (1)
4. Agent Provocateur - 1,6 thousand people; (0)
5. MilaVitza - 1 thousand people. (0)

To promote their brand and win customer interest, companies use the following methods:

1. High-quality visual content:
  - a) Victoria's Secret has an average of 3 photos of the same model with the possibility of a superzoom; (1)
  - b) La Perla - an average of 2 photos of one model without a superzoom; (0)
  - c) ThirdLove - an average of 3 photos with a superzoom; (1)
  - d) Agent Provocateur - an average of 4 photos without a superzoom; (1)
  - e) MilaVitza - an average of 2 photos of one model without a superzoom. (0)

2. An individual approach to matching clothing sizes:

It is possible to find dimensional tables and the online help on all brand websites, therefore, this position is not included in the rank.

And such brand as ThirdLove has a special platform in the form of an individual questioning of the client to help him with choosing the right size. It is unique and you cannot find it in any of the listed companies. (1)

3. Attracting customers through social networks:

At the moment on the Instagram companies have:

1. Victoria's Secret - 62.6 million followers, 6883 publications; (1)

2. Agent Provocateur - 785 thousand followers, 2299 publications; (1)
3. La Perla - 559 thousand followers, 2524 publications; (1)
4. ThirdLove - 215 thousand followers, 927 publications; (0)
5. MilaVitza - 19.9 thousand followers, 424 publications. (0)

Currently, the 3 of 5 brands created the channel on YouTube:

1. Victoria`s Secret - 1582791 subscribers, videos have millions of views.  
(1)
2. Agent Provocateur - 28622 subscribers, videos have 10 thousand views.  
(1)
3. MilaVitza - 119 subscribers, videos have thousandths views. (1)
4. La Perla and ThirdLove have 0 points.

Thus, according to the total number of components of the promotion and customer interest using the Internet-resources, we can make a brand ranking:

- 1st place - Victoria`s Secret; (4 points)
- 2nd place - ThirdLove, Agent Provocateur; (3 points)
- 3rd place - La Perla; (2 points)
- 4th place - MilaVitza. (1 point)

So we can say that the leaders use the maximum number of promotion methods which give them advantages and holds high positions in the world rankings.

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## **OPTIMIZATION OF THE CHOICE OF MARKETING STRATEGY OF THE ENTERPRISE**

*Key words : marketing strategy, market share, brandaid, profit, sales result.*

Today, in the face of fierce competition and numerous adverse external factors on the market, every third company is subjected to a fall in demand, losses and, finally, to decrease in the company's market share. The relevance of this topic is that there are still such enterprises that do not have a marketing strategy, although nowadays marketing is one of the components of the successful management of any enterprise. Due to its absence, the company management risks putting its enterprise into collapse, as it will be engaged into the production of unclaimed goods, or will finance completely unsuccessful operations.

Marketing strategy is a process that allows an organization to concentrate its resources on optimal marketing tools in order to increase sales and gain sustainable

competitive advantages. Creating an optimal marketing strategy and introducing a successful advertising campaign is a necessary factor for attracting new clients of the company, developing interest in the company's products and increasing the company's market share. Marketing-strategy analysis include segmentation and positioning analysis which provide the foundation for the selection of target segments and product-positioning.

One of the best and optimal options is to create a model of brand development by increasing the company's market share (brandaid). It is a flexible marketing-mix model not linked to a specific database. The model differs from the other ones by its generally inclusive structure (at the expense of leaving many parts of the model calibration to the manager) and it's modular and flexible, providing specific, customized submodels. The model is clearly addressed to consumer packaged goods. The model structure is based on the concepts of product-class and brand sales rates:

$$m_i(t) = \frac{s_i(t)}{S(t)};$$

where:  $m_i(t)$  market share of  $i$  and  $t$ ,

$s_i(t)$  - sales of brand  $i$  and  $t$ ,

$S(t)$  - product-class sales at  $t$ .

For a given brand (dropping the subscript  $i$ ), the brand sales rate  $s(t)$  is expressed as a reference value modified by the effect of marketing activities' influence. The structure of the model is:

$$s_i(t) = S_0 \prod_{i=1}^n e_{ij}(t) ;$$

where  $S_0$  - reference-brand sales-rate, dollars per customer per year,

$e_{ij}(t)$  - effect index in brand sales of the  $j$  – type of marketing activities,  $i=1..I$ , which is determined by building a lagged model of the influence of marketing expenses of the  $j$  – type on the sales of products of the  $i$  – type, which allows to take into account the influence of marketing costs of previous periods. In general, this model can be written as:

$$e_{ij}(t) = \sum_{t=1}^n \alpha_{it} * M_{ij}(t);$$

where  $\alpha_{it}$  – lag coefficient,

$M_{ij}(t)$  – marketing expenses for marketing activity  $j$ -type of the product for the period  $t$ .

We also consider that

$$z_i(t) > Z_i;$$

$$z_i(t) = g_i(t) * s_i(t);$$

where  $z_i(t)$  – expected level of profitability,

$Z_i$  – the desired level of profitability of the  $i$ -type of products,

$g_i(t)$  – is the brand contribution to profitability (in dollars per unit);

and

$$\sum M_{ij}(t) \leq C_t ;$$

where  $C_t$  –budget of marketing expenses for the period  $t$ .

The developed model allows to determine the most effective types of marketing activity for each type of product. Thus, an enterprise gets the opportunity to choose the most effective tools for a marketing strategy for increasing the company's market share taking into account the limitations on the budget of marketing expenses. As a result, by maximizing market share, the company will be able to more confidently compete in the market for their services, increase the profitability of the company and increase the demand for the offered goods.

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## **INTEGRATION OF MARKETING COMMUNICATIONS FOR BRAND CREATION**

*Keywords: brand, marketing communications, persuasion process, communications influence, target consumers.*

Each element of communications plays its role in marketing programs, and all of them should contribute to brand creation process. Marketing communications should be used at all stages of brand creation because they increase consumer awareness about the brand and / or create strong, positive and unique associations. Besides, they promote positive thoughts and impressions and provide consumer loyalty. Communication programs create the desired knowledge system, and sometimes they form unique ideas about brand peculiarities, which create the basis of its consumer equity [1].

The ability to form knowledge allows to analyze (step by step) the role of different communications in increasing consumer value of the brand (fig. 1).



3. Advertising should create the correct idea about the product and brand peculiarities.

4. Advertising should promote correct positioning of the brand in the process of passing information about the desired differentiation and parity points. Besides, the desired differentiation points should be real.

5. Advertising should contain convincing arguments concerning the purchase of the product.

6. At the previous stages consumers remembered advertising. Now, it needs to be firmly linked to the ideas about the brand to form strong associations which appear when the consumer will think of the purchase.

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## **HUMAN INSTINCTS IN ADVERTISING**

*Key-words: advertising, instincts, patterns of human behaviour*

Along the actions, being done by people consciously, some of their actions are performed intuitively, i.e. unconsciously. There are many moments in a human life when a person reacts as reflection on repeated actions or information of the same character. During a certain period of time these patterns of human behaviour have been transformed in instincts and become a way of people's thinking and acting perceived by them as natural. Instincts are often referred to as the natural tendency that a person or animal has to behave or react in a particular way (Collins Dictionary). Instincts play the most considerable role in human life. The way how advertising can influence human instincts and make people perform actions in response to a certain stimulus used in ads is in the focus of this paper.

From a variety of instincts there are some: individual, racial and social instincts, that have the greatest value for an advertisement designer.

**1. Individual instincts** which prevail in an individual and encompass her or his value(s). Mainly these instincts are related to activity of a human body.

Everyone knows about aspiring of a man to food connected with feeling of hunger. It is a widely spread but extremely erroneous thought that we choose our food in accordance with its healthy value. The true is we choose food almost exceptionally following our taste(s). Therefore, it is necessary to use an appeal to the senses of a human being when advertising foodstuff. From an advertisement, we know how it is important to give to our external senses such presentation that would be the exact copy of the product. What seems pleasant to us and produces a greater impression on us undoubtedly will be bought by us as a cause of our instinct influences.

The fear accompanied by the sense of anxiety and carefulness is vestige of remote difficult times. The use of this instinct when advertising should be done carefully. It is necessary to pay attention to that promoted product(s) did not cause unpleasant associations in a customer. Thus, in the certain moments in the USA a revolver is treated as an instrument that provides protection of people's lives that have led to the American gun firms' advertising it as a part of human security. The use of the instinct of *self-preservation* can be recommended for advertising a range of other products not limited to guns only.

Animals and people identically aspire to collecting property, even really unnecessary things. Like a squirrel collects nuts, a man tries to collect as many properties as possible. This permanent aspiration of a man to buy things for free or cheaper than their ordinary price, becomes a powerful instrument in the hands of an advertisement compiler. Thirst of benefit make us to buy unnecessary things only for their cheapness. The same instinct makes us to save all the things, those of the smallest value. The bright example: The advertisement compiler who indicates that in case of the returning his/her announcement, the cost of a commodity will be lowered, induces a reader to save this announcement.

Love to everything truly wonderful unconsciously forces everyone to own it. From early childhood children choose beautiful toys. Often when we look at some posters, we and are not aware that its beauty has attracted our attention. Artistic and good technical implementation of advertisement will always have an impression on potential customers. So, it is recommended to represent products or commodities highly attractive and where it is possible, to underline the most attractive lines in

them. This is considered valuable when advertising the articles of decoration, clothing etc.

Pride is also inherent in all of us. The compiler of advertisement can try to represent the commodity in such a way that a person's pride in owning a product will be satisfied and flourish. Many companies used this instinct to glorify their names. Now people are boasting that they own or use the products or goods of these companies' brands.

**2. Racial instincts.** This group of instincts aspires to developing and blessing not a single person, but the whole race. Some of individual instincts possess a tint such, as instinct of hunt, for example, that originally mattered not only for one man, but for the whole family. It can be successfully used by a compiler of advertisement.

Other strong instinct in this group is parental, in particular maternal love, one of the most powerful factors in this area. Both the female of a beast and a woman-mother is always ready to sacrifice everything even their own lives to endow for their native child. An appeal to this instinct is one of the most powerful and effective. A thought about possible charges goes on a background before a strong desire to provide children with anything they need or what is advertised.

**3. Social instincts** are connected with human fear of loneliness and aspirations to socialize within a family and/ or community. These instincts can find their implications in advertising different commodities affecting sense of loneliness and hospitality. The certain type of customers estimates highly some goods, for example, musical instruments, because of their specific feature to brighten up loneliness. For any house-woman an advertisement which shows how the use of separate objects can make her house more attractive for guests is interesting that is rather obvious.

Other social instinct is aspiration to help other people. This instinct much matters for an advertisement compiler as it makes us feel and act in accordance with the experiences of other people. When well-done ads one can imagine her/him exactly in the position where an object is shown, therefore, feelings of a potential consumer is adjusting to those an ads designer have predicted when designing the ads. However, people are touched only by those objects that are seemed for them to be worth. If we as Ukrainians see that somebody eats oysters, we do not feel we aspire to eat them as shellfish. The more the feelings different from us, the less we bother with its role in our lives and/or its fate. More highly developed animals: horse or dog, are much closer to us, but we consider that only pepe deserve to share



emotions with. That is why the choice of illustrations aimed to excite our likes, must be produced according to the tastes of the reader considered a potential customer.

A man constantly aspires to push aside all unpleasant moments as possible and to use all pleasant parts of their life. Therefore, in most cases it is much easier to cause interest of a reader by a pleasant fact, than by an unpleasant one. All cases processed by an advertisement we can perceive as happy and as sorrowful events. The reflections on the first are used more widely for a feel of sympathy. If we look at the advertisement of medicine, then picture of disgusting patient with inscription "before the use" in our mind is quickly replaced by a picture of healthy and strong man with inscription "after the use".

In conclusion, if an advertisement compiler succeeds to cause a sense of ownership and/or our participation even once, then s/he can be sure that a piece of life represented in the ads will forever remain in consumer's memory. The work with human instincts should be done with great care and needs specific skills based on the profound knowledge of psychology and behaviourism etc.

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## **CHALLENGES OF GENERATIONAL MARKETING AND THEIR IMPACT ON BUSINESS SUCCESS**

*Keywords: generational marketing, Generation Z, Generation Y, Generation X, Baby boomers, consumer behavior.*

Generational marketing is such a strategy that provides marketers with an opportunity to penetrate deep into the target audience and better understand the digital needs and preferences of the market. Accordingly, many companies are reaching out to multi-generational consumers and are trying to understand and gain the attention of these diverse buyers.

The theory of generations was developed by American scientists Neil Howe and William Strauss in 1991. According to this, a new generation of people is born every 20-25 years with particular character traits, habits and peculiarities that set them apart from anyone else. Howe and Strauss gave the name and constituted a characteristic for each of the generations starting with 1584. However, marketers are interested in representatives of the last four generations

who are the target audience today and who can easily get into one conditional family: the youngest child (Generation Z), the eldest child (Generation Y), parents (Generation X) and grandparents (Baby boomers).

The generation of grandparents has this name because of the post-war surge in the birth rate. The representatives of this generation have a high level of patriotism. These people are optimistic, have team spirit and like collectivism. It is important for them to help each other and work together. In terms of their characteristics, lifestyles, and attitudes, they rely on tried and tested ways of doing things. The most common technology for grandparents was landline phones, and they are more likely to read newspapers or watch TV rather than using computers with the Internet access. So, what is the best way for marketers to attract people from this generation? First of all, it is wise to use themes that stress active lifestyle and that break with stereotypical portrayals of older consumers and “seniors.” They should not be depicted as helpless or dependent on someone else.

Generation X refers to single aimed at hard work and personal success people. They have learned to be independent since childhood: they did their homework, went to school, cooked own lunch themselves and did most of the work without help.

Generation X consumers are distinguished by global awareness, technical know-how and independence in almost everything. Most often, they prefer to work in the same organization for 30–40 years gaining experience and rising from the lowest level to chiefs and directors. In terms of technologies, Gen X consumers were the first one to use cell phones, and they are also frequent computers and Internet users. First of all, marketers should help them plan for the future and balance work, family, and personal life. They like initiatives that will make things more useful and practical. Give them opportunities to learn, grow, and improve.

The Millennials (Generation Y) are people who are often called the “generation of social networks.” The external environment around them was changing incredibly fast, so the millennials aren’t like their parents. Prestigious work and career growth is not for them. They are not ready to work for one company for many years but prefer flexible schedule. As a rule, these are energetic people who easily adapt constantly striving for new knowledge and development. They understand that time moves fast, so they don’t want to be a narrow specialist, but develop in different areas. Members of this generation are very frequent Internet and social network users. Moreover, almost each of them owns a smartphone and a computer. They use Internet social networks to keep in touch with their friends and family, but also to do shopping and get as much

information as possible about products they want to buy. In terms of marketing, important product areas for Generation Y include apparel, accessories, footwear, room furnishings, sports equipment, and entertainment. Gen Y likes products customized to their unique needs, and brand names are also very important. They respond well to green living and energy-efficient features. They also want products and services with a purpose greater than the bottom line and are likely to purchase prestigious products. Generation Y consumers expect competitive pricing, and might want to negotiate based on the competitor's advertised price or search results from the Internet.

Generation Z is children who are not just grown up with the Internet, but who were born with an Instagram account and can no longer imagine life without digital technologies. They are not accustomed to physical labour and are not accustomed to understanding how it works. Gen Z is fixed on self-expression and self-development.

Generation Z people have an immunity to advertising, because they have been used to it since childhood. They are discerning consumers who think a lot about what they are going to wear. Music, fashion, cosmetics, and video games are very important for Gen Z. Some researchers have also predicted that Generation Z will be the unhealthiest and overweight generation, so gym memberships and health insurance will be important products and services for this group. What is really astonishing about Gen Z is that children are able to recognize brands from the age of 18 months. Moreover, kids now influence more than 70 percent of family food choices, with influence on items bought for them in the 80-90% range.

New generations of customers have different values; they care more about the environment and ecological issues around them and also demand trustful relationships with Internet shops. With four different generations in the market, a wide range of product knowledge and the highest consumers' expectations it is tougher than ever to be sustainable and be the leader on the market. If you can't meet customers' needs, your competitors surely will.

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## **NEUROMARKETING**

*Key words: Neuromarketing, consumer behaviour, cognitive psychology, marketing triggers, consumer response to marketing irritants, marketing*

*effectiveness, impulse buying, neuroethics and consumer aberrations, sensory marketing.*

Neuromarketing is a commercial marketing communication field that applies neuropsychology to marketing research, studying consumers' sensorimotor, cognitive, and affective response to marketing stimuli. The goal of neuromarketing is to understand how your customer's brain actually works and what affects your marketing will have on the population of consumers.

Neuromarketing has been around for roughly a decade, and only seems to be growing in popularity. Despite its skeptics and naysayers, major corporations have used this technology when designing their products, packaging, and advertising campaigns.

There are two basic methods of tracking prospects' brain activity each with their own pros and cons: functional magnetic resonance imaging (fMRI), and electroencephalography (EEG).

Utilizing fMRI involves using a powerful magnet to track the brain's blood flow as subjects respond to audio and visual cues. This allows examiners to access a deep part of the brain known as the "pleasure center" and lets marketers know how people are really responding to their work.

The downfalls of fMRI are its price tag and inconvenience. Equipment is very expensive to operate (up to \$1,000 per machine per hour) and subjects must lie completely still in a large machine.

EEG, on the other hand, is much cheaper than fMRI and by using a cap of electrodes attached to the sample's scalp, it also allows for movement.

These electrodes measure electrical waves produced by the brain and allow researchers to track instinctual emotions such as anger, excitement, sorrow, and lust through fluctuations of activity.

However, unlike fMRI, EEG does not grant access to deep parts of the brain where the "pleasure center" is located. Also, in neuromarketing, many other methods are used to identify the subconscious attitude of the consumer towards products / design / advertising and their constituent elements. Here are some of them:

- Monitoring the human cardiovascular system (measuring heart rate, blood pressure and vascular tone);
- Measurement of the electrical resistance of the skin (to detect excessive sweating);
- Registration of facial muscle contraction;

•Eyetracking (registration of the direction of the look, the size of the pupil and the duration of the delay of the look). Eyetracking allows you to determine the degree of concentration of a person on a particular object and the change in its emotional state.

In conclusion, using neuromarketing, you can rethink your strategies and create smarter marketing that will boost the effectiveness of your efforts.

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## **IMPROVEMENT INFORMATION TECHNOLOGIES OF LOGISTIC MANAGEMENT**

*Keywords: information technology, software, logistic system, product's lifecycle.*

Nowadays logistics management is a specific phenomenon in modern civilization and it is deeply rooted in the life of numerous corporations. On the one hand, companies and enterprises cannot imagine the normal functioning of their work without implementation of management. But on the other hand, there are situations, when the management of enterprises in the conditions of modern transformations, which accompany their functioning and development, caused by irreversible changes in the environment and accompanied by the emergence of crisis situations in the activities of enterprises. In this case, it is necessary for enterprises to find some approaches that can optimize the interaction of its internal environment and external factors of influence on the management system. Undoubtedly, one of the most effective solutions is the introduction of information technology (IT) in the management of the activities of enterprises currently operating.

Information technology (IT) is actively used to improve the efficiency of enterprise management and its logistics system (LS). In practice, it is impossible to organize the work of the supply chain without an intense, operational exchange of

information, a rapid reaction to the changing needs of the market. Implementation of IT is an instrument that will increase the efficiency of industrial production. The basis of the creation of competitive products is the use of IT at all stages of the product's lifecycle. This allows to improve the quality of products, reduce its cost, development and production costs, and reduce the timing of entry into the market [1].

It goes without saying, that logistics management is organically linked to the theory and practice of marketing and management, that is, the linkage between production and sales of goods with real solvent demand of customers, promotion of sales through advertising of goods, flexible policy of prices and trade margins (discounts), the search for new areas of activity for obtaining revenues, etc. The logistic concept proclaims the need to identify and respond to individual consumer needs, directing available resources to their full satisfaction. What is more, logistics provides consumer inquiries related to the time and location of products, as well as related services, it can be argued that logistics management is a management service for consumers [2].

Furthermore, information systems and IT represent a set of software and hardware and methods of production, transmission, processing and consumption of information. The purpose of their implementation is to create a system in which information flows are arranged in such a way that users with minimal expenses get access to the necessary information at a time when it is needed and where it is needed, and the basic principles are: relevancy, time and place.

There is no doubt, that using modern technologies, enterprises are able to reconcile demand for real-time production, identify new sales and distribution channels, optimize the organizational structure, determine the production structure according to the laws, improve the quality of service, and thereby increase the efficiency of their activities [3].

In conclusion, enterprise as a social and economic system depends to a large extent on IT, which ensures the proportionality of its functioning. An important tool for determining the state of proportionality of the socio-economic system is the diagnosis, which allows you to determine the possible reserves or directions of approximation of the broken proportion to the optimal level [4].

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## **MARKETING SOFTWARE FOR THE APPLICATION OF INTERNATIONAL TEACHING TECHNOLOGIES E-LEARNING IN THE WORLDWIDE EDUCATIONAL SPACE**

*Key words: marketing, international teaching technologies, e-learning, benefits, support, values.*

Online education has always been ambiguous scientific attitude. Despite growing popularity, online education is treated in Ukraine with some caution. In this article analyzed a number of benefits that used in online education technologies. Such learning technologies are being introduced through qualified lecturers. However, some experts are afraid of the influence of fraudsters in this area, because this aspect may badly affect this niche.

Taking into account the tendencies of building up an open society and liberal democracy, it is advisable to bring such benefits for students from online education as:

- flexibility, aimed to the teaching with such materials, that considered the individual characteristics of students;
- topicality, which consists in the introduction of the latest pedagogical, psychological, methodical decisions;
- convenience and modularity, reflecting the time-dimensional adaptation of the learning organization;
- savings and interactivity through rational choice of audiences, multi-access to e-learning materials; special approaches to quality control of distance learning [3; 4, p. 385-387].

Safety in the context of fundamental global market changes mediates the development of international partnerships in the educational sphere. Such partnerships provide some pedagogical benefits through sustainable access to international educational experts and students. People of any age can be covered by online training. Such innovative training forms the European prospects of Ukraine. Innovative didactic technologies of interaction between the students and teachers

divided in space and time are significant first of all for adults. For them traditional forms of education are inconvenient because of spend much time at work [4].

Forasmuch the effect of spreading knowledge, promoting mutual understanding and creating e-learning networks, is an economically effective and it's able to generate income flows for an educational institution [2]. Silvia Bartolic-Zlomislic, A. W. Bates emphasizes that online learning opens up new markets [1]. It is necessary to distinguish certain limitations that affect the marketing support of e-learning organization: the availability of financial and time resources, organizational support, and psychological inclination.

The market of innovative distance educational programs is about \$ 2 billion, according to Forbes researches and tends to expand [2; 3]. The cost of such amount is formed by accumulating the income derived from the provision of educational services to academic and corporate students. Experts in the field of education marketing, in particular Ambient Insight are counting on the high growth rates of the global market for self e-education.

The configuration of the choice of online learning depends on the organization's values and goals, which can consist of receiving income, saving financial resources. The construction of interdisciplinary joint education programs, determined in time throughout life, contributes to the achievement of a significant internationalization of the educational process [2]. Thus, given the established market trends and consumer demand content for educational services formed type and subject matter of the course.

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## **THE BASIC FUNCTIONS OF PACKAGING AND ITS ROLE IN THE MARKET SUCCESS OF A PRODUCT**

*Key-words: packaging, marketing, product.*

It is known that a marketing system is not only the elements and relationships of marketing, but also the methods and techniques of management. The original ideas underlying marketing is the idea of human needs and requirements. The manufacturer needs to find consumers to whom they want to sell a product by find out needs of consumers, and then create a product that will satisfy these needs. For successful sale of goods, the correct presentation is important - namely, packaging.

By the end of 2015 approximately 225 million tons of container board products have been consumed all over the world, while in 2000 their consumption was only 150 million tons. The largest consumer is China, the volume of the packaging market of which in 2015 amounted up to 68 million. By 2030, the projected increase in market volumes by 30%. From the point of view of modern packaging, it is possible to point out its following functions:

- *Localization* function. Main goal: the movement of goods from one place to another;

- *Protective* function. Product protection from the environment is the most common function of packing;

- *Ensuring usability of the product*. Packaging should maximum and most specifically to provide useful services to the person using this product;

- *Communication* function. The packaging should carry all the necessary information. First and foremost, it provides identification of the product, informs the buyer about the features of the product;

- *Reuse packaging*. The most typical in this regard an example is the beverage bottles, re-collect and re-fill. This reduces the need for new glass or plastic container;

- *Recycling* used packaging. With the aim of restoring natural resources through the collection and use of secondary raw materials - is a strategy to ease demand on limited natural resources. For example, melting aluminum cans in order to obtain aluminum to manufacture new cans.

According to Business Insider, the formation of the first impressions about the product takes approximately 7 seconds. About 85% of buyers make their choice based on the color! About 52% of online shoppers said that with a high probability will return to the company that provided the goods in high quality packaging. Approximately 90% of consumers reuse boxes and packages for their needs. Business representatives, in turn, claims that paying the due attention to packaging, the company can increase the interest in their products by 30%. Media space is also ample space where the package may be company, actively using social media to interact with its target audience. A consumer who publishes a photo of beautiful packaging on Facebook or Instagram takes part in promoting product(s).

Today it is possible to allocate 5 basic visual directions in the package:

1. *Nature*. Now the actual natural motifs in the design of the packaging. Complicated shape, texture, watercolor illustrations in combination with a "clean" background is how today we perceive nature;

2. *Vintage*. Nostalgia for the days when things were simpler, the world was larger, and the ingredients of the product have been written in clear words;

3. *Less*. This is a continuation of minimalism, this is a modified and improved version, premium quality, gloss, glamour,

4. *Innocence – childhood – naivety*. Each of us wants to go back to childhood. The characteristic differences are the use of handwritten "children's" font, simple color patterns and simplified illustrations. This style brings us warmth and delight of children's perception;

5. *Individuality*. This trend is born by minimalism, but as in the case of style, LESS finished to the absolute. This style is beyond trends and time does not need to be the best, you can just be yourself.

The modern market is changing day by day. When creating a package for the product, marketers should pay attention to the product packaging, bearing in mind the modern packaging trends described.

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## **CORPORATE MASS MEDIA**

*Keywords: corporate media, information, publications, target audience.*

Nowadays, the role of media in the society cannot be overestimated, because it is difficult to imagine any sphere of life without informational relations.

In the system of world mass media, the most numerous category of press are corporate publications. Corporate media is a very profitable, necessary and reliable tool for building the company's image, as any corporate information serves to enhance the company's image and corporate interests.

Corporate media serve the interests of a particular company or social goals – the dissemination of important information for official or general use. There is a great diversity of corporate media. The first to be mentioned are periodicals, newspapers, magazines, leaflets, booklets, etc. The second type of corporate media is e-media, that is not only radio, television, websites, but also e-versions of printed editions, radio and television programs.

Corporate media can be designed for three target audiences:

1) company's clients (external target audience). Such corporate media are useful for small companies that do not have significant funds for advertising in large media outlets. Magazines or newspapers are a cross between a brochure and an information product and are designed to increase customer loyalty to the company and the brand, raising customer awareness of the company and its activities.

2) company's employees (internal target audience). Corporate media are encouraged to work with the personnel; therefore, besides the PR department, an active part in publishing is taken by personnel service. This type of corporate media is usually for large companies where personnel management can no longer be accomplished by getting personal contacts with subordinates.

3) stakeholders – partners, investors and lenders. Such corporate media can post materials about new products, new technological processes and lines. Such publications should be extremely informative and professionally cover the company's activities of, as they are designed for high-level professionals. On this site, one can effectively search for new partners, suppliers of raw materials or buyers of goods.

Thus, the goals to be achieved by the publication of corporate media are as follows: the impact on target audiences and the market; the company's positive image; media attention; increase in company rating; additional profits for improving the company's reputation; increasing customer and employee's loyalty, etc. Consequently, corporate editions provide the strategic goals of the corporation in order to establish effective public relations.

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## **MODERN TRENDS OF DIGITAL MARKETING**

*Key words: digital marketing, new technologies, video content, chatbooth, mobile world, shopping on Google.*

Digital marketing is not only the future, it's the present. But do today's marketers have the skills they need to operate in a digital world?

New research by The Boston Consulting Group shows that they do not—and that the gaps and shortfalls are bigger than companies assume. The signs for the future are even more troubling, as many marketers seem focused on catching up on yesterday's needs rather than embedding into their organizations the capabilities and expertise that will be required tomorrow.

Global spending on digital advertising will reach \$178 billion in 2017, almost 30 percent of total ad spending, according to eMarketer. Digital advertising already represents a third of all ad spending in the U.S. today, and many forecasts see digital reaching parity with TV in a few years' time. In the UK, almost 60 percent of consumers use social media each week for an average of 52 minutes per day. Worldwide, a quarter of consumers use smartphones, a percentage that will rise to a third, or some 2.5 billion people, by 2019. In developed economies, of course, the percentages are much higher.

New technologies and strategies can significantly increase the effectiveness of marketing, especially if you use them earlier than your competitors. Below is a list of key trends of diabetes marketing that are relevant:

1.Targeting mobile devices with geotagging. Users of mobile gadgets launch about 75 individual client sessions each day, which is about three hours of screen time. For digital-marketers, this means 75 opportunities to interact directly with the consumer on a daily basis.

2.Video content. The video will begin to perform search functions in the near future. YouTube is already considered the second-largest search engine in the world. Statistics show that by 2019, 80% of Internet traffic will be linked to the video. Creating an account on YouTube and regular downloading of content does not require much effort, besides, it is absolutely free.

3. Chatbooth. The popularity of chitobots in 2018 will only increase. Bots are extremely resourceful and learn from the experience of users to build responses and directly interact with the client. Due to resource savings, the use of chatbots is projected to increase rapidly and by 2020 will provide 85% of customer service. The statistics show that the use of chatbots will save more than \$ 8 billion by 2020.

4. Mobile world. Currently, more than 60% of users search on the Internet through mobile devices: from the use of social media and ending with online purchases, banking services. More and more users trust their mobile gadgets, and the number of people using stationary personal computers is rapidly falling. As a result, Google is approaching the introduction of its Mobile-First Index, which will be more highly appreciated for sites adapted to mobile devices. The main goal is to encourage websites to be displayed quickly and accurately on different types of mobile devices.

5.Pay per click. Many marketing professionals are wondering what will happen to PPC, especially given that Google is increasing its costs compared to advertising on social networks. Paid search continues to play an important role in digital marketing. Therefore, it is important to pay special attention to ensuring that all your PPC campaigns are effectively targeted at mobile users, which will maximize results and increase return on investment.

6. Shopping on Google. Shopping through Google is really beginning to dominate and this trend will continue to strengthen its position in 2018. The main benefit of Google Shopping is that even small retailers can compete with large retailers for identical searches and related products.

Companies lack skills in the field of video and mobile marketing, testing, possession of tools for organizing marketing functions in the virtual space. But now the firms do not classify the aforementioned skills as top priority, and very often do not consider these types of marketing activities as their most important business priorities.

To fill the gaps in skills of this type, it is not enough to involve the relevant specialists and from time to time to implement the necessary training programs. In most cases, companies need to transform their marketing function and make digital

capabilities development one of their main priorities, requiring the restructuring of the entire organization and the substantial expansion of educational and development initiatives. In turn, top managers, in addition to demonstrating their own involvement in the digitalisation process, must provide the necessary resources, support new initiatives, and do not skimp on investments in the creation of platforms that can take advantage of the benefits of digital technology.

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## **MARKETING COMMUNICATION ENSURING STRATEGIC PROMOTION OF CONFECTIONERY PRODUCTS ON THE MARKET**

*Key words: communication providing, strategic promotion, confectionery products, service of consumers.*

In modern conditions of increase in influence of global factors the research of theoretical and methodical aspects of strategic promotion of products on the market is expedient. At this stage according to definite purposes advance strategy is developed: strategy of communications, advertising perception change, sales promotion [1]. At the same time such tactical ways of marketing advance are applied: an intensification of advertising of goods in the separate markets, development of the system of material stimulation of distributors, the organization of mailing of advertising packages, carrying out new advertising campaign.

The relevance of a subject of this research is proved by the fact that most the enterprises has an important issue of strategic promotion of goods. In many respects, it is connected with strengthening of the competition in commodity markets, the competition from foreign producers, and from the greatest domestic manufacturers, and even from numerous small enterprises. Basic elements of strategy of products promotion which are subject to the analysis: volumes of realization, costs of support of the chosen methods of advance and ensuring quality of service of consumers, observance of the established standards, technologies, and so forth.

Today there is a large number of instruments of marketing communications. Considerable distribution was gained recently by stimulants of sale, public relations, Internet advertizing, merchandising, the embedded advertizing, local information systems in public places, mobile marketing, and so forth. The relevance and traditional advertizing did not lose. The choice of means of communication policy

depends on many factors among which have primary value: specifics of the goods, stage of life cycle of goods, budget of marketing [3, p. 78].

Strategic marketing is the significant marketing tool in ensuring effective promotion of products on the market. I. L. Sazonetsc, Y. M. Varych is investigated by essence and the main concepts of activity of multinational corporation in the conditions of globalization, defining the strategic policy of the enterprise on the basis of accounting of the modern multi-polar world. In this world prompt rates the international business develops, sustainable development by ensuring interests of subjects of globalization and social groups is formed [4, p. 52-53].

Really, strategic promotion of products on the market needs accounting of difficult, long-term aspects of marketing communication interaction of economic agents in the modern markets where organizational, product and marketing innovations are widely applied. Such features are inherent for the market of confectionery of Ukraine.

Therefore, the choice of concrete means of promoting considerably is defined by the basic marketing strategy of the company: strategy of pushing through or strategy of drawing. Traditionally it is considered that Ukraine strong as the supplier of raw materials. The domestic confectionery industry in the last few years disproved this stereotype, having managed to arrange deliveries to foreign markets of brand products with high added value, and moreover – to gain in these markets the lead. After growth of business in the European Union countries, the Millennium Chocolate factory, the Ukrainian producer of confectionery, plans expansion and to other countries now [2].

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## **THE IMPORTANCE OF INTEGRATED MARKETING COMMUNICATIONS IN THE MARKET OF SERVICES**

*Key words: marketing communications, market of services, consumers.*

Integrated marketing communications is an approach to planning communications that gives small business the potential to get better results from campaigns and reduce marketing costs. By integrating tools in the market of services such as advertising, direct mail, social media, telemarketing and sales promotion, you provide clarity, consistency and maximum communications impact, according to the American Association of Advertising Agencies' definition.

### *Better Results*

In the traditional approach to marketing communications, businesses and their agencies plan separate campaigns for advertising, press relations, direct marketing and sales promotions. Integrated campaigns use the same communication tools to reinforce each other and improve marketing effectiveness. In an integrated campaign, you can use advertising to raise awareness of a product and generate leads for the sales force. By communicating the same information in press releases and feature articles, you reinforce the messages in the advertising. Client can then use direct mail or email to follow up inquiries from the advertising or press campaigns and provide prospects with more information. To help convert those prospects to customers, use telemarketing to sell directly or make appointments for the sales team.

### *Creative Consistency*

In an integrated campaign, the different tools feature the same creative treatment. By repeating the headlines, key phrases and images in each communication, ensure that prospects and customers receive consistent messages each time they see one of the elements of the campaign. Creative consistency helps reinforce the basic campaign themes by increasing the number of times prospects see or hear the same message.

### *Cost Savings*

Creative consistency in your integrated campaigns can also save client's money. By using the same images and adapting the same copy for different media, you reduce copy-writing, design and photography costs. If company work with external communications suppliers, they may be able to reduce agency fees by working with a



single firm that offers integrated communications services, rather than separate specialist agencies.

#### *Customer Preference*

An integrated campaign helps provide customers with information in the format they prefer. Consumers and business customers can specify if they want to receive product information via email, direct mail, text message or telephone. Integration ensures they receive the same information in all communications. Client can also meet the needs of customers who search the Internet for product information by integrating your website design and content with other communications.

To sum up, integrated marketing communication ensures in the market of services that the customer gets the right message at the right place and right time and this provides a wide range of options which help marketers connect easily with their target customers.

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### **INTEGRATION OF COMPONENT MARKETING COMMUNICATIONS IS AT ADVANCEMENT OF THE PERSONAL BRAND**

*Key words: personal brand, reputation, marketing communications, promotion, consumer profile, emotional perception.*

D. Blade explores the essence of marketing concepts “popularity”, “media”, “reputation” and “personal brand”. In identifying a personal brand, he emphasizes the importance of constructing an individual trajectory for marketing procession of a person, when expectations are formed in relation to the person and his position and there is a certain level of popularity in the professional and social sphere [1].

Today, the need to build a personal brand doctrine based on the development of professionalism, which is demonstrated by independent experts (freelancer). This is relevant for such professions as lawyers, photographers, marketers, doctors, psychologists, copywriters, business consultants. The specified activity of the personal brand is achieved due to associations and a significant reach of the target audience, which is provided by effective marketing promotion [3, p. 90-92].

Anna Izmailova emphasizes the expediency of building a strong personal brand in order to increase the level of recognition of people. This, as a rule, is due to the establishment of meaningful contacts, the expansion of professional publications. She offers a number of activities aimed at creating and strengthening a personal brand in

modern markets. Such measures include, inter alia: focusing on selected areas of personal development, reviewing the illustrative nature of personal data, improving personal image through surveys of a close environment, defining a portrait profile of consumers of such a brand, creating a personal legend, developing a marketing strategic plan of action, resource provision, developing an image [2].

At the same time, it is right to model associations that name the owner of a personal brand in interested circles. In our opinion, it is advisable to integrate the components of marketing communications into the promotion of a personal brand. Strengthening the communication effect of the personal brand promotes the establishment of cooperation with selected strong brands, strengthening the emotional perception of the brand, which contributes to creating a positive story around the personal brand.

Scientists highlight certain disadvantages of forming a strong brand for people. First of all, people are tired of the increased attention to their own activity, which in some way affects the deformation of the physical and psychological conditions. Consequently, the cost of a personal brand assumes a creative component in the formation of a particular image, which is positioned for target audiences. The content and structure of this image is always actively responding partners, investors and employers in the market. Also, marketing promotion of a personal brand is inherent in high-tech spheres, in particular, during the marketing communications provision of IT-start ups, which contributes to the growth of a positive business reputation [4].

Thus, the organization of marketing communication support on an integration basis in the course of promotion of a personal brand allows to form effective relations of people in different markets. At the same time, in the positive sense attracted attention of advertisers, target audiences, consumers and representatives of business and government.

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### THE CURRENT SEGMENTATION OF THE «KRENDELEK»

*Keywords: segment, segmentation, capacity of segments, factors for segmentation*

Each store is distinguished not only by location, but also by the culture of consumption of goods and characteristics of consumers, for which the assortment and structure of the store is formed, therefore segmentation of each store is an actual process.

For segmenting the market, the grouping method was chosen according to the following criteria:

The geographic factor was chosen to limit the number of consumers, since the mini bakery has a format and assortment that meets all the criteria for fast food.

The demographic factor is the income of consumers (Table 1). Based on secondary data, consumers are particularly sensitive to the price of bakery products. A low income (up to 3500 UAH) and an average income (from 3,500 to 7,000 UAH) were chosen, since high-income consumers in most cases have their own transport and prefer to reach the nearest shop to Gonchar, where the assortment for high-income consumers is more preferred.

Behavioral factor - the buying motive is also an important factor that helps us to identify potential buyers.

Table 1

Factors of «KRENDELEK»'s consumers segmentation

Radius < 100 m from the store 7000 persons					
Students and teachers PGABA 5200 persons		Office workers 600 persons		People who live nearby 1200 persons	
Snack 80%		Snack 70%		Snack 5%	
For household 5%		For household 25%		For household 85%	
For use in the territory of this shop 15%		For use in the territory of this shop 5%		For use in the territory of this shop 10%	
Low income (under 3500 UAH)	Middle income (3500- 5500 UAH)	Low income (under 3500 UAH)	Middle income (3500- 5500 UAH)	Low income (under 3500 UAH)	Middle income (3500 -5500 UAH)

The following target segments were identified:

Segment A: students with low and middle income who visit this outlet for the purpose of satisfying hunger, snack, and they have developed a culture of drinking hot drinks.

The capacity of the segment is  $4160 * 23 = 95680$  UAH.

Segment B: office workers of nearby low- and middle-income offices who visit this outlet for purchasing bakery / confectionery products, hot drinks "to go", for the purpose of snacking products in the office - for themselves, or also for other employees office.

The capacity of the segment is  $420 * 23 = 9660$  UAH.

Segment B: residents of a nearby area who visit this outlet primarily after work, in order to purchase bakery and confectionery products for their own household for personal consumption, or for members of the household.

The capacity of the market is  $1020 * 23 = 23460$  UAH.

The most attractive segment is the students who visit this shop for hunger satisfaction, who have developed a culture of consuming hot drinks, and which are limited in time and will take the product "to go".

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## **FEATURES OF PROMOTION SERVICES ONLINE BANKING**

*Keywords: promoting services, marketing strategies*

Promotion is an activity aimed at increasing sales efficiency through communicative impact on personnel, partners and consumers. Promotion can perform various functions depending on which stage of the life cycle the "promoted" product is located: notification of a product that is not yet known at the implementation stage; conviction - the formation of attitudes towards an already known product; a reminder (or restoration) - to strengthen the existing relationship at the stage of maturity, and especially to revive partly or completely lost at the stage of decline.

From the strategies of product promotion to the market, two main ones can be distinguished: the "push" strategy and the "pull" strategy.

1. The method of "push" involves "power" methods of trade, the imposition of consumer products through targeted advertising and promotional activities on intermediary links. Thus, there is an improvement in the very methods of promotion and trading methods. The ultimate goal of this strategy is to build such relationships

within distribution channels when a product is “pushed” along the chain into the market, and the promotion process goes on continuously until the product reaches its end user.

2. The strategy “push” means active advertising and promotion campaign, directed through the media to the end user. The latter, having received an advertising message or an additional incentive in the form of a discount, coupon, special offer, asks the goods in the store, moving its owner thereby to order a certain type of product. A return chain is accordingly built: the retailer orders the goods from the wholesaler, and the wholesaler orders from the manufacturing company

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## **STORYTELLING AS A MARKETING TOOL**

*Keywords: storytelling, stories, product promotion, advertising, consumer.*

For a long time, storytelling is the main method of communication among people and the best way to attract and retain attention as well. For example, writers tried to create a popular and interesting story through the telling it in simple language using vivid characters, instead of moralizing texts and faceless historical reference. Thus, myths, epics, and legends appeared. And successful merchants were sophisticated storytellers who knew how to win the customer, to present the goods vividly and profitably.

This trend has continued in our time. The aggressive offer “Come and buy it!» or «You need this, and this is not!» does not bring the desired results. The sales prospect immediately feels protest and bewilderment. The proposal made in the unobtrusive form of storytelling is much more effective.

Storytelling is a method of reporting the necessary information with a specific purpose by using meanings and emotions. The mission of the marketing storytelling is to captivate the consumer from the first second and hold him to the end of the story, informing the main idea through sympathy for the main character. Modern marketing combines rationalism and emotionality for more effective product promotion. One of the most famous forms of such combination is storytelling.

The use of storytelling in the marketing began with a change in the companies' perception of human psychology; it was believed that the decision to purchase is only rational. David Ogilvy made a certain revolution in the promotion of goods. He

started to use the emotional component in addition to rational arguments and facts. The fitter perception of stories is explained by the emergence of a feeling of empathy and self-identification. It is proved that emotionally colored information is perceived more easily, and it is remembered much better than bare facts and excerpts. Emotional triggers can be reflected like feelings of love, power, superiority, pleasure, care etc.

It is possible to place this marketing tool everywhere: on the company's website, in a chat-bot, in email messages, on online and offline performances, in outdoor advertising, in video, TV commercials and radio advertising, in SMM.

Any good written story which attracts customers must have well-designed basic elements: 1) The character (the central figure). 2) Place and context (environment where events occur). 3) Purpose (message, conclusion to which the consumer must come). 4) The plot (development and interaction of elements of history).

Usually marketing specialists use one of the standard storylines to create a story:

- Overcoming the Monster – the problem is shown as a monster that is successfully defeated.
- «Rags to Riches» – thanks to his efforts, the main character breaks out of poverty and achieves success.
- Quest – a demonstration of solving a problem using an advertised product.
- The magic assistant – a request for help and a solution to a problem by a special person.
- Comedy – a story about the product with humor.
- Tragedy – use of a sad story to advertise a product.
- Rebirth - the character is faced with a problem, copes in the troubles of life and comes out the winner.
- The theater of the absurd – to attract the attention of the consumer by any means.

Therefore, storytelling is a modernized tool to attract customers, which has been known since the beginning of trade relations. It gets inside people's mind, inspires them with the required thoughts, helps them identify with the main character. It is even able to cause a planned reaction with the appropriate behavior. The effectiveness of storytelling is based on the emotional connection between the consumer and the product and minimizing the rejection of information, due to the lack of aggressive offers.

## **CONDUCTING OF MARKETING STRATEGY AUDITING**

*Keywords: marketing, strategy, auditing, analysis.*

Variety reduction or expansion, entry into a new market or a new market niche, closing a business, sales and pricing policies - most of the strategic decisions taken by a company lie in the marketing plane. Therefore, it may be affirmed that the success of a business depends on marketing strategy viability. When a company experiences market difficulties, the question about the its marketing function efficiency arises. Identifying weak links and optimizing the marketing system will help audit marketing strategy.

A competent marketing strategy meets three criteria, such as:

- 1) Clearly defined relevant goals.
- 2) Projected situations and scenarios development for achieving the goal.
- 3) Marketing management and control system.

Auditing is usually conducted on the basis of three criteria of a marketing strategy. This procedure repeats the steps of marketing strategy creating but there are some differences:

1. External environment analysis (market - competitors - consumers).
2. Internal environment analysis (competitiveness of the company in terms of manufactured products, availability of technical, technological and other know-how, as well as in terms of staff).
3. Relevance goals assessment and clearly defined marketing plan presence.
4. Analysis of business processes supporting marketing strategy implementation.
5. Recommendations drafting.

Strategy assessment is related to the question whether it leads to the planned goals achievement. To answer this question, you need to find out:

- 1) Does the company have agreed qualitative and quantitative short, medium and long-term goals?
- 2) Are the employees of the functional departments aware of marketing strategy goals? Do they equally understand what the company seeks? How much are they involved in marketing strategy implementation?
- 3) Are necessary resources flow for the strategy implementation ensured?
- 4) Is there a plan for unforeseen circumstances raising difficulties on goals achievement way? When was it reconsidered and corrected for the last time?

5) Are marketing tactics and budget worked out in detail?

It may be affirmed that business success depends on marketing strategy viability. Therefore, the key question must be answered at the end of the audit is whether the company's strategy is appropriate to external conditions. If so, how to improve it in order to meet the consumers demands better? If not, the result of the audit should be recommendations on how to change the strategy. The most important tasks of this stage are:

- 1) Reporting the auditing results to all specialists of the company related to this field.
- 2) Creating a package of documents to change the marketing strategy.

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## **MARKET APPROACH TO THE ENTERPRISE'S POTENTIAL MANAGEMENT**

*Keywords: enterprise, competitiveness, potential, optimal structure*

As for the enterprise's long-term goal, it is substantiating of self-surviving. It is impossible without completing the goals of the previous stages, such as achieving the optimal level of the competitiveness, profitability and development. Modern business conditions make managers to consider the enterprise as an opened complicated social-economic system. The specific feature of such approach is the necessity to support through the management the optimal balance between the internal possibilities, which are being formed due to rational creating and using the enterprise's potential, and the possibilities and restrictions, which are being formed by the external surroundings.

Most modern enterprises work in the conditions of competitive market, when potential payable consuming possibilities are less than aggregate capabilities to produce exact products or services. For example, as for agriculture machinery market according to the Ministry of agriculture and food of Ukraine, there is a technology need in technic which is met jut for 15-20%. It is because of the economical possibilities of the farmers: despite the capacity of the market evaluated on the level of 22 – 28 billion hryvnas, the consuming capabilities of domestic enterprises to buy technic is about 5 – 7 billion hryvnas. [1]

Globalization processes reflecting the current stage of the world economy development, leveling geographical borders increase competitive pressure on



domestic and foreign market. According to the State Fiscal Service of Ukraine market share which had been lost last year by the domestic producers of agricultural equipment for working the land because of the foreign competitors is about 305,274 billion hryvnas. [2]

To support own position on domestic market, despite the increasing pressure of foreign competitors, native enterprises should look for and implement modern technologies and decisions to expand market opportunities of the manufacturers, prove competitive advantages, contribute to form and develop the economic potential. [3]

In the broadest sense potential is enterprise's possible capabilities (being created by available forces, stocks, skills and powers) to produce goods and services to meet consumers needs. [4] Market approach to enterprise's potential management encompasses such levels of connections and relations:

- ✓ It reflects a number of features being formed by system in the process of its creation. This features also support capability to system's functioning and developing;

- ✓ It characterizes the level of practical implementation and usage of the created possibilities;

- ✓ It is directed to developing.

So, the main meaning of the term "enterprise's potential" is in integrative reflection of current and future economical system's capabilities to transform incoming recourses due to its staff's entrepreneurial skills to goods and services providing the maximal level of corporate and community satisfaction. [4]

As for substantiating the high level of the competitiveness there is a sound problem in finding quantity and quality optimal structure of enterprise's potential. While one of the most important factors that helps to win the competition for the consumer's choice is sufficient balance between price and quality, much attention is to be paid to analyze the potential as an amount of costs. Excessive potential leads to costs increasing and financial recourses decreasing. As a result, there is a drop into short-term and long-term profit. On the other hand, a lack of potential leads to decrease in sells and production, to reduction in the number of consumers and to cutback of profit.

As an optimal structure of the potential should be considered such ratio of its elements, which makes the enterprise to achieve the highest results restricted by the level of its development and by the level of the branch's competitiveness.

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## **HOLIDAY MARKETING CAMPAIGN**

*Keywords: holidays, marketing, shopping, customers.*

The holidays may be the most wonderful time of year, but for retailers, it is also the busiest. Christmas and New Year are the most active times for shopping around the world. According to sociologists, the Ukrainians make 48% of the annual volume of targeted purchases beforehand and after the New Year. This is a unique period when consumers are ready to invest significant amounts of money in purchases and gifts.

Holiday shopping starts as early as September and October. According to the data: December fees in retail trade grow 1.5-4 times towards the monthly average. For example, in perfumery networks (Brocard, Aromateque etc.) the December turnover reaches an increase of 2-2.5 times from the average monthly figures. Over the past few years, sales of such "premium" products as expensive champagne, chocolate, etc.- can grow from five to six times., Sales of expensive alcohol varieties are tripled compared with the usual months. Similar phenomena are observed in the non-food sector. For instance, in Ikea, it is noted that December demand exceeds average monthly by 50%. In 2017, more than 40% of all online sales in November and December were made on mobile phones. This year we should get ready for more than half of all online holiday purchases to occur on mobile.

Thereunder, we should hurry up in order to prepare our marketing campaign for holidays. Here is a step-by-step guide, with everything you need to launch a holiday marketing campaign this season.

### **Step 1: Create Your Campaign and Offer**

Decide on your campaign goals and audience. Creating an offer will serve as the center point for all your campaign initiatives. An offer can be a prize, a discount coupon or a resource

### **Step 2: Design a Promotion Plan**

During the holiday season, we'd argue that segmenting your list is more important than ever. Due to the increased number of incoming promotions and the limited amount of time busy shoppers have, well-targeted emails will often take priority over mass messages. Blog posts serve as an effective campaign element for attracting people to your offer and can be approached in a couple different ways: promo post, CTA (Call-to-action). Now that you have some tangible promotional material in place, you can start promoting it through your social media channels. Paid advertising (PPC) can be a great tool to boost some of your inbound efforts - especially around the busy holiday season. Launching PPC on the main social media platforms - Facebook, Twitter, etc. will be also very effective.

### **Step 3: Create Lead Nurturing Paths**

Decide what you should do to leverage the Data

### **Step 4: Test and Publish Your Campaign**

Now that you've got everything in place - offer, landing page, blog promotion, nurturing workflows, etc. - it's time to take your campaign live.

### **Step 5: Measure and Report**

This is the final - and arguably the most important - step in the process. Once your campaign has had some time to gain traction, you'll want to dive into its performance and see what you can learn from it. Now is the time to determine if you hit those goals you had and if you didn't, identify what might have prevented you from doing so.

To sum up, if you follow giving tips and don't forget to listen to what customers really need, your product might have as successful results as Coca-Cola company's legendary holiday marketing campaigns. I mean, who doesn't love the annual debut of the Coke-drinking polar bears?

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## **MODERN MARKETING APPROACHES IN THE NEW ECONOMY**

*Keywords: marketing, consumer, advertising, marketing.*

To understand marketing approaches correctly and use them correctly, it is necessary to understand the role of advertising as a type of information in shaping the fundamentals of the information economy, and most importantly, it is necessary to know what new non-traditional approaches exist in the field of marketing policies of companies in an increasingly informatization economy.

First, speaking of the information component of advertising, first of all, it is necessary to single out one of its main goals, namely, the informative one. The informative purpose of advertising is to inform consumers about a new product (brand), service or company.

Typically, the consumer, satisfying his need, chooses what he needs from a wide range of goods or services specifically designed for this. He makes a choice, relying on the feeling of profit and the value that the goods possess in his opinion. Thus, the buyer when choosing focuses on the consumer value of the product.

Consumer value of goods is the ratio between the benefits that the consumer receives as a result of the acquisition and use of the product, and the costs of its acquisition and use.

Advertising brings to consumers a variety of information necessary for the purchase and use of the product (brand).

Resonance in the market environment and the results of marketing activities appear only after it is informed about these actions, and advertising takes over this function. There is no advertising, no reaction. With advertising information, it is stimulated.

Need to understand that the marketing environment is changing. Customers have become more demanding, and the competitive environment is more fluid and less predictable.

Now, marketers operate in an interactive market, where products (brands) are the result of collaboration between producers and consumers; requires unconventional approaches.

Today, it is very important to think about how to capture consumers, to make the buyer feel the uniqueness of the product which is offered to him.

Today, many companies choose integrated marketing communications that suggest innovative marketing approaches such as: branding, merchandising, sensory marketing (sensation marketing), etc.

Sensory sensing marketing affects all five human senses: sight, hearing, smell, taste and touch. The overall goal of marketing sensations is to stimulate a person to aesthetically delight, excite, delight with beauty, help one to experience satisfaction, or vice versa - to attract attention through disgusting, asymmetrical or sharp perception.

It can be said that the single goal of marketing sensations is to create an environment at the point of sale that is capable of changing consumer behavior.

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## **INTERNET MARKETING AS A TOOL OF BUSINESS PROMOTION**

*Key words: Internet Marketing, business promotion, tools for promoting goods.*

The Internet has long become a usual part of life of the inhabitants of Ukraine and every year the number of active users of the network is only going up. Therefore, enterprises get used to promote and sell their goods through the Internet. There are many approaches to promoting and selling products online, however, for each type of business, the methodology differs taking into account its efficiency.

Let us consider the main tools for promoting goods and services over the Internet.

*Search ads and the Display Network.* Among the sources that provide these services, one of the highest quality and most popular is AdWords - it provides advertisers with tools for creating effective advertising (among others: setting up ads for potential customer segments, targeting, setting up ads for specific search queries, and more).

*Ads in mobile apps* is another popular option - it advertises services and other mobile apps.

*Marketplace* or price aggregators are the internet sites that act as an intermediary between sellers and buyers. There is plenty of both general and thematic platforms. The advantage is fair competition; it is possible to sell online without having a

personal web site. Disadvantages - there is a tendency that the most popular product is to be sold independently at the most attractive price by most of the sites.

*Google My Business* is a tool that allows entrepreneur to submit ad on Google, including searches and maps, of companies and organizations.

*Social Media Marketing* (SMM) is a powerful PR and promotion tool. A large number of people are got used to scroll social networks on a daily basis and it is easy to use viral marketing for useful and interesting content.

Search engine optimization of Company's web site (SEO).

*Email marketing* helps to keep buyers alive, encourage them to buy products or services and stay loyal to a particular company or brand.

*Bloggers* or celebrities as a tool of mass advertising and attraction of new customers. A lot of people really trust bloggers and think that their opinion is worth of attention. Therefore, product promotion, product and service review by famous people is one of the popular methods of promoting over the Internet.

*YouTube* (video service, ranked 2nd among the most popular sites in the world) [1] can enhance the image and recognition of a company or brand.

As you can see, advertising over the Internet can be conducted in many ways. For example, for the manufacturer of a product or a major supplier of goods it is wise to effectively use the price-generators (for selling goods), advertising on YouTube, bloggers reviews (can increase the demand for goods). A company or enterprise with its personal web site can use all the methods of promotion over the Internet. However, *Google My Business* is only used if company has its own land-based store. Business that is connected with B2C offline sales can use *Google My Business*, pricing aggregators, SMM, opinions of bloggers to sell effectively.

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## **IMPLEMENTATION OF THE CONGLOMERATIVE DIVERSIFICATION STRATEGY FOR THE DETERGETS MANUFACTURING ENTERPRISE**

*Keywords: strategy, conglomerate diversification, detergets agents, glycerin*

One of the factors that affects the company's ability to withstand crisis processes and allows for more or less stable activity, even in the context of a decline in overall business activity, is the formation and implementation of a diversification strategy.

Diversification is a strategy that involves entering the company into new business areas for it. The strategy of conglomerate diversification lies in the fact that the firm is expanding at the expense of the production of technologically unrelated goods being sold in new markets. This type of diversification requires the most great financial cost. Diversification of the company's business is to create a diversification of business by joining an enterprise to new sectors of the market and expanding its industry-wide range of activities.

The majority of Ukrainian enterprises producing detergents do not have a long-term strategy for the recycling of industrial waste. In the process of soap production, an underlying lye, which is related to dangerous substances, is formed. The greater part of it, after cleaning, is discharged into the sewage and reservoirs, which not only leads to additional costs, but also damages the environment. At the same time, existing technologies allow glycerin to be extracted from it. It is advisable to introduce lines for extracting glycerine with the following technological solutions: the non-reactive method of splitting fats, followed by purification according to the scheme "separation → filtration → treatment with lime milk → filtration → treatment with activated carbon → filtration", followed by the production of raw glycerin using a two-body evaporator. In order to get distilled glycerin, it is necessary to set up the innovative equipment of the firm "Ruimbek" (Germany). Total cost of installation with installation work is 12000 dollars. USA. The capacity of the line for the production of glycerine is 121 tons. On the EU markets, the cost of 1 ton of pharmacopoeial glycerol of the PC-94 grade is between EUR 1200 and EUR 1400, therefore, detergent companies may adjust the export of such products to obtain additional income from entering foreign market.

When choosing the strategy of conglomerate diversification, enterprises need to focus on the possibility of its practical implementation, continuous analysis of the current situation, assessment of the competitive position and attractiveness of the industry, taking into account the advantages and disadvantages of implementing this strategy.

## **FORMATION OF THE STRATEGY OF POSITIONING OF VITAMIN PREPARATION**

*Keywords: strategy, positioning, vitamin preparation, map of acceptance*

Under market positioning should mean a system of measures aimed at promoting the process of perception of the market and its participants in the product, its characteristics, with the formation and consolidation of the corresponding position in their minds. Below are the stages of formation of the strategy of positioning of vitamin preparation Quadevit from the manufacturer "Kyiv Vitamin Plant". First the choice of the target market on which the goods will be positioned.

The second stage - the establishment of the most important for consumers properties of the product. For consumers aged 31-50 years and 51-70 years of age, the properties of the Quadevit for use in the complex treatment of atherosclerosis, cerebrovascular and cardiovascular disorders, during recovery from post-mortem diseases. For consumers aged 21-30 years - properties for use in mental and physical activity an increased need for an organism in vitamins and trace elements are due to unbalanced nutrition. At the third stage, the research of the main competitive vitamin preparations has been done. At the fourth stage, the properties of Quad's and competitor's products were evaluated in terms of: the effectiveness of the drug, the safety of the application, the method of administration, the price, the rate of onset of the therapeutic effect, the breadth of the pharmacological action

The fifth stage is the construction of product positioning cards. According to the results of the study, it was found that 6% of buyers aged 31-50 prefer Quadevit, 8% of those aged 51-70 years, that is, those who are 21-30 years old do not like this vitamin drug.

At the sixth stage, it is proposed to establish the most perspective competitive advantages and positions of the goods. The main competitive advantage of Quadevit is the price of a product, so one can consider the possibility of price competition.

The seventh stage is the formation of a positioned statement and its attribution to the target group. The target group was chosen - consumers aged 21-30 and a positioned statement - "Lucky day energy".

To implement this strategy of positioning, taking into account the state of market demand (there is no demand, because consumers are indifferent to the product, because they are not informed about the preference of the product) to use the



tools of stimulating marketing, whose purpose is to stimulate the sale of a certain category of consumers.

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## **INNOVATIVE APPROACH TO INVENTORIES MANAGEMENT ON THE INDUSTRIAL ENTERPRISES**

One of the most important factors for the successful functioning of industrial company is effective usage of its industrial stocks as the most substantial share of working capital.

The formation of market relationship sets some requirements for the organization of modern industrial production. At the same time the problems of material and production costs optimization are very relevant in conditions of instability and exiting difficulties in the real sector of economy. In turn, the reorientation of Russian economy principles from conservative relations to the liberal basis has led to the emergence inventory management problem in the domestic industry. The main reason which explains this situation is moving from the governmental control for material and production rationing to the company's responsibility. Besides, the practice of the equipment lifetime prolongation, particularly in metallurgical industry, has created objective prerequisites for uncertain equipment operating time increasing for the intended purpose.

According to the opinions of some specialists one of the most perspective directions stock management system improvement are some steps, pointing on technical retrofitting of the main production sector [1, 3, 4].

Some foreign specialists suppose, that its necessary to classify the inventories according to their operational stage, storage period. It's important to use various management strategies for different groups controlling [5].

Many industrial companies use modern methods to product stocks management. It's very popular to adopt Japanese methods in case of industry optimization necessity. Most widely-spread tools are based on kanban, lean, just-in-time systems [2].

In the article the own combined inventory optimization system for metallurgical enterprise is introduced and offered. It helps to regulate and coordinate the delivery of inventories to suppliers and final customers.

This system is called PSC "Producer – Supplier – Customer" (fig. 1).

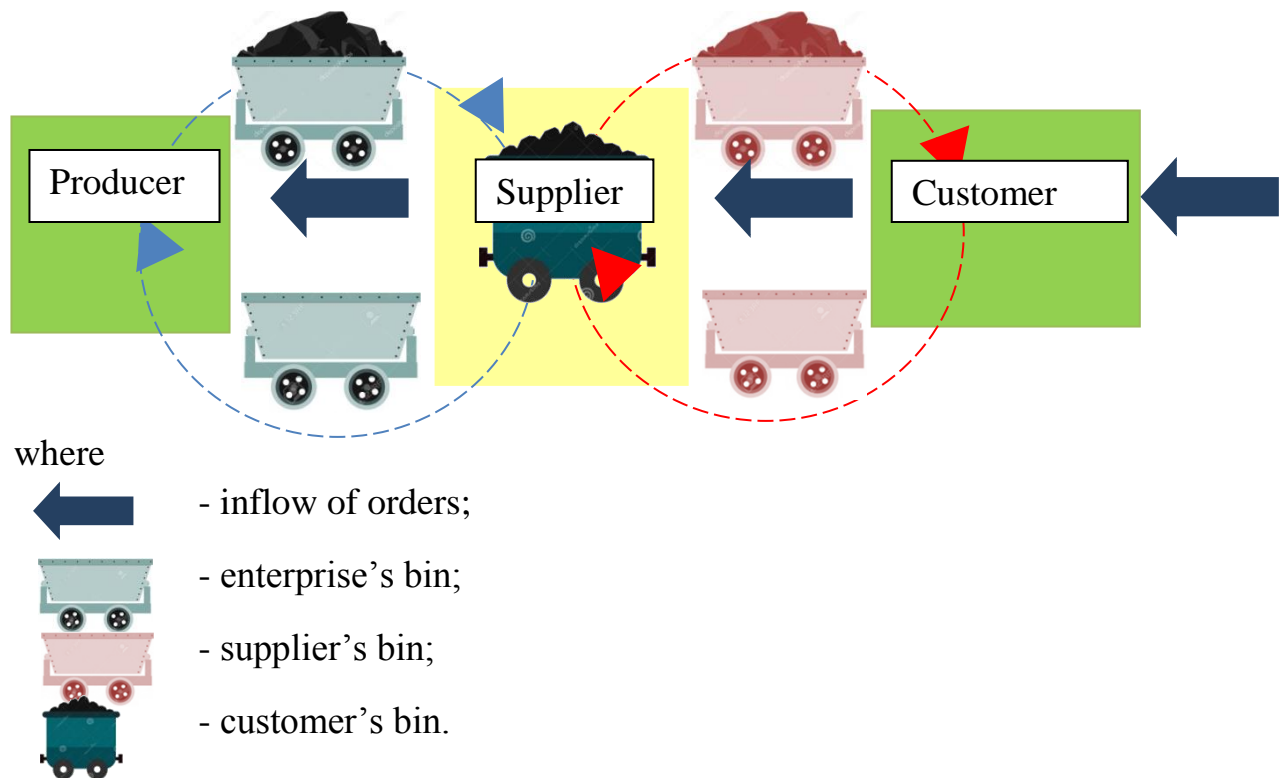


Fig.1 The Working Process of Combined Inventory Optimization System

On figure 1 a combined system for inventory optimization is performed. It consists from the bins, links and orders' inflows from different sections and parts of business processes to each other. In some cases, it can even connect a company and its outside suppliers.

The basic principle of PSC-system functioning system is storage cost optimization. It can be reached if one bin is placed at the enterprise which is a producer. The next inventories volume is stored at the supplier's territory where the parts or materials are kept. The last one is stored at the final consumer.

It often happens that in the iron and steel industry the customer is not the final user, but it plays the role of the second bin. When the producer is out of necessary inventories, it sends its empty bin to the supplier's store to be refilled. The supplier fills the bin and sends its newly emptied bin to its producer. The producer refills and then sends a full bin to the suppliers' store. The bins are like a signal that it's time to refill in accordance with the requirement inventories' increasing for the successful business processes management on the enterprise.

This innovative and scientific approach helps to reduce production overage and eliminates downtime between different stages of the production processes.

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## **ANALYSIS GENERATION “Z” AS A TOOL FOR SUCCESSFUL MARKETING**

*Key words: generation “Z”, cult brands, marketing.*

Representatives of the generation “Z” are those who are now under 26 years old. They are not content with what they have; they are picky and tend to create something of their own where everything is in their hands. Minecraft's not-too-attractive “virtual sandbox” became incredibly popular among young people for this very reason: here everybody is his own Creator.

They realize what they want. Purposeful, but at the same time they do not dramatize their own defeats: they fell, rose and went. Realizing that life is full of ups and downs, they start experimenting early. And thanks to their own children's curiosity and perseverance, inspired by the success stories of the leaders of Silicon Valley, some of them manage to achieve unprecedented results. At the age of 12, the boy began to study programming independently on the basis of courses available online, and at 15 years for \$ 30 million he sold the algorithm Summly to Yahoo that prepares a short summary of the content of any page or site you choose to save your time [1].

The state of the environment is important for the generation “Z”. Thanks to the growing influence of social media, they are much more aware of the natural disasters that have occurred in recent years, and what could have caused them. They know that for the manufacture of cosmetics a lot of brands continue to conduct experiments on animals, and avoid such products. The understanding that their actions have

consequences and their choices matter has made them rather reasonable. They are not as positive, naive and carefree as “Y”. They are more like realists and pragmatists who think about tomorrow.

They act here and now and expect the same from others. Cult brands of this generation - YouTube & Snapchat. And yet, due to Gen Z’s commitment to clarity and brevity, the books will very soon cease to exist as we know them [2].

Regarding personalization and self-development, it should be noted that generation “Y” has invented ways to block advertisements. Typical “Z” is usually not against her, if we are talking about those products and services that meet his needs and interests. Representatives of this generation seek to improve, although they understand that they are not perfect.

They have all these challenges like “I will read so many books”, “I will run so many kilometers” and others. Their goal is to become better, not perfect. A vivid embodiment of this concept is Nathan from Nike advertising, who managed to lose weight thanks to regular training.

The generation “Z” master the art of small steps and thanks to this they are ahead of their predecessors.

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## **THE SUSTAINABLE MARKETING. WHAT IS IT SIGNIFICANT IN THE XXI CENTURY**

*Key words: sustainable marketing, eco-trend, eco-business, green marketing, green-marketing strategies*

To date, there are more than two thousand definitions of marketing, which traced the evolution of marketing as a management concept. With the development of progress, information technology, the growth of consumer awareness, the geographical distance of partner companies, the theory of marketing is transforming, and the concept of joint creation of the value of improving the ecological state

appears. In the process of changing the environment under the influence of macro- and microfactors also changed the marketing concept. Today there is an increase in the significance and influence of the environmental factor that is considered by different enterprises not only from the point of view of environmental protection, but also the broader concept of sustainable development of the company, region, country and the role of marketing in support of sustainable development. Sustainable marketing, therefore, addresses the needs of current generations of consumers, without recognizing any compromises and confessing the goal that the future generations of people will be able to meet their needs at the same or higher levels.

Today we can not forget that we live in the time of global climate change and the depletion of natural resources. Thus, sustainable marketing is a marketing aimed at producing products (services) that are safe for the environment and consumers, the development of technologies and processes, which reduces the impact on the environment, as well as the accelerated formation of the market of environmental services, which require appropriate development of marketing management tools. In today's conditions, the three factors "economy-politics-ecology" are becoming increasingly important [1]. The economy determines the prosperity of the state, the policy is aimed at stabilizing the situation in different regions, and violations of the environment can lead to significant material losses both at the local, regional, and global levels.

The marketing program considers the following strategies: Lean Green, Defensive Green, Shaded Green.

The Lean Green strategy is used to be good corporate citizens. At the same time, they do not focus on advertising or "green" initiatives [2]. Instead, companies try to reduce costs and improve efficiency by introducing environmentally safe production. Thus, the competitive advantage is achieved by reducing the value of the goods, and not at the expense of "green" advertising.

The next strategy is Defensive Green, which is used as a marketing strategy, as a precautionary measure, either as a response to a crisis or to the actions of competitors. Companies recognize that "green" market segments are important and profitable components that can not be abandoned. Therefore, they use a strategy to enhance brand image and reduce losses.

The last strategy is Shaded Green. This strategy focuses on long-term, system-based, environmentally-friendly processes that require significant financial and non-financial commitments. Companies that resort to this strategy consider "green" activity as an opportunity to create innovative products and technologies [2]. It is at the expense of this company that they seek to gain a competitive advantage. At the moment, large enterprises and companies are beginning to develop their eco-business, develop their business in a sustainable direction. Therefore, eco-trends are

closely linked to sustainable marketing, and use these strategies for further development.

For example, eco-furniture and interior items, or 3R-style clothing "reuse, reduce, recycle". Eco-boom is obvious. The outer manifestation of life in the style of "eco" is clothing made of natural fabrics, made using flax, bamboo, nettle, corn fiber and other similar materials of origin [3]. Also, sustainable tourism is gaining popularity, this sphere is gaining momentum and attracts an increasing number of potential tourists. Meanwhile, hotels are becoming "eco-roads", providing guests with eco-style rooms and creating the appropriate infrastructure [3]. Thus, under the influence of increasing the need to take into account the environmental factor, the macro environment of the market actors undergoes serious changes. It is possible with a high degree of confidence to assume that in the future this process will be intensified and accelerated.

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## **PROSPECTS AND GOALS OF SOCIAL MARKETING**

*Keywords: social marketing, charity, sponsorship, fundraising, social values.*

Nowadays it's hard to name the sphere of activity wherever marketing techniques are not applied. But progress goes on, technology is changing the principles of doing business, and social marketing is one of these technologies.

Social marketing - is the activities of companies, which simultaneously combines the promotion of brand and public values. Through the use of marketing tools, advertisers also aim to contribute to improving the quality of life of an individual and society as a whole. [1]

From this definition, it follows that social marketing involves the use of marketing technologies primarily in the exchange, which does not provide for profit.

The term "social marketing" arose as a discipline in the 1970s; it was introduced by such well-known marketers as Philip Kotler and Gerald Salzman. Then the concept of social marketing was based on the fact that the marketing principles that entrepreneurs use to increase sales can be used for social purposes: to promote useful ideas, social values, and behavioral patterns. [2]

Unlike classical marketing, which purpose is to sell, increase sales volumes, the goal of social marketers is to achieve the consumer's desired responsible behavior pattern:

- To have an active lifestyle;
- Do not smoke;
- Do not abuse alcohol;
- Sort garbage;
- To be an active citizen - to take part in volunteer programs, etc.

Today, you can see many examples of the use of social marketing by famous brands, for example, the company Clarks from each pair of shoes sold in South America pays 5 pounds (the price of the shoes - 30 pounds), which are sent to orphanages, or the king of fast food " McDonald's "who are actively involved in recycling: the packaging of artificial materials was replaced by cardboard, recycling used in cooking butter oil, visitors are allowed to return toys from the series" Happy Meal ", in which batteries do not work anymore.

Such examples we can adduce hundreds, if not thousands, because this method strengthens business reputation. Modern companies need to solve the problems of society, using for this, among other things, and social marketing tools, then such a company grows in the eyes of potential clients, because it's always nice to understand that your purchase went not only for the benefit of you but also for society. Such activity, of course, leads to consumer loyalty. The survey, conducted among more than 6,000 consumers in the United States and the United Kingdom, showed that 98% identify companies involved in social marketing. 80% of the respondents themselves participated in such campaigns, more than 71% of consumers decided to buy in the store, more than half wanted to try new products, increase their consumption or switch to new brands of companies that implement social marketing projects. This suggests that the great recognition of the company involved in social marketing leads to a higher level of brand loyalty. [1]

In the main companies, to emphasize their orientation in the social sphere, use 4 methods of image formation and struggle for consumer loyalty:

I. Charity - the company launches a promotional campaign announcing that a certain amount of product sales will be donated to charitable purposes, using the company, which was given in the example above, "Clarks"

II. A declaration of social values with an affinity to the company's sphere of activity - for example, alcohol producers are campaigning not to sit drunk behind the wheel, the public catering network calls to go in for sports to lovers of fast food, etc.

III. Sponsorship is a demonstration of caring for the needs of society, a typical example is the full or partial financing of festivals, city holidays.

IV. Fundraising - Such activity is the implementation of social projects that will attract the attention of the public and the state to local problems. [2]

From the above data, it can be concluded that social innovations implemented in the framework of social responsibility strategies not only allow companies to demonstrate their civic position but also become an important marketing tool that allows them to stand out, develop new products and trends, create emotional connections between the brand and the consumer, thus contributing to the growth of loyalty. Of course, the promise of using this marketing method will only grow, because in the 21st century humanity thinks not only about itself but about the planet, its preservation, its future and what we can leave for the next generation.

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## **WAYS TO IMPROVE THE COMPETITIVENESS OF AN INDUSTRIAL ENTERPRISE**

*Keywords: competitiveness, managerial decisions, quality, stimulation, technology*

Ensuring a high level of competitiveness through the implementation of appropriate managerial decisions is one of the key tasks of management of a modern industrial enterprise operating in a market environment. The performance of management process depends on incoming information about the object of management that managers get based on the analysis of the object and the prospects for its further development. The choice of the appropriate analytical tool that takes



into account the dynamic nature of the researching object allow to obtain results that will be aimed at providing conditions for the formation of long-term competitive advantages. These benefits are an important component of improving the competitiveness of industrial enterprises.

An analysis of competitiveness is one of the most important aspects of enterprise management. Indeed, even if we abstract from competition caused by foreign commodity producers entering the national market space as a result of globalization processes, the data provided by the head office of statistics are extremely eloquent: in 2017, 123 876 industrial enterprises were active in Ukraine [1]. This fact allows us to assess the level of competitive pressure and emphasizes the need to identify ways to increase competitiveness.

Specialists associate the main ways of improving the competitiveness of an industrial enterprise with changes of:

- composition, assortment, structure of materials used for production of products;
- order of product design;
- production technologies, test methods, quality control systems for manufacturing, storage, packaging, transportation, installation;
- price for the product, for servicing and repair services, for spare parts;
- order of product realization on the market;
- structures and sizes of investments into development, production and sales of products;
- structures and volumes of cooperative deliveries in the production of products, prices for component parts and the selected suppliers;
- incentive systems suppliers;
- import structure and types of imported products.

Competitive positions of the industrial enterprise also depend on the support received by the national state bodies and other organizations. This support is manifested in the provision of export credit guarantees, their insurance, exemption from taxes, granting of export subsidies or provision of information on market conditions [2].

Another important task of management in the context of ensuring a high level of competitiveness is:

- development of competitive strategies, which allow to improve the situation of the enterprise in the market, in comparison with the competitors of the branch by means of meeting the requirements and demands of consumers;
- creation and promotion of new types of products and services on the market;
- formation of a positive image (brand) of the company in the market.

Among the most widespread competitive strategies of an enterprise, one can distinguish such as leadership on the basis of low costs, individualization, market concentration, best value, innovation, focus and ecological competitive strategy [3, p.83].

It should be noted that enhancement of competitiveness is a process of change that needs to be motivated, stimulated and generated. These changes create positive settings and organizational culture, which, on the one hand, contribute to the survival of the organization in an aggressive external environment, and, on the other hand, to the achievement of lying positions in the market.

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## **COLLECTION AND PROCESSING OF INFORMATION FOR MARKETING RESEARCH**

*Keywords: marketing research, primary and secondary information, three information filters, processing rules.*

Marketing research is one of the basic components for building a corporate strategy. In light of the declining financial situation of Ukrainian enterprises, marketing research is increasingly turning into desk research. Therefore, marketers should know how to find and process information with the minimal costs.

All information can be divided into two types: primary and secondary. The former is collected during the field research using surveys or interviews. The latter is

initially collected for other purposes, it is cheaper and less accurate. Desk researchers most often use the second one.

Before starting the research, it is necessary to determine its purpose and system, which will be filled with data. What does the “system” mean? It means that a wide variety of information can be collected, but without the links and structure, it is not possible to analyze data. SWOT, Five Forces and PEST analyses are the examples of systems that describe the external and internal environment of the enterprise.

Then, the search among the secondary sources begins. It could involve reports and news of public enterprises, legislative framework, national bank’s publications, industry magazines, stock exchange quotes, state statistics websites, scientific articles, analytical materials and news of associations, public statements by officials etc.

It should be noted that the collection of primary information is carried out only after the secondary is processed. It will be easier to conduct the interview with the knowledge of current market.

The collection process involves three filters, taken from the rules of navigation. The first filter is location checking, which should be carried out 3 times per hour. It means that information is constantly updated and has to be monitored at regular intervals. The second filter (information must be found from 3 different sources) means checking the accuracy. The third filter tells us that is better to use 3 collection systems, as one system is not an ideal model, and it will not show all the processes of environment.

Information processing also requires compliance with some rules. References cannot be lost, without them the work will be considered unreliable. Comparison can be made only between comparable indicators. If an assumption is made, its probability must be indicated.

With only secondary sources available, it is possible to observe changes in the market, since all processes are interrelated. For example, the decline in GDP in the construction industry may indicate a decrease in the production of long-rolled steel.

Thus, working through the ratio of fast-updated unreliable secondary information and outdated reliable primary information any desk researcher will be able to properly assess the situation and provide recommendations for changes in the enterprise strategy.

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## **USING TRIGGERS IN MARKETING. PSYCHOLOGICAL TECHNIQUE WHICH INFLUENCES YOUR DECISION MAKING ABOUT THE PURCHASE**

*Key words: triggers, marketing, incentive triggers, consumer behavior, advertising campaigns.*

How to remind people about your goods and services? How to make people discuss them?

How brands can survive and at the same time increase their profits in the times of such high competition? How to stand out? And the most important thing, how to force people to remember about your product or service in particular? It is incentive triggers that make people think about interconnected objects. For example, muesli is associated with milk, the word “dog” is associated with the word “cat”. Have you already noticed the connection between them? These are triggers that already exist in your mind [1].

Sometimes we create triggers with our own thoughts, but sometimes – they are unconsciously provoked by external stimuli. As a result, the emerging emotions are pushing us to make decisions and to purchase sometimes completely unnecessary goods to us. In psychology, the meaning of a trigger is interpreted as automatic behavioral reactions of people, which arise as a response to any stimulus. That is, this is the designation of human reactions and the designation of the process, in which events and phenomena of the external world force a person to respond automatically in a certain way. The mechanism that drives this whole process is called a trigger [2].

In marketing and NLP, triggering is used to manipulate the human consciousness. It leads to a particular reaction of a person to the TRIGGER itself. A good example of a company that perfectly exploited the trigger in their Kit Kat's advertising campaigns is Nestlé[1].

The company Kit Kat conducted a series of studies in which they paid attention to the time when people consumed Kit Kat bar and found out 2 things: consumers often ate these chocolate bars during the lunch break for coffee, and many of them often used Kit Kat along with warm drinks. So a new idea came up – Kit Kat and coffee, which increased the company's sales by 40%. Then they launched a new advertising campaign with the words “The best friend of coffee”. The commercials showed these chocolate bars, which were lying next to a cup of coffee, or a person

who ordered coffee and remembered about Kit Kat. Kit Kat and coffee. Coffee and Kit Kat. All commercials constantly connected this couple. The company became so successful that the three hundred million brand began to cost half a billion dollars.

Actually, that is all due to using triggers. Nowadays, there are a huge number of people who consume coffee every day and don't even think about how videos like this affect our decision-making about what to buy for a cup of coffee. These are all the triggers that came into marketing from psychology. As a result, they have become a powerful tool for brands in the struggle for leadership among such high competition [3].

The main thing is to find this particular "point" that will become the "trigger" for the consumer. The company took coffee in general, as a drink with wild popularity. Therefore, by combining coffee and Kit Kat, the company created a super-trigger that constantly reminds people about the brand. Kit Kat and coffee. Coffee and Kit Kat.

To summarize, if you are a marketer, or a person who is associated with sales, or you are just interested in increasing the profits of your company, then triggers are going to be the "contact point" that will help you to "hook" a client. However, if you are not interested in sales, then be careful and watch your behavior, since we too often make impulsive purchases just because we are controlled by our emotions and in many cases, these are triggers. So, a trigger is any incentive that affects our behavior.

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## **THE ROLE OF SOCIAL MEDIA MARKETING IN BUSINESS**

*Key words: social media platforms, social media marketing.*

Creating and developing a website is important for any business. Along with having a website, you need to expand your online outreach to social media platforms. Social networking sites such as Twitter and Facebook are essential for maintaining a competitive edge. Companies that do not have active social media accounts risk missing out on numerous marketing opportunities.

It is possible to analyze the increasing importance of social media in business from this; 72% of the opinion seekers ages 25 to 34 look to social media for reviews and recommendations while purchasing anything. As a service provider, you can't ignore how social media can influence your target audience and can impact your sales.

Social media platforms like Facebook, Twitter, LinkedIn, Instagram, Google +, Pinterest, YouTube, Tumblr, Flickr, Reddit, Snapchat, WhatsApp, Quora, Viber etc. makes it easy to interact and build a community of your customers where you can engage them with quality content and these platforms also allow you to showcase your products. If someone's friend likes a product or service, they believe that too. Business conversations are taking place in social media platforms and actually it became easy. The key for service providers is to get into those conversations early with a presence that conveys accessibility and credibility.

Social media gives marketers a voice and a way to communicate with peers, customers, and potential consumers. It personalizes the "brand" and helps you to spread your message in a relaxed and conversational way.

Success stories are abundant when it comes using social media from headhunters that find job applicants to new businesses that want to introduce a new product as well as already established Fortune Global 500 companies that want to strengthen their brand. The role of social media in marketing is to use it as a communication tool that makes you accessible to those interested in your product and makes you visible to those that don't know your product. Use it as a tool that creates a personality behind your brand and creates relationships that you otherwise may never have gained.

It creates not only repeat-buyers but customer loyalty. The fact is social media is so diversified that it can be used in whatever way best suits the interest and the needs of your business.

Social media is a crucial part of your business marketing, but it doesn't have to be stressful to manage. Take the first step, create a profile, and start engaging with your customers.

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